



The Darryl Davis

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POWER AGENT[®]

MAGAZINE[™]



Featuring *Victor Gutierrez* • Page 4



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MAGAZINE

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A Letter From Darryl Davis...

Dear **Power Agent**® Members,

Welcome to this month's **Power Agent**® Magazine. We're thrilled to bring you some of the best agent-to-agent strategies in the industry from some of the most top performing real estate professionals in the country! My team and I are humbled and appreciative at the *incredible generosity of agents* who are so willing to **share the tools, mindsets, and solutions that have helped them rise to the top and stay there.**

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If you have questions for me or our team, please visit www.AskDarrylDavis.com or use the email address below to reach us. If you have any ideas or suggestions or would like to contribute an article or news piece, please do not hesitate to contact my office. We always welcome the thoughts of our members.

If your organization would like to bring me in to share listing inventory-building, results-producing skills that can prepare agents for ANY market, please have them contact my Director of Opportunities, Julie Escobar at Julie at julie@darryldavisseminars.com or [visit my website here](#) to learn more.

Need assistance? Call us at 800-395-3905 or email us at info@DarrylDavisSeminars.com.

Until next time, I wish you all the best and nothing but success and of course, I'm here to **help you design a life and career worth SMILING about!**

Powerfully Yours,



Meet Victor Gutierrez



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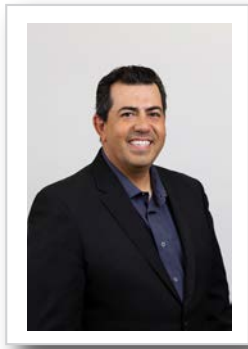
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~ an interview with ~
VICTOR GUTIERREZ

Darryl: Okay. I think we're recording now.

Victor G.: All right. Let's do it.

Darryl: Hi, Victor.

Victor G.: Hey, Darryl. How are you?

Darryl: Hey. So let me introduce everybody to you. Gang, this is Victor. And I can't say your last name, Victor, so you're [inaudible 00:00:23].

Victor G.: Gutierrez.

Darryl: Gutierrez.

Victor G.: There you go.

Darryl: From Vylla Homes. It's so horrible. I got to tell you something, there's a joke, when I go to Europe and I speak in Europe, I say, "You know, when you speak two language, you're bilingual, but when you speak one language, you're American."

Victor G.: There you go.

Darryl: So I am not good with accents and names with more than two syllables. Anyway, so we get Victor from Vylla Homes, Orland Park, Illinois. Victor, you go way back as far as our training, right? How long ago was that when we first met?

Victor G.: So I think the first time we met was in like 1998.

Darryl: Wow.

Victor G.: Which was your original Power Agent program, where you actually came in once a month and we did one topic for a whole year. Still think that was a phenomenal, phenomenal program just keeping everybody engaged. As a broker, just to stay engaged for a whole year was I think one of the reasons I'm still in the business, was I just got connected enough to stay in it.

Darryl: Yeah. Victor, that was... You said one topic for a whole year, but you meant one topic a month.

Victor G.: One topic per month.

Darryl: Yeah, yeah.

interview with Victor Gutierrez (continued)

- Victor G.: Correct.
- Darryl: And yeah, the foundation of the Power program was that program was taking one topic for 30 days, mastering that one topic, then we go to the next topic. And yes, it was a whole year. And yeah, it's unfortunate we don't do that program anymore because of the cost involved and what we would have to charge people. But we're reformatted it into what's now the Power program with our website and the online and the coaching and these calls. I mean, this is part of it.
- Victor G.: Mm-hmm (affirmative).
- Darryl: These are spotlighted calls where I get to pick somebody successful's brains, like you, and to share with everybody else. So let's get into that. Let's talk about... Right now, so normally we might interview an agent, but I thought this would be really great to interview somebody who's on the management side right now. So give everybody your contact information, your background, what you're doing now, and then we'll start getting into the questions.
- Victor G.: Okay. My name again, Victor Gutierrez. My phone number is (773) 447-8754. Email is Victor.Gutierrez, G-U-T-I-E-R-R-E-Z, at Vylla.com. What I'm doing now is I'm managing. So I manage a brokerage with just under 60 agents, and my focus really is a lot of training. Just making sure that the agents are productive, that they have the right tools, that they have the right skill set. So I just know how important that was just from my own background of actually having the skill set to be able to last in this business was important, so I continue to do that with them now.
- Darryl: Now, the 60 agents, are they in the two offices?
- Victor G.: Correct. Correct. So I've got different office locations. I do have some additional teams that are just kind of 12-agent teams here and there as well, but within all our offices.
- Darryl: Wow. Okay. What are you finding? So you're in Illinois, and what are you finding is happening in your market right now? Is it a buyer's market, seller's market?
- Victor G.: I think a little bit of both with these rates that dropped so low right now. We're starting to see a lot of buyers that maybe had held back just because they couldn't really afford a certain price and now they can. And also we're seeing the listings kind of increase because the sellers are now able to try to price a little bit higher to try to get that, to kind of get that higher number that they weren't able to, just knowing that there's more buyers. So a little bit of both right now. So yeah, I think it's a good market, though. It's moving.
- Darryl: So it sounds like a balanced market, then. So you've got listings that are coming to market, buyers are coming out to buy, so that's really great. Balanced market is always... This, to me, the balanced market is that sweet spot where, again, there's sellers coming to market, inventory's healthy, buyers are looking to pull the trigger. This is the market where agents can make the most money in a balanced market.
- Victor G.: I agree.
- Darryl: Are you finding in Illinois, I don't know if this is one of the markets as far as iBuyers, is that happening there yet?

Victor G.: Not yet. Not yet. But we are starting to see some smaller private [eHelp 00:05:12] companies that are coming in with that concept of purchasing the property from a seller directly, but we haven't quite seen that much of it yet.

Darryl: Yeah. I'm trying to tell agents to start using the language when they're on listing appointments that they're not really iBuyers, they're investors.

Victor G.: Correct.

Darryl: The commitment of that purpose is not to buy it to move in, they're buying it for the purpose to resell it, to flip it, and I mean, another term could be iFlipper. And so for a flipper or for an investor, they need to buy low to sell high, so obviously the homeowner's actually getting whacked financially because they could be selling it for so much more if they hired with an agent, the traditional route. But anyway, that's another topic.

Victor G.: That's right.

Darryl: So what are you finding is the biggest challenge that some of your agents are having, and how are they getting through that? How are they fixing or dealing with that challenge, whatever it might be?

Victor G.: Well, I think right now it's just a matter of really kind of getting out there and doing some of the essentials, some of the basic things of actually being proactive and hunting. I always kind of talk about having that farmer mentality but working like a hunter. So we try to always tell them, "Hey, you have to work every day. There's certain things and certain tasks you have to do daily so that it can kind of have a result later on, as well." But at the same time, I think... And just kind of going back to your program and some of the stuff I'm working with them on now is the now business. So when you were here just a few months ago, really kind of brought that back to me. Okay, maybe there's some models that really can tend to be good for longterm database management, but now business is so important because they need to produce in order to feed their families now.

Darryl: Yeah.

Victor G.: So just kind of balancing both, where I'm doing a lot of the trainings on the for sale by owners and really trying to stay focused with going at expireds and all that kind of stuff so that they can load their plate. But yeah, the challenges with agents in general is just consistency. Can they do it long enough? Can they commit to something long enough, or what keeps them motivated long enough to see the results? So that's my challenge. I think that's their challenge as well, is that sometimes when we're... If it doesn't quite, muted myself, if it doesn't quite pay off as soon as they want, they kind of tend to move on, you know?

Darryl: Yeah.

Victor G.: And try something else. And they don't give something a chance long enough. That's their challenge.

Darryl: You know, I was talking to somebody about... That's really important, what you just said, about the consistency and sticking with it. Even when it comes... What I was talking to the group about with farming, is that when you farm, you don't just plant the seed and then it's going to grow right away. So we plant the seed, and then we've got to water it and cultivate it and fertilize it and make sure it has sun. We got to take care of it and do work. Farmers are skilled at farming. They have tasks that they do. They know what's the right fertilizer, when to put it, how much to put on. So there's a skill set associated with farming, and so farmers get skilled at farming. And that's what you just said

interview with Victor Gutierrez (continued)

about agents. It's not call FSBO's and expires one time. Like planting a seed. For that to take root, they've got to master calling FSBO's and expires, being consistent, learning the skill set like a farmer learns a skill set. So it takes time for it to work. And yeah, that's so great that you said that, that agents have to really be committed to mastery and getting good at it and having patience and having faith.

That's the other thing. Like a farmer, they plant a seed, they don't worry, "Well, is it going to work out?" They know if they keep doing the right things, eventually it'll pay off. They'll see return for their time invested.

Victor G.: Correct.

Darryl: So that's really great distinction, Victor.

Victor G.: Yep. And the other thing I think, Darryl, is sometimes I think if we set up the right expectations, like you just said, it's not going to happen the first call you make. It may take until you get that appointment to keep doing it, but preparing them mentally to understand that it's going to take a little bit of time. Also I think arming them with the verbiage and the technique. One of the things that I loved about you when, even someone like the Floyd Wickmans, was the objection handling, the understanding that you're going to get those objections and how you're prepared for those so you can handle them and you don't get thrown off as much. So preparation for the agents, I think it's so important for them to be armed with already being prepared with what's coming. Expect that you're going to get this objection, and you've already set up yourself by practicing that you're prepared to respond to that and you're prepared to keep moving, and you get a different result, even from the same client that in the past maybe you just would have hung up and moved on or, because scared yourself off, now you're able to continue to move to kind of the goal line where you finally get the result that you're looking for.

So again, it's so much skill set that I think today's... Sometimes the agents, they just don't invest the time to really learn all of these things that are, the technique. I mean sales is a profession and it takes a lot of understanding the psychology of people and how they're going to respond, how you're going to respond. And I see a lack of that, so I train a lot on that. Just kind of like you say, don't practice at the real listing, you got to practice that ahead of time. Don't practice on the call, practice ahead of time with somebody.

Darryl: Right. Right.

Victor G.: And you're right, at some times... And you've said it, how could you risk a \$10,000 commission when you're practicing it? It's like you got to be ready before you step into do that. So I try to do a lot of that.

Darryl: Well, you know, you made me just think of something which was really great about the tools and being skilled at the business. Because I'm thinking about my son. He wants to go to law school, and so he's in the process of studying for his LSAT, which is, for people who don't know, that's the SAT score for law, get into law... And what I didn't know, Victor, is that the LSAT test is a lot of... You're not studying case law, it's critical thinking. Like if Mary and John did this and ba ba ba... It's not how

many apples, it would be like, it's something deeper than that. It's like does John really like Mary? It's something like a weird story that you've got to now extrapolate some meaning, and then there is problem-solving games. Anyway, he's been studying like a madman to get a great score on this. And so there's a skill set that attorneys need about creativity and problem-solving. That's a skill set. So he's really studying a skill set to get good at the test, which will get him to the next level.

So like you just said, it's handling objections. Real estate, it's not a science, it's an art form. But even to an art form, there are certain rules of the game. Like with a painter. So a painter, that's an art. Art form. Being creative and painting. But there's still rules that are colors and canvases and types of brushes, and some painters will break those rules, but they still need the rules in order to break it to get creative, right?

Victor G.: Yes.

Darryl: Yeah, so that's really great what you're saying, is that when handling objections, if a surgeon's tool is the scalpel, and if for an attorney their skill is creativity, for real estate agent, their tool is the words that they use when they're handling an objection, for example.

Victor G.: Perfect. Yeah.

Darryl: Yeah. That's really good. Good stuff. What are you finding is working... Let's jump to technology. Is there any technology that you're finding is really useful for agents, to help them?

Victor G.: We use a lot of Moxi tools. So a lot of the Present, which is a CMA presentation software which is kind of glitzy. The CRMs. We use something within the Moxi also called Engage. But yeah, I think sometimes, technology is great as you know, but sometimes it's just a toy.

Darryl: Yeah.

Victor G.: And so I always tell my agents, "The toys might be pretty, but if you don't really use them properly and you don't really use them for what they're meant for," it's just like having a Corvette in the winter, right? Here in Chicago it's not really going to be used much. But yeah, technology, I mean, I think the great thing about technology is that it does allow you to really expand your circle a lot quicker, or to also automate some of the connections, some of the monthly times that you can hit somebody with something. Again, not junk, but you're able to communicate with people at a much quicker scale than in the past.

Darryl: Right.

Victor G.: Again. So I think technology is fantastic. I think used right and making sure that you're giving the message that you want to give out so that it kind of brands you the way you want to be branded, it's really good. On the other hand, I think when technology becomes a crutch where you really just depend on that to do all of your work, your social work, which social by definition means you should be hands-on, and everyone's kind of like come behind it and hid behind it now-

Darryl: Oh, that's good.

Victor G.: It's become something that people don't ever really see you. They just see a text, they just see an email. And that loses touch because real estate is, they got to like you, but they got to trust you and they got to be able to say, "Hey, I've shaken that guy's hand in the past." My opinion.

interview with Victor Gutierrez (continued) ...

- Darryl: I love that, what you just said, is that the social media has the word social, which means being sociable and being authentic and being engaging and participating. That it shouldn't be just something that you deal with or it's too automated where it loses that personal touch. That's really another great distinction. Is there any technology you personally are using that you like?
- Victor G.: As far as what I use, I'd love to give you some kind of a great technology tool, but I mean honestly, Excel works. All of the tools that we've used forever work well, it's just a matter of using it. If you're using Engage for your CRM or using Top Producer for your CRM, again, those are all really great tools, and if you use them right, they work. Top Producer's really, really great at making sure that they remind you, their reminders are built in, the automation's built in. So if you're serious about that, I mean, I would encourage kind of making sure you look at those, but if you're just kind of in a place where you're still trying to budget, then well, tools are already there, and they're free. They're right inside your computer, again, it just has to be built in.
- Darryl: I mean, I'm probably guilty of that too, is that there is so much great technology, but we're probably using 1/10th of... Well, let's see, maybe 10% of the full features that it has, and probably what we should do is schedule some time to sit down and go through some of the software that we currently have and make sure we're maximizing its features.
- Victor G.: Yeah. Yeah. I think the best piece of technology is a good assistant.
- Darryl: Okay.
- Victor G.: They can manage that [crosstalk 00:18:44].
- Darryl: All right. That's good.
- Victor G.: Because my assistant's really the one that would probably have the better answer of what the best technology is that we're using. Sometimes, again, it's just management of those tools. And sometimes we're just, in general, I think agents are moving so quick that they don't really slow down enough to really understand the tool. But if you have someone that can really help you with that... One of the things we do have in my office is we have someone that we've kind of assigned as the social media director for all the agents. And she's in charge of marketing for them and posting for them, and any time they have any activities or new listings, she goes in there and manages all that for them. I can tell you-
- Darryl: Now, does she go into each agent's account and act as if they're that agent? Like post for them? Or does she use some kind of hosting software.
- Victor G.: So some of the agents are comfortable and give her access to their business side of it, and so she will go in there. And then some don't, so she'll just kind of post something on to their page, and then they like it and then it's on their pages. Same with LinkedIn. But most of them right now have, obviously they have signed agreements with her, but she does go into their account and she'll post as them. Just because it actually does make a difference when you're just sharing something versus when you're posting on your own, you get a little bit of a different reaction from the market out there. But yeah, honestly since we've kind of introduced that to them, it's been great because their... Just overall, volume's gone up and you can see the likes. And I can track these numbers and I could just see the interaction's gone way up between the agents and their clients and their databases, as

well. But again, pick somebody else to kind of manage it.

Darryl: How did you find that person?

Victor G.: She was actually my executive assistant in my prior place of employment, so she did all of that for me. And then once I moved here, I brought her with me so that she could do this for the agents.

Darryl: That was easy.

Victor G.: [inaudible 00:20:59].

Darryl: Very cool. Is there anything else that you're seeing that the agents are doing that's really working well, whether it's in their advertising, their marketing, the listing appointments, working with buyers?

Victor G.: I think that they're putting more time ahead of it. So for example, some of the agents in the past, they would sort of wing it. So they'd kind of do a quick CMA presentation, and then they would just kind of get to the presentation and then they would see how it went. And one of the things that we try to do here a little bit differently, and it comes from you, it's not my invention by any means, but it's actually like taking a day or so before you go to the listing appointment to drive the area, see what other for sale by owners are out there, spend the time, drive around.

In other words, like you said, you're talking about a 10, \$12,000 commission. It's worth you spending that extra day so that when you show up to their house, for example, you know the logistics of where their house is, you know what's around the corner, what's all that kind of stuff. And I think that's given us an edge because with technology today, a lot of people are just very quickly going through their software, putting together a market analysis, and then showing up, where we're kind of taking the old approach of let's really figure out this neighborhood, let's really see what else is around this house, and when we show up you'd be surprised how many times we'll literally get there and say, "Hey, by the way, that for sale by owner down the street is listed for this price, this is how much they're asking. This is what their house has." And it just sets you a part a little.

Darryl: Oh yeah, that's good.

Victor G.: So a lot of that preparation. And even with the buyers, really kind of preparing them to meet with a client like a client and not just someone that you hope is going to put an offer. We prepare them on the neighborhood they're going to buy in and kind of talk them through that. And it's been working well, so we're retaining a lot of our clients, and a lot of the ones that are kind of coming on board to buy or sell are actually closing, so that's helped a lot.

Darryl: Now, how are you doing... This is all great stuff. The agents in the office, are they having buyers sign buyer/agency agreements? And how are you [crosstalk 00:23:15]?

Victor G.: Well, some do and some don't. And I'll be honest, I'll give you my experience from that.

Darryl: Okay.

Victor G.: When I was a brand new agent, my manager said, "This is a buyer's agency agreement, get them signed." And I didn't know any... I mean, I knew what she told me to do, and every time someone I met with them and I had them sign it and I would turn them in.

Darryl: Okay.

interview with Victor Gutierrez (continued) ...

- Victor G.: And a month or two after I kind of was doing that, I had a whole bunch of them, some of the experienced agents came in and said, "What are you doing?" And I was like, "What do you mean?" They're like, "How are you getting those signed?" And I was like, "I'm just asking. I'm just letting them know that hey, it's better one-on-one relationship." So again, it goes back to some of the agents that have been around a little bit longer, they forget that that's an actual contract, and they'll get away from it just assuming that client is going to stay with them, until they don't. So I do. I do try to teach that, I do try to say, "Hey, you know what? This is just like a listing agreement. You're putting more validity in your relationship with that client. Try to get these done." So we get about half and half, I would say. I wouldn't say that we get all of them, but I definitely try to teach that.
- Darryl: You know, it's interesting. I've shifted in my attitude about buyer/agency too. First of all, when I was an agent, my market Long Island, we never did buyer/agency. As a matter of fact, I remember when buyer/agency, now I'm starting to show my age, I remember buyer/agency did not exist anywhere in the United States, and I firmly believe the birth of buyer/agency was in Chicago, because I was teaching, that was back in the day of the original Power program, so I was traveling all over the country, every month the same city, and it was in Chicago land where it started to really roll out and take birth and all that stuff.
- Anyway, so I was always of the philosophy, "You know what? A buyer is a customer, the homeowner is the client. We represent the homeowner, the buyers are just, you want to make an offer?" And so I was never a fan of buyer/agency, that model seemed to work really great, even when buyer/agency rolled out. But now in the age of technology and the internet and buyers taking so much control of their own process and choices and da da da da, now I can see buyer/agency is a must because an agent can go take a buyer, show some houses, and then they're like, "Okay, thanks for taking the time, agent. Let me go to Zillow and look at some other properties and call," and so now they're just working their own process, and us agents are just making it easy for them. So I think we have to say, "Hang on a second. Yes, you've got Zillow and you've got Realtor and you've got all these things, but yes, you still need us and you need to hire somebody to help you make that final choice." Yeah.
- Victor G.: Great point. Great point.
- Darryl: We created, you have to see this Victor, we just rolled it out, a buyer/agency type of agreement where it points out to a buyer, "If I'm not your agent, here's what I can't do for you."
- Victor G.: Okay. Right.
- Darryl: I'll tell you for instance, I can't promise that I'm going to show you everything in your price range. I can't promise that I'm going to negotiate the best offer for you because my responsibility will be to represent the seller and what's best for them. It's really kind of negative. If you show it to a buyer, it's like, "Well, damn. I don't want you to not negotiate for me or represent me." Well, that's why you need to sign a buyer/agency agreement, because otherwise if you don't, by de facto, whatever, I'm representing the seller's best interest and not yours.
- Victor G.: Correct. Correct.
- Darryl: And so I think we need to get more aggressive telling buyers that... Because I think they still think that we're representing them.

Victor G.: Right.

Darryl: “All right, tell me what you think of the offer,” and I think we do that and make that mistake too, is that without the buyer/agency agreement, a buyer says, “I want to buy this house,” and then we’ll sit down and counsel them what price they should present. Well, why would you do that if you’re not representing the buyer? As a matter of fact, you’re actually going against representing the seller when you’re trying to negotiate, help a buyer present a low offer. Am I right when I’m thinking?

Victor G.: Well, yeah. I think about this even more on a buyer-to-buyer side. If I have a buyer’s exclusive with Mrs. Smith and they’re buying a house in the same neighborhood and one doesn’t have a buyer’s agreement, I have a legal responsibility to Mrs. Smith. So while I can help you fill out this offer, I can’t really guide you as much as I would Mrs. Smith because she’s my client. She’s my future client.

Darryl: Right. Right.

Victor G.: So I think when you put it that way to a buyer, they see what they’re losing out at. Today’s buyers, I think they want to be the most valuable piece in the game. When you, like you said, with that tool, when you show them that, “By not signing this buyer’s exclusive, you’re putting yourself in the secondary position to someone who does have one,” I think that would be valuable to them.

Darryl: I like how you just said that. By not having a buyer/agency agreement, you are putting yourself in second position behind somebody who does have that agency relationship with another agent. Okay, good. What are you telling new salespeople? So if a new salesperson comes into your company, what are you telling them that they need to start doing or focus on? If there’s a beginning process for a new agent, what do you tell them to do?

Victor G.: Well, I try to break it up into a couple different ways. One of the things is obviously we always go back towards what kind of sphere of influence do you have to get going with your business? And so we try to work through that, but what we’re finding is that with a sphere of influence it takes some time. It takes some time for them to trust you, to really take you on as a professional in the real estate side. So the other side of this now is that I’ve become much more aggressive with actually getting them to get the now business. So I’ve gotten them back to some of the, “Hey, you know what? We need to get in here, we need to go through some for sale by owners, we need to go through some expireds. We need to get you some now business so that we can start establishing you in the business.”

And so a lot of it is really just more kind of doing a daily routine. Like these are the daily routine that you have to do, whether it’s make three phone calls or drive three for sale by owners. So whatever it is, but I’ve been creating more of a systematic way for them to have a daily agenda. To try to do that upfront. Or for my agents, I realize once 11:00 hits, it’s like it’s over. They’re on operations mode, they’re dealing with this or that. And even the new agents, they’re dealing with other issues and they don’t do these activities early and when they’re fresh. Sometimes the day gets away from them.

And I know that in the past we’ve talked about different energy levels, and some agents have more energy at certain time of the day than others and things like that, but I’ve tried that and it just seems like when someone tells me, “No, I’m not a morning person,” they just don’t seem to be that afternoon person, either. And then they just [inaudible 00:31:10]. I just try to say let’s just get our coffee and let’s make ourselves be morning people and let’s get going. So again, I think for me as a managing broker, accountability works. I was lucky enough when I first got into business I had a really great manager. She always held me accountable. “What’s going on today? Did you do this today? What’s going on with... “ those kinds of things. And she was with me actually at the Power Agent class because I wanted to do it and she said, “I’ll do it if you do it.”

interview with Victor Gutierrez (continued) ...

Darryl: Oh, cool.

Victor G.: And so a lot of those things were really good for me to understand early so now with the agents, I always tell them I do have a sense of responsibility, and if I don't make you accountable for what you have to do, you're just going to not do it and then it's going to turn into your family kind of looking at an empty plate at dinner. So that I think is big. And so in general, as an agent, you really need to find an accountability partner. We talk about that. Whether it's your broker or another peer, but just kind of to make sure that you're staying on track with the things you need to do, and kind of do it daily if you can.

Darryl: Yeah. I guess that's true. Every successful person has somebody behind them that pushes them, that encourages them, that holds them accountable. If let's say an agent is in an office, the broker or manager is not skilled at that but they want to be, separate from going to their own leadership training, what do you think an agent could do with their manager to help their manager manage them better?

Victor G.: Sometimes that's tough because the agent may not really know what they need, but I think that they still need to, at the very least, be very clear with what goals they have, and then kind of make their manager hold them accountable to those. But with that said, I think that's why, and I'm plugging you a little bit here, but I think having systems where you can plug into something that's already in place, like your system where they can go in and attend these kinds of meetings and get the resources that they need that are already done, they don't have to reinvent the wheels, it's the cost of doing business. And I think that if they're not getting that through their office or they're not getting that through their brokers, then they need to find a good system. The truth is that with some of these hundred percent concepts, the interest really isn't there to train. It's like you get your hundred percent, I'll pay my rent and good luck, and here we go. So that works, but again, you have to have something in place so that you're training yourself and you're having... Even these meetings like this where you can kind of hear someone say, "Hey, if you're not doing this, this isn't going to happen," it's a sense of accountability because then you're like, "okay, I'm hearing someone telling me exactly what I needed to hear today."

Darryl: Well, I guess even just having an agent go to their manager and saying, "All right, I've been thinking about it. Here's my goals, this is what I want to have happen this year, and I know what I need to do is call three FSBO's a day, and I know I also don't want to do that. So you could help me, and every time you see me, ask me how are my FSBO calls going." I think just doing that would probably help an agent and helping the manager manage better by telling them, "Just ask me that question every time you see me." And what do you think? You think that would go over well?

Victor G.: Yeah. I think managers are really, honestly looking for those people that say that to them. "Hey, I need you to call me once a week and ask me what I did. Make sure that I did these things." It helps us also to know what their needs are. But I think it also will make better managers because when they're getting these questions as to, "Well, how can you help me become better at dealing with a for sale by owner," the manager, if he's kind of weak at that, might now realize, "hey, there's a need for me to really pick that up." So I think in general it's a good combo for both.

Darryl: Well, you know what? There's something that you just... This conversation just made me think of something, and that is there may be some managers, honestly, and I mean broker/owners who are managing, too. There may be some managers that they're not really good at managing because they became cynical. If they, let's just imagine... I don't think any manager becomes a manager and is committed to just being good. I'm sure they started saying, "I'm going to make this office something better than it's ever been," and da, da, da, da, so they come in with a level of enthusiasm. And so they have this vision, then they recruit an agent and they tell an agent, "Do this," and the agent kind of doesn't do it, and, "all right, let me do it again." So after several agents not doing what the manager is

hoping they would do, they become cynical. It's like, "You know what? They just don't care. And if agents don't care, why should I care?" So they go through the motions of just paying bills or whatever their day-to-day task is, but they kind of lost a little passion for it.

But if an agent came to that manager and said, "This is what I'm committed to. This is what I know I need to do, and that's call three FSBO's a day. Would you please help me every day?" If a manager, even the most cynical, had that agent come to them with that kind of passion telling them, "This is what I need," I think that manager probably get resparked themselves, wouldn't you think?

Victor G.: Well, I agree. And you think about in the old days when we did some of these training systems, the managing brokers or the owners attended the trainings.

Darryl: Yes.

Victor G.: And I think that they understood that they had to have this wealth of knowledge behind them too, to be able to help their agents. So I think they saw that importance, and I remember my broker back then when I took that original Power Agent was like, "Listen. There is no way that I could duplicate you being engaged for an entire year and being trained by somebody, a professional," because he just didn't have the time at that point in his career because he was a selling broker. So I think that's part of it. The other thing about not just only being cynical is I think sometimes you have brokers that are maybe already kind of further along in that career, and so maybe they've fallen more into the doing business strictly by referral after 10, 15 years of business, and they forget. They forget the business that's there on a for sale by owner, the business that's there on an expired tree. And so they kind of move away from that, and so they're... And I'll be honest, sometimes I have fallen kind of guilty to that, where I'm trying to teach that referral-type business, and again, my agents were struggling because I realized, "Well, wait a minute. They need business like right now, and I'm [crosstalk 00:38:42]"

Darryl: Well, and you brought out a really good point I want to highlight, Victor, which was telling a new agent about calling their sphere and their referrals or friends and family. The real drawback in that approach, which I don't think I've ever actually heard anybody say, is that the friends and family know that this new agent just got into real estate. It's like, "I can invite you over for Christmas, but I ain't giving you my \$500,000 house. You haven't done anything. You don't know what you're doing." So that probably is the worst approach for the new agent, to tap into their friends and family before they've actually established themselves in being successful. And the best place to do that is with [inaudible 00:39:24]. That's powerful, what you said.

Victor G.: Yeah. Yeah. I think there's some power to having some of that business in your pipe so that when you are talking to that sphere, you could go, "Hey. I may be only three months in this business, but I've already sold 10 homes."

Darryl: Exactly.

Victor G.: So yeah. Yeah. Big key.

Darryl: That's great. That's good stuff. All right, well, listen, is there anything... This was a great call, and I know I got a lot from it. Is there anything that you want to say to close this out before we tell everybody your contact information again?

Victor G.: Yeah. I would probably just tell the agents don't get lost out there. Isolation is one of the things that we talk a lot about, and in today's real estate world and with technology, it's really easy to hide, or not just hide, but kind of become your very own pod. And it becomes kind of like you're battling on your own, like you're doing things completely on your own. That isolation kind of becomes deadly. And so I would recommend stay with your broker, talk to your broker, attend a meeting if he's having some meetings.

interview with Victor Gutierrez (continued)

Just breaking bread and having coffee with your peers is a great thing. So stay connected, but continue to look for programs. There's some really good stuff that'll help you stay connected and stay on track. I see your cat.

Darryl: Did you? You saw my cat?

Victor G.: I think I did.

Darryl: We have a cat in the office, what can I [crosstalk 00:41:01]?

Victor G.: There you go. So yeah, I mean, I think Darryl, honestly, brokers really, managing brokers, since we're talking in that sense, they really need to understand kind of the needs of their agents, and when you put a program together where it's a monthly fee but they get the tools, they get the trainings, they get the live-to-live, I mean, I would be looking to invest. If an agent came to me and said, "Hey, I'm kind of starting out, would you be able to somehow connect with me?" I mean, that's something that it's so inexpensive but so valuable.

Darryl: Thank you.

Victor G.: Yep. Stay with it. That's what I got to tell the agents.

Darryl: Thank you.

Victor G.: Good market, though. It's a good market.

Darryl: It is a good market.

Victor G.: Now's the time.

Darryl: It is a good market. Right now it's a great market, I think. Well, awesome. So if people want to get in touch with you, Victor, where's the best place again? Let's give it to them again.

Victor G.: If they want to get in contact with me, they can just give me a call. My cell phone's the easiest way, (773) 447-8754, or again, my email. I'm always looking on email. It's Victor.Gutierrez, G-U-T-I-E-R-R-E-Z, at Vylla.com.

Darryl: Awesome. All right, well you stay with me. I'm going to say goodbye to everybody, but you stay right there. All right, gang, there you go. Victor has given us a bunch of great information. Just take one or two things from this, implement it into your business, and don't forget, we don't just help people buy and sell real estate, we actually help people get to their next level. And so the money that we make is merely gauges to how many people we've helped. So focus on serving, not selling, and the money will follow. All right. Thanks again, Victor. Have a wonderful day, gang, we'll talk to you soon.

Victor G.: Thank you all.

Thank you, Victor!


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