



The Olympian Method

1

Step One

Plan for the future

Annual Goals



Annual Goals



- **Number of transactions**

Annual Goals



- Number of transactions
- **Dollar amount**

Annual Goals



- Number of transactions
- Dollar amount
- **Dream vacation**



Working backwards from that goal to
calculate needed daily production

Leads

Contacts

Appointments

Listing Presentations

Listings

Closings

Leads

Contacts

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2

Step Two

Prepare for the day



Prepare The Body

4:30 AM – Exercise



Prepare The Mind

6:30 AM – Get into the office



Prepare The Mind

6:45 AM - Accountability checkin



Prepare The Mind

6:45 AM – Get into the office

- **Report on the goals set yesterday**



Prepare The Mind

6:45 AM – Get into the office

- Report on the goals set yesterday
- Identify reasons for reaching the goal or not reaching it



Prepare The Mind

6:45 AM – Get into the office

- Report on the goals set yesterday
- Identify reasons for reaching the goal or not reaching it
- **Set new goals for the day (as they relate to your monthly/annual goals)**



Prepare The Mind

7:00 AM – Gratitude mindset



Step Three

Prepare for the calls



Prepare The Calls

7:30 AM – Role Play



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Role Play Case Study



Five

scheduled role play partners
throughout the week, one
for each day

Edward Estrada

Role Play Case Study



Edward Estrada

Five

scheduled role play partners
throughout the week, one
for each day

Replace Them

every two months

4

Step Four

Prospecting

Prospecting

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Prospecting Routine

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- **Prospect daily**

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- **Multiple prospecting sessions**

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- **Morning: 2 to 4 hours**

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- **Afternoon: 1 to 2 hours**

Prospecting

Prospecting Routine

- **Prospect daily**
- **Multiple prospecting sessions**
- **Morning: 2 to 4 hours**
- **Afternoon: 1 to 2 hours**
- **Evening: 1 to 2 hours**

Prospecting

Morning Prospecting Session

- **Begin calling by 8:00 am**

Prospecting

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- **Brand new Expireds and FSBOs: Low-hanging fruit**

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- **8:30 am: Second roleplay – go over objections received during first call session**

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- **8:45 am: Expireds and FSBOs less than one week old**

Prospecting

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- **9:30 am: Hot leads – previously spoken to, but no appointments set**
- **10:30 am: GeoLeads – four different techniques**