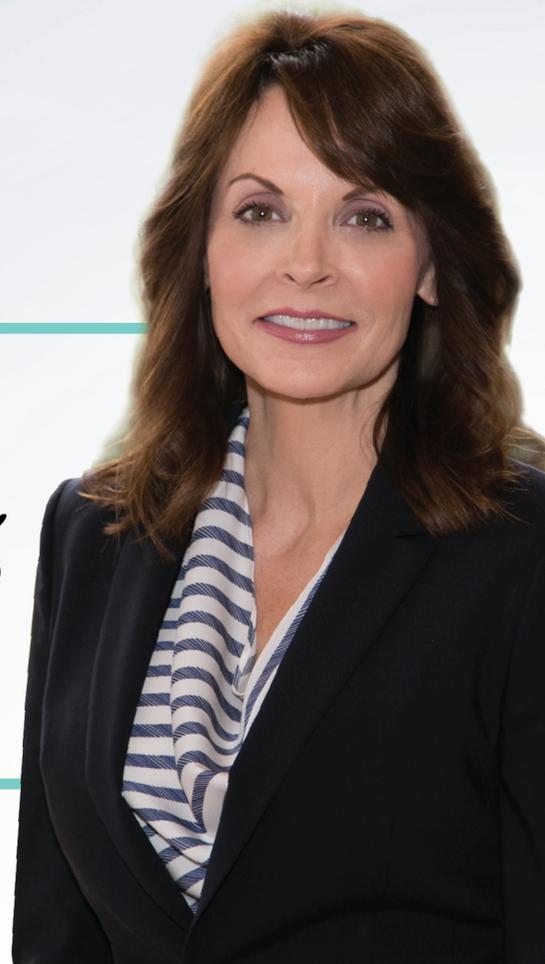




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**GROUP**  
*Coaching Calls*  
*with* **DEBBIE**

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**Debbie:** Hello everyone, it is Debbie De Grote. Happy Tuesday and welcome to our call today. And I can see everyone here on my screen, so good to see you, Sean and Tina and Michael Johnson. And I see J.P., one of our great coaches is joining us today. So we've got a big group and everybody's just starting to pile in on the line. So, you are all muted. Just to let you know you are muted, but of course you can unmute your line if you choose to. And I'm just getting used to this session, this whole new technology, but I think you can actually raise your hand. In fact, give me one second here, guys, because I want to make sure I don't tell you the wrong thing. So hold on just a second. Samantha, do you have a minute? We're going to grab Samantha. Samantha, tell them how to raise their hand.

**Samantha:** Okay, so everyone is muted right now. All you have to do is press \*7 and then you unmute yourself. Please don't everybody do it at once, but if you have a question, \*7 and you can jump right in.

**Debbie:** Okay, perfect. Thanks Samantha. And then also, guys, once you jump in with your question, then go ahead and just do \*7; I think it puts you back on mute. We are recording this, we do transcribe these calls, and we definitely want to get you a nice, quiet line. So we have some good stuff coming up today, because I thought that what would be a great topic to dive into is a real popular request, and that's: How do I build my database and how do I increase my referral business?

So if you'll hang in there with me for a few minutes, what I'd like to do is I'd like to start by just talking with you a little bit about some of the ideas and strategies that could be useful in helping you extract more business from the people that you know. So I'll just do that for 15 minutes or so. And then we're going to open up the lines so you can ask me questions, share your challenges. And of course one of the great opportunities here in the Inner Circle is if you have something that you're doing that's really working well for you as you're creating, as I like to call it, that web of connection, to lock in and circle the wagons on that valuable list that you have of raving fans, certainly please feel free to share that with us.

Now I believe that next week, just to follow up this theme, what Pete is going to do on the call with you guys, I think he's actually going to do it on a webinar format, and he's really going to dive deep into how to properly implement the Instant Client Goldmine System. Now, he did a little bit of this at our event in Newport Beach a couple of weeks ago, but we had so many follow-up questions and people saying, "I know it's valuable. I want to perfect it", so that's why we're going to go ahead and have Pete take you through that again next week, because truly of everything on the Inner Circle, that's probably the one that is the plug-and-play, fastest way to generate some "now" business. So you want to mark that on your calendar.

So, just to get us started off though, guys, I just want to get us all on the same page mentally, and that is that as I talk to each of you, as I travel across the country, what I hear a lot is that most people would agree that the majority of their business comes from their past clients, from their sphere, and from the people that they know. But then also what I hear is, "But I don't work them the way that I should." Now, here are some of the things that I hear great agents say to me: "I don't want to push them" or, "I don't know what to say" or, "I don't want to appear needy", "I just hate rejection" or, "I don't have the time" or, "I don't have the money to mail market as aggressively as I would like." Or another big one: "I'm not good at technology."

So, I thought what we might start off with today is, let's just get the limiting beliefs on the table. And I want you to really think about, even if you're working your database pretty well, which I know some of

you are, could you say that you're actually doing absolutely everything you could? I think of it like a sponge. How could we just squeeze the life out of all the opportunities inside of the groups of people that you know?

So, I'm going to do a little bit of hitting you with a fire hose today. I'm going to throw a lot of ideas out there, and here would be my suggestion: I get it that not every idea will work for you. And I get it too that I have my own unique style and as you guys all know, by knowing me the way you do, I'm a very High D, so I'm pretty aggressive. So I also get it that my style, my way of saying things might not exactly be a fit for you. And also, you just might not feel that it's all appropriate for your group or your approach. And that's totally okay. What I would just encourage you to do though is, let's look for at least two to three good nuggets today that you can take away from this webinar and put into action.

So, let's start by getting our mindset in the right place. Guys, what you do matters. What you do changes lives every day. And by the way, I don't want to send you a big stack of stuff you don't want, but I'm just going to give you my email right now. I'll give you the email that Samantha monitors because she'll send this to you if you want it – [debbie@excelleum.com](mailto:debbie@excelleum.com). So if you want to have a really good day and feel really valuable to your past clients, feel free to email me – [debbie@excelleum.com](mailto:debbie@excelleum.com), and I'll share with you a whole little package, a package of online reviews that I paid someone to pull on Purplebricks, Redfin. What was the other one? I think it's OfferPad. So, these are reviews from the public about these discount, cut-rate companies. And I've got to tell you guys, they are scathing. And it's going to make you feel really proud of yourself and really good about the valuable service that you provide to your customers and clients.

I want you to think of it outside the real estate business for just a moment today. Let's think about your CPA, your tax man, your tax attorney, your financial planner. Just imagine if you got a call today and they said...

I've got some great advice for you. There's been a recent change and I think it's going to impact your industry and your tax situation, and I really want to help you get one step ahead of that by sharing this important information with you today. No charge at all; just my courtesy, my service to you, my great customer.

Now, would you mind getting that kind of phone call? Of course not, right? Of course you wouldn't, because here's your wise advisor, they're going out of their way to specifically reach out to bring something of value to you. But guys, why would you be any different? When I look at some of the hesitations of, "I don't want to bother them", why would it be bothering them if you call to say...

Here we are in the second quarter, and I have so many great clients, friends and family members calling, asking me what's happening in the market. And I just thought I should reach out to you, just maybe offer a little annual real estate checkup. Are there questions that you have? Are there things that you were wondering? You know, with the market starting to shift, if there's anything that you've been thinking about doing in the next 6 to 18 months, we probably should talk a little bit about that, because of course my goal would be to give you every market advantage possible. So, what would you like to know?

You see, guys, in the theory of reciprocity, which is a psychological thing – this is not a made up real estate term; this is how people's brains work – when you're giving them something... So what we're

giving them is your expertise, your knowledge, and we're offering to help them with advice and answer questions. That triggers the theory of reciprocity, which makes them much more likely to do something for you. Now, that doesn't mean they're going to list their house if they're not wanting to move. But what it does mean is they may take a moment to talk with you, they may be a little bit more open with you about their plans. And when you ask them at the end of the conversation...

By the way, I so appreciate you and I certainly appreciate any referrals you might send my way.

You see, they're more likely to make an effort to give you that referral. But here's what we have to remember: You'll have to ask specifically for what you want. So...

I would appreciate any referrals you might be willing to send my way. So may I ask you, can you think of one person today who might need my help?

And then we always talk about doing the little memory jogger, because you know what people do? They just don't think, right? They don't actually dig in and really give it a great deal of thought. They just tell you, "No, I don't know anyone." Well, I read the other day, and I'm not quite sure how they measured this, but I read the other day that the average person has seven things going on in their mind at any given time. Like you might be listening to us, reading a text, thinking about what you're going to make for dinner or what you're going to have for lunch, or what's going on in the deal. There's a lot on our minds at any given time. So when you just say "Keep me in mind", they don't keep you in mind. Most of them don't keep you in mind. Doesn't mean they don't like you, doesn't mean they wouldn't want to help you. They just simply forget. And when you say, "Who do you know today?", which is great – that's a great question – they may not give it any deep thought. That's why we want to go a little deeper with our memory joggers...

How about somebody at church, somebody at work, maybe somebody on the kids' sports team?

Oh yeah, yeah. Actually my daughter, the soccer mom of her best friend mentioned they were thinking about moving.

Terrific. Would you give me their contact information? I would love to reach out.

Now, a question came in today and I wanted to answer it on the call. They said...

What if I asked for their contact information and the person said, "I don't feel comfortable giving it to you. I'd rather pass your information on and let them call you if they want to."?

Well, of course that would be fine. But how likely is it that that person is ever going to call you? Because you're a stranger, they don't know you. So what you could say is...

That's fine. Please feel free to share. And as a matter of fact, if you might ask them if you could have their permission to give me their information, because you never know, they might be too shy to call me.

So we're calling with something of value, we're offering to be helpful, we're answering their questions about the market. And in return, we're just asking if they know of anyone that we might be able to help.

And you can really come from the energy and enthusiasm that you love to help them and you love to help the friends that they know. Think about it, guys. When you're good at what you do, when you've been good for them, why wouldn't they want to share you with those they care about?

Now, here's a question that came in last week though, and it was...

But when I ask for referrals, I'm afraid that they're going to think I'm not successful or I'm needy.

Well, let's think about that in the world of business. Let's take it outside of real estate. If you could think of one company who markets shamelessly for more business, but is massively successful, who comes to mind? What company comes to mind? See, when I think about it, I think of Apple. They market, market, market, market on every level, on every platform constantly. But they're very successful, and no one doubts that. You see all of your clients, all of your sphere, they all understand that you are in business. They all understand that you need more business to grow. That's just called normal. So why would they think that you're needy or desperate, just because you ask if they know of anyone that you could help? So I need you to work a little bit on that mindset, on that confidence, if you will.

Now, I wanted to give you a quick story, an example of an agent that I coached for a long time. She's since retired, quite wealthy, and something that she did – she really viewed herself as a counselor, as really an investment counselor. And she said to me that she had made so much money investing in real estate personally that her goal was to take every client that she had and help them buy at least three properties in their lifetime. She talked to them about the goal that she had for them, and she worked with them, and she worked with their friends, and she worked with their family. She literally brought them in, sat them down at her desk and did real estate consultations.

And thinking about her, that's one of the reasons that I created for you on the Inner Circle, the "Annual Real Estate Planning Guide". So, if you haven't checked that out, just go into the "Marketing" tab, go into the "All Guides" and you're going to see that's the biggest, beefiest guide that we have. And it's really intended to be a planning tool, to offer to sit down with people or sit down with their children or family members, and help them create their real estate plan for their future. Because again, remember, you're the wise advisor. So we want to extract those opportunities, engage in those conversations and set you up as the go-to when they have questions about real estate.

Now, information is everywhere, right? They can go online, they can search Zillow, they can check out the values of their home online, but they need that wise advisor to put it into action for them. I had a friend of mine who lived here in Orange County who shared with me that they received the other day an offer from Zillow. Now, they had purchased their home 24 years ago and they paid \$565,000 24 years ago. So they get the Zillow offer, Zillow didn't even know that they no longer own the home, that they had sold it and moved. And the Zillow offer was for \$545,000. Less than they paid 24 years ago. And they actually sold their home for \$1.9 million. My goodness, do you see? I mean, there is nothing online that's going to compete with you and your knowledge, but you've got to stay top of mind, you've got to engage in those conversations.

And I want to encourage you, look at your list like an FBI profiler. I'm seeing Ann right here, right now, on my screen – Ann Ackerman. So, as I'm dialing Ann or I'm dialing Dan Marin, I'm looking at this, I'm looking at Tina and I'm saying...

Okay, who are they? What is it that they might be hoping or wanting to do in the next couple of years? How do I assist them with that? What conversations should I have?

Because as we all know, clients all know multiple real estate agents. And also, in all industries, customer loyalty is down by 50%. But the good news is that 90% of homeowners will choose the agent they know and will choose the agent that they view as the wise advisor, as the professional in their market. So, if we want to hold on to these people, if we want to extract more business, we've got to drop that web of connection.

So I just want to remind you, web of connection. So if you guys go in your "Lead Generation" tab and you go into the success kit for past clients and sphere of influence, for your database, we've extracted everything we have on the Inner Circle and put it in that kit for you. That would be something great that you could send to your clients. So, here's my ideal plan. It's the plan my husband uses for his database and he pulls it all from the Inner Circle.

Number one, he always sends the Lifestyle Advisor newsletter. Now, there's a reason why newsletters are popular – because they're interesting and people keep them around for more than just a minute as they look at it over the trash can. Now there's also a reason why we put the main real estate article inside the newsletter – because we know if we have some pushy message on the front, they'll probably throw it away. But if they see good articles, they'll sit down, they'll open it up, they'll read the article, and that article directs them back to you. When you flip the newsletter over, on the back, we have all the consumer guides listed that they can request from you. Now, I know that many of you have co-branded with a lender so you can share the cost of that newsletter, which is a great idea. And please remember, it's fully editable, so you can delete any article you don't like or don't want and pop your own in.

Now, emailing is great and you can actually email them more than you think. So, I write a weekly email. When you go into the "Marketing" tab on the Inner Circle, you're going to see that weekly email. Even if you have them on property searches or you have a company email going out, it's fine. You can email them more than once a week if it's something interesting and of value.

Then of course we have our SMS Conversations. The reports are amazing, for those of you who are using it to text and sly voicemail your past clients and sphere. And I've got to say, if you're not willing to personally call them, please use your SMS Conversations, because it's shocking how much they respond to those texts. And remember, I've actually even written the scripts for you. So there's everything there you need to succeed. And then make sure next week when Pete does the Instant Client Goldmine, if you need some help, you show up and participate in that and he'll help you figure out how to use that properly.

I've got a last couple of things here, and then we'll open it up for our questions and interaction here. Why don't they give you more referrals? Well, we already talked about, they forget. Here are a couple of other reasons why they might not give you referrals. I'm looking at all of our different markets here, so I see Susan in Capistrano Valley. So, when Susan is selling people a home in Capistrano Valley, they might not realize all of the areas that Susan is willing to work in. They might tend to niche her as only in that particular market.

I think we've all had those heartbreaking conversations, where a client says, "Oh yeah, my sister just

sold her million dollar property.” “Really, where?” And it’s 10 minutes from your office. “Well, why didn’t you refer her to me?” “Oh, well, I didn’t know you worked that area” or, “I didn’t know you worked that price point” or, “I didn’t know you sold investment real estate.” So that’s why we want to be sure occasionally, in your marketing messages, in your phone conversations, your texts, your sly voicemail, we’re reminding them where you work. In fact, I see we have a lot of California, Utah, Arizona, Florida. I would just say, “You know what? I’m licensed in the state of...”

I’m licensed in the state of California, selling everything from condo to mansion. And if you’re leaving our market, I’m connected with a great group of fabulous agents in my Inner Circle and other networking platforms. I can get you where you want to be.

Especially in a geographic farm, guys – then you really get fenced in there. So let’s be sure that we’re always reminding them of all of the areas and price points you serve. And as long as we’re talking about that referral network, let’s make sure if you haven’t already logged into the network on the Inner Circle and put your profile there, please do so. We have lots of great referrals happening in our network. As you know, I don’t take any piece of that. It’s just a place for you to meet and make some money together.

Now, here’s another reason why they may not give you all of the referrals that they could, or should: You give them the impression that you’re too busy. How does that happen? Well, some of you are High I personality – so you’re very dramatic and things are a little crazy. And you go running into the PTA meeting or running into a barbecue with your friends and it’s, “Oh my gosh, I’m sorry I’m late. I’m so busy! Crazy, crazy, crazy busy.” Well, they don’t think you need more business.

Or they see you posting on your Facebook, on your social media, all sorts of stuff going on in your life. And I get it, Facebook is supposed to be personal, unless it’s your business page, but be a little bit mindful of what you’re posting, because I don’t want them to look at that and think that you’re so busy socially that you don’t have time to help them. So, unfortunately their impression is their impression, and can become our reality, which can be painful.

Now, one other thing. Let me just find my last note I wrote down for you guys. Rejection-free, we talked about that. Opportunistic market script. I just wanted to refresh your mind on that. So when they ask you “How’s the market?” – remember, here’s the script I encourage you to use...

Well, thank you for asking. Actually, it’s a very opportunistic market. You see, there are great opportunities for sellers, equally strong opportunities for buyers. I’m curious, is there an opportunity you had a question about?

Guys, does that sound needy or desperate? No, but does it spark a better conversation than saying “How’s the market?” “Oh, it’s unbelievable.”? Well, that doesn’t take them anywhere. So let’s talk about the opportunistic market. Now remember, if you go to Inner Circle in your training courses – so you go to the “Training” tab – there’s the Shifting Market toolkit. And inside that Shifting Market toolkit, I have a letter and a script for you on how to talk to your past clients and people you know about the shifting market without sounding negative. So, you may want to check that out.

So let’s look ahead to the future. Let’s say it’s five years from now, 10 years from now, maybe for some of you it’s 20 years from now. And you’re looking to sell your real estate practice, to transfer your real

estate practice over to someone who will take it, run with it, and pay you residual referrals for many, many years to come. What are you selling? Well, you're not selling you, because you want to get out of it. What you're selling, just like a doctor would sell their practice – you're selling your database. You're selling the people, their history, their information, their trust of you. If I trust my doctor and he sells his practice to a new doctor, there's implied trust that I would feel comfortable working with them, because my doctor is in a sense recommending them.

So I want to encourage you, this second quarter, get your people into your CRM, get their groups organized – who is your AAA, who is your A, who is your B? Look at our instructions on the Inner Circle on how to set up your marketing calendar, and we'll help you. We're happy to help you. And for those of you who are in private coaching – please, talk to your coach about this.

And then last, and certainly not least, look for people to opt in. Here at Excelleum we are obsessed with growing what we call our marketing list, or opt-in list, because I know that whether those people want to join us in the Inner Circle or want to join us in the private coaching now or not, they are valuable connections. I just signed up someone yesterday who said...

You know, Debbie, five years ago I talked to you guys about getting into private coaching and I didn't do it. I wish I had, but you've stayed in touch and now I'm ready.

Now, would I wish he would have done it five years ago? Of course I do. But I'm pretty darn happy that he did it now. So, it's not just about the hot leads, it's not just about the past clients. It's also about all those people, those opportunities you meet to put them in, put them in the right place, put their notes. That way you'll remember who they are. So we want to get them in. And the script, which is in my script book is...

I have something great I do for my clients. I send them frequent bulletins and important market updates. I'll tell you what – why don't I include you in my information loop so you can enjoy those bulletins and updates? Of course, no cost and no obligation. What's your email? Perfect. What's your phone number? And if I'm mailing a report, what's your address?

So we want to get all that contact info, take it back, put it in our CRM, put our conversation notes, so that we'll remember. Save it to a follow-up plan, and now you just let your machine run. That's our web of connection. And then if you choose, you can invite that database to a community event. You could target them on a Facebook ad. I kind of look at it this way: They can run, but they cannot hide, because everywhere they turn, just like a sticky spider web, you are right there with another strand, another web of connection.

And let's face it, guys – you enjoy these people. They're probably your favorites. And a direct referral on average converts at 50%, where an online lead on average is 1.5% to 3%. So it just make sense that this is a really good group, worth a little extra time and a little extra attention.

Okay, so I know everyone's got their lines muted. So now that I've got it started off here and hopefully you've got at least two or three good takeaways... And remember, you can unmute your line. If you have a question, just go ahead and raise your hand. So \*7 will open your line. So just to remind you – one, make sure you go to the referral network and register, so you can get some easy referrals from our group. Two, if you go to the "Lead Generation" tab, you're going to see the Past Clients and Sphere of

Influence success kit. Check that out, I have lots of goodies there to make it easy for you. Three, get your SMS Conversations set up and follow Pete's instructions on how to do it. And you're going to be amazed at how many leads you get from that. And then four, next week, if you need the help, Pete's going to take you thoroughly through the Instant Client Goldmine and answer your questions. So, any questions, guys? Comments? I tried to cover everything I could in our short time together, but go right ahead, raise your hand if you have a question or a comment. \*7 will open your line. I'm just looking, I think everybody is still muted.

So, you've heard us talk about the 5555. I'm pretty sure most of you have. But let's review. Five great conversations about real estate a day with a decision-making adult. Now, doesn't have to be a stranger. So, as you're calling this database, that could be five of your great conversations. Five texts. So, texts to spark an opportunity, to follow up on a lead. Five emails. Five handwritten notes. That could be a birthday card, could be a thank-you note. Five, five, five and five. Many of you are doing a great job with this. Those of you who are in private coaching, your coaches tell me that you've been really staying the course with this, a lot of you this first quarter, and it's really paying off.

Now, the secret is time block, right? I read something the other day in a book and it said none of us are born naturally disciplined. Just isn't a real thing. So when you see somebody who's incredibly disciplined, it's because they built the habit. And then the book went on to say that to build a habit takes anywhere from 66 days to four months. So, just imagine, it's just for the rest of the quarter – every day at a set time of day, you took an hour, which is about all it would take, and you do your 5555. And what if those outreaches were all going to the people who know who you are and what you do, and are actually a fan?

Well, if you worked 285 days in the year, which most of you certainly do, or even work more, that would be 5,700 great connections. So think about this – an hour a day, people you know, bringing value to them, and in a year you will have made 5,700 great connections. I know you each have different goals, but I'm pretty sure you could all achieve your goal if you stuck with that plan. So, start today, right? Start today and do your 5555, plan ahead for your lists of who you'll call in the next week or two, and let's start building that habit of discipline.

Now, I did get a question – I almost forgot this one – that was sent in to me and I put it aside for this call, which was...

If I'm newer to the area or I just want to grow my database, how can I do that quickly?

So I wanted to give you guys a couple of tips on that. One thing I'd recommend is, maybe tonight when you're watching TV on the couch, take your cell phone and just go A to Z through your cell phone contacts, or upload them on a list, or whatever other faster way you can do it. And look at the people on your cell phone contact list. Who do you have there that's not yet on your marketing list? You never added them, you forgot. Put them on your marketing list.

Another great source is, look at your checkbook, the check register, and look at your credit card statements. Who are the people that you regularly do business with? Are they in your marketing web of connection? Now, maybe they give you referrals because they're your painter or your landscaper or your contractor, but more importantly, they're just people. They might need you one day and they might have friends and family that would need you. And if you're spending money with them and you're

being loyal to them, it just makes sense that you should have them in your web of connections, because you never know, they might actually forget that you're in real estate. And we don't want them to forget. So, whatever the size of your list is today, if you did what we talked about – look at your people in your circles of influence that haven't been added, your cell phone contacts, your groups and commitments where you meet people, the credit cards, the check register – you could potentially double your database in the next year.

Now, I do feel this is more important than ever, because in light of the fact that Zillow and all the other disruptors are doing their very best to take your clients away, to get in front of them, to break that bond of loyalty, but they have not been successful in doing it, because 90% still go to an agent they know and trust. So let's lock them down. Let's lock out that competition and absolutely commit to staying top of mind.

So when you're thanking your clients – when a transaction closes and you're thanking them for their business – let them know that this is a service that you provide. Ask for their permission to call them every quarter and give them a market report. Because if they're okay and they give you their permission to do that, and now you've made a promise to do that, I think you're more likely to feel comfortable fulfilling on that promise. But if you're thinking...

Yes, but Debbie, I have neglected these people for years. How do I restart this conversation? It's so awkward.

Well, guys, we've got to think about it with reality. You sold them their house or sold their house for them. And even though I know you probably did a great job, I'm pretty sure they're probably not sitting in their house counting the days since you called them last. They have a busy life. So we know we dropped the ball, but they don't know that we did, necessarily. So kind of get that baggage out of your head.

And then next week when you're on with Pete, he's going to teach you the automated way to actually fire the jets up on that system that doesn't even involve you doing anything that would put you in the path of rejection. It's all automated and it's all done for you, and he's going to take you through that next week.

Now, I did arrange something special for you because I had so many of you who have heard me talk about creating your own organic networking group as a good way to build your list and opt-in good people. And one of our great coaches, Alyssa, who's fabulous at that – some of you've seen her video where she talks about it – I asked her as a little special treat, could I hire her to come in for you on Tuesday the 28th of May? So if you want to make a note on your calendar, we're going to have a special guest coach. Tuesday, the 28th of May, Alyssa's going to come onto the call, host the call, and she's going to share with you how she built her networking groups, how she connected with the groups in her community and how she turned that into 100 units a year personal production, and then went on to build a team from the volume that she created.

So, next week with Pete, Instant Client Goldmine. The week after that, we're going to talk to Alyssa about how she built those networking groups and community relationships. So, be ready with your questions. And if you even would like to email me your questions in advance of Alyssa or Pete having their calls with you, you're welcome to send those over to my email – [debbie@excelleum.com](mailto:debbie@excelleum.com), and we'll

make sure we address them. And again, if you ever have questions you want answered, but you know you personally cannot attend the call, that's fine. Send your questions, we'll answer them live, and you can listen to the recording later or read the transcript. Okay, guys, so last chance. If you have questions, go ahead and unmute your line. Otherwise, I'm just excited you are here today.

**J.P.:** Debbie?

**Debbie:** Yeah, go right ahead, please.

**J.P.:** Debbie, it's J.P.

**Debbie:** Hey, J.P., go right ahead. Guys, J.P. is one of our great coaches in Phoenix. So J.P., go ahead.

**J.P.:** You bet. Yeah, I'd like to add one thing on the topic of how to build that database and create more referral opportunities. When contacting past clients, and I see this a lot with the agents that I coach, consistency and frequency. Consistency and frequency is far more important than creating that perfect script or that perfect marketing piece. So, when communicating with the people in your database and your information loop, you really want to be real; you don't want to be a robot. So if you say something and it's wrong, it's okay. Just continue moving that conversation forward. I think that's important.

**Debbie:** Yeah. You made me think of something too, J.P., that sometimes people will say: "Uh, these calls take forever." Guys, if you haven't called your people for a long time, the calls might take a little bit longer, and you might just have to suck it up and be a little bit patient with that. But there is a little bit of an art to it as well, if you choose to try to make those calls a little bit shorter. I call it, don't go hopping down the bunny trail. So, here's what I mean by that.

Let's say that I call J.P. and I say, "Hey, J.P., I just want to give you a market update. If you have any questions", blah, blah, blah. Our script we just went through. And J.P. says, "No, I'm not really thinking about real estate right now. I'm just getting ready to take the family on a trip to Hawaii." Now, I could say, "J.P., Hawaii? Good for you guys. What island are you going to?" "Oh, we're going to Maui." "Oh, great. Where are you guys going to stay?" "Oh, we're going to stay at the Grand Wailea." "Oh, I've stayed at the Grand Wailea. It's really great. Are you going to swim with the dolphins?" "Oh yeah, we're going to swim with the dolphins. We did that years ago." Blah, blah, blah, blah, blah, blah, blah. Right? And now I'm 20 minutes into the conversation and nothing was discussed at all about real estate.

So, how do I navigate that without seeming cold or uninterested? So J.P. says he's going to go to Hawaii and I say...

J.P., good for you. How exciting! Gosh, I hope you guys have a great time! When do you leave?

Friday.

Oh my goodness, you must be so busy this week. Well, I'll tell you what. I won't keep you then. So before I let you go, may I ask you just one more question? J.P., I know you know a lot of people. I know you're off to Hawaii, but is there anyone in the meantime you can think of who might need my help? Well, J.P., have a good trip. I'll be looking for pictures you post on Facebook. Have fun!

See, I don't need to go deep into all the personal life and personal questions and add my own personal stuff to the mix. I always look at it this way...

**Samantha:** Hello there everybody. This is Samantha calling back from Excelleum here, calling in for Debbie. She unfortunately had her call dropped. I know she was just wrapping up anyway, but she wanted me to give you a call back in and just say goodbye, wrap it all up and thank you guys for joining the call today. You can of course access the recording later on today. We'll get the transcript up soon as well. So, thank you so much for joining. Sorry about the abrupt ending. Everyone have a great day! Thank you!