

CP Platinum
“The Millionaire Agent Maker”
Coaching Program

Eight Universal Business
Principles Necessary for a
Wealthy Real Estate Business

CP Platinum

“The Millionaire Agent Maker”



Todd Walters:

- Billion Dollar Real Estate Agent.
- Over 5,000 Transactions.
- Over \$25 Million in Commissions Earned.
- Top 10 RE/MAX World Wide
- Top 20 Agents in US (NAR)
- Platinum Coach with Craig Proctor Real Estate Coaching.

Welcome

- What you will learn over the next 30 minutes will help you to achieve your goals of successful real estate profits, how to maximize your results with leverage.
- **Leveraging yourself with knowledge, people and technology!**
- 8 Principles to help you will make a quantum leap in your real estate business. A leap that will land you right on top of industry leading sales strategies and concepts.
- You will achieve incredible gains in earning more money and having an abundant life.

Craig Proctor's Platinum Program North America's Premiere Real Estate Coaching Program



Craig Proctor. North America's Leading Real Estate Sales Trainer. Creator of the Quantum Leap System. Top 10 RE/MAX Agent World Wide 15 consecutive years. Over 30,000 Quantum Leap Members.



Todd Walters: Billion Dollar Agent. Over 5,000 Transactions. Over \$25 Million in Commissions Earned. Top 10 RE/MAX, Top 20 Realtors in North America and Platinum Coach with Craig Proctor Real Estate Coaching.

CP Platinum

- Exclusive to only the top 1% of real estate agents in North America (You)
- Entry is by Application Only.
- Limited number of new members a month.
- Average income among the current members: \$710,000 annually.
- Income Range of Active Members: \$173,000 - \$5.7 Million annually.
- 1/3 (over 50) of the members make in excess of \$1 Million a year selling real estate.
- Over 30 Proprietary Systems Exclusive only to Platinum Members.

Platinum Mission

- ✓ If you want a seven figure income from your real estate business then Platinum is the only program in North America 100% built to deliver that to you.
- ✓ To Help Members Achieve the Ultimate Success of Owning a True Real Estate Business, a tangible business asset, that will serve them and their lives.

Limits? What Limits?

- You've heard "The Sky's the Limit". Well obviously with us landing on probes on Mars, even this is an outdated paradigm.
- The reality is that there are no limits to what you can do. You are only limited by the limits you place on yourself.
- Focus on where you want to go and see it materializing. Do not focus on where you are, for you can not change where you are now.

Changing Your Paradigm

- In order to get to the next level in your real estate business you have to make a dramatic shift in the way you view it.
- Your paradigm is a “box” of your own making. Inside this box are all your beliefs and preconceptions; all your experiences, biases and mindsets: what your parents taught you, what your friends taught you, everything you’ve read or done, and all the mistakes you’ve made (or have been afraid to make).

Changing Your Paradigm

- If you don't believe there's a different way, you can't achieve a different way.
- But if you open your mind – lift the lid off the box and let all your limiting preconceptions go – you'll be able to see how this is possible.

4 Stages in the Real Estate Process

1. We have to **FIND** prospects
2. We have to **CONVERT** prospects into clients
3. We have to provide exceptional **SERVICE** so that they become happy lifelong clients
4. We have to **LEVERAGE** this one customer's satisfaction to get more business.

How Platinum Members Do It

Activity	Old Traditional Strategies	The Realty Team's Homeselling System
FINDING Prospects	<ul style="list-style-type: none"> •Cold Calling & Grunt Prospecting 	<p>Step 1 – Run your DIRECT RESPONSE LEAD GENERATORS to call you (i.e. Classified Ads, Editorial-Style Ads, USP Ads, Signs, Flyers, etc.)</p> <p>Step 2 – Use Hotline Robots to automatically answer, SIFT & SORT your best prospects</p>
CONVERTING Prospects to Clients	<p>“Please pick me because I really want your business and I’ll work really hard”</p> <p>“I’m Number One!”</p> <p>“We’re the biggest”</p> <p>“I have lots of designations” (CRS, etc.)</p>	<p>Step 3 – Implement your FOLLOW UP System (convert prospect to appointment)</p> <p>Step 4 – Compellingly PRESENT BENEFITS (convert prospects to clients)</p>

How Platinum Members Do It

Activity	Old Traditional Strategies	The Realty Team's Homeselling System
SERVICING Clients so they get what they want	<ul style="list-style-type: none"> •Racing around exhausted in the few minutes left at the end of the day trying to be everything to everyone (and not succeeding very well at it) 	Step 5 – Provide WOW SERVICE by implementing Systems & Assistants to handle the Quantum Leap in business.
LEVERAGING their satisfaction into future business	<p>“Huh?”</p> <p>Burn ‘em and Churn ‘em</p> <p>Start prospecting for the next one</p>	Step 6 – Communicate with clients to obtain testimonials and REFERRALS to build future business.

The Realty Team's 8 Universal Business Principles

1. **Prospects Do NOT Want to be Sold.** *Prospects absolutely will NOT hear what you're saying unless you tell them what they want to know.*
2. **The ONLY Vote That Counts is the Customer's.** *If you're not sure whether something will work or not, test it out and let the customer tell you whether it's right. Only Direct Response Advertising can give you this power to test.*
3. **Prospects Need a Compelling Reason to Do Business With You.** *Prospects won't call you just because they know who you are. If you want them to favor you with their business, you must answer the question "What's in it for them?"*

The Realty Team's

8 Universal Business Principles

4. **If You Try to Be All Things to All People, You Dilute Your Effectiveness.** *It's very important to know who you're talking to; Select your target market so you can focus your marketing efforts and be efficient with your spending.*
5. **You Must Make It EASY and FUN for Prospects to Do Business With You.** *If your message is hard to understand, if you are hard to reach, If prospects have to go out of their way, they won't stick around to give you a second chance.*
6. **The ONLY Way to Transform Your Job Into a Business is to Work ON Your Business Rather Than IN it.** *If all you ever do is "Do, Do, Do", you'll never gain the perspective of how to DO BETTER.*

The Realty Team's

8 Universal Business Principles

7. **The ONLY Way to Avoid Trading Your Time For Money is to Understand and Use the Concept of Leverage.** *Leverage is the power to maximize your results with the least amount of energy, time, money & risk.*
8. **Without a System, You Will Reinvent the Wheel Every Time.** *Effective systems will save you time and money, and help you achieve consistent and predictable results.*

Universal Business Principle #1

Prospects Do NOT Want To Be Sold

Prospects absolutely will NOT hear what you're saying unless you tell them what they want to know.

- Most real estate agents are **salespeople** rather than **marketers**.
 - A **salesperson** sells prospects what they have (and for most real estate agents, what they have to sell is themselves).
 - A **marketer** makes sure they have what prospects want to buy.
- Where a **salesperson** is an easy victim to a smooth talker or a hotter deal, a **marketer** can build loyalty and lifetime customers.
- The Realty Team is in the marketing business.

Prospects Don't Care About Us

- There's a dangerous myth in advertising which says that once you get your name out there, people will seek you out.
- That's the Old School Mentality, the stuff they teach you when you first get into the Real Estate business.
- The reality is, prospects don't care about us at all.
- Even though we are honest, hard-working, ethical realtors, the fact of the matter is:
 - No one really cares about us
 - No one can clearly remember who we are
 - No one can clearly remember what we said before
 - No one has to listen to us
 - No one has any time for us

Prospects Don't Care About Us

- Image Advertising is ineffective as a marketing tool.
Effective marketing:
 - Talks to and about prospects
 - Gives prospects real benefits
 - Gives prospects a non-threatening way to get more information
 - Gives prospects compelling reasons to call us to get it

(WIFM) What's In It For Me

All of us, including our prospects, have the same radio station playing in our heads: **WIFM (What's In it For Me)**.

The Purpose of Our Marketing is NOT to Promote Ourselves, But Rather to Attract Prospects...

...This is a **BIG Difference**

- We can't attract prospects by SELLING to them (PPRA – Pursued Prospects Run Away).
- But we can attract them with EFFECTIVE MARKETING which baits them with something they want so that they call us to get it.
- With Effective Direct Response Marketing, our focus is NOT ON US, but rather ON OUR PROSPECT'S NEEDS, so that our prospect is *motivated* (not *manipulated or sold*) into action on their own volition.

Universal Business Principle #2

The **ONLY** Vote That Counts is the Customer's

What Do Buyers Want?

- 1.
- 2.
- 3.

What Do Sellers Want?

- 1.
- 2.
- 3.

Universal Business Principle #3

Prospects Need a Compelling Reason to Do Business With You

Prospects won't call you just because they know who you are. If you want them to favor you with their business, you must answer the question "What's in it for me?"

- We've learned that all our prospects are evaluating our business from the same standpoint: WIFM (*What's in it for me?*).
- If we want prospects to do business with us, we must answer this question:
 - NOT with an empty, meaningless boast that is typical of most image advertising.
 - BUT rather with a highly specific, relevant and meaningful consumer benefit so that our prospects can make a direct translation: *"If I use this agent's services, I will get 'X'"*
- **The statement that will effectively communicate this consumer benefit is called a USP (Unique Selling Proposition)**

What is a USP?

- A USP tells the world who we are and specifically what we do.
- It articulates clearly and concisely what **benefit** (or benefits) a prospect will derive from doing business with us.
- It answers the question: “Why should I do business with you above all other options, including doing nothing or whatever I’m doing now.” Dan Kennedy
- Our USP is quite basically the essence of our entire business concept – that **unique advantage that distinguishes our business from all our competitors.**
- If we can’t articulate it, it’s highly unlikely that our customers and prospects will be able to understand it.

How Platinum Members Crush their Competition.

- What makes you different from all the other real estate agents in your marketplace?
- Most real estate agents don't know what a USP (Unique Selling Proposition) is, let alone have one.
- If you don't have a Compelling USP, you're not setting yourself apart from all of the other realtors in our marketplace.

Some Program Marketing USPs

- Your Home Sold at a Price Acceptable to You, Guaranteed or I'll Buy It for Cash. (*This is the USP we are most known for*)
- Move Up to Any One of My Listings and I'll Buy Your Home For Cash.
- If You Are Not Satisfied with Your Home Purchase, We'll Buy It Back!

More USP's from Platinum

- Your Home Sold For Market Value or I'll Pay You the Difference.
- You Can Cancel Your Listing With Me at Any Time If You're Not Satisfied With the Service I Provide and Pay Nothing!
- Buy Your Next Home For Zero Down and No Money Needed!
- Save at Least \$10,000 on Your Next Home Purchase – Guaranteed – or I'll Pay You \$1,000 Cash!
- Don't Get Stuck Owning Two Homes – Guaranteed Acceptable Offer On Your Home Within 24 Hours

Universal Business Principles in Use

- What you **MUST** understand is that the purpose of marketing is **NOT** to promote yourself, but rather to get prospects to call you, and they'll only call you if you have something they want.
- To do this, we practice Reverse Prospecting.

Platinum Program Marketing Systems

- Talks to and about our prospects
- Gives prospects **real benefits**.
- Gives prospects **compelling** reasons to call us to get more information.
- Gives prospects a **non-threatening** way to get in.

Reverse Prospecting

- In direct contrast with the Self-Image advertising that some agents do, much of the marketing we do doesn't **even mention our name**.
- Both our Branded and Less Branded Marketing will ultimately accomplish the same goal: to help you wind up with a steady stream of motivated prospects who are eager to use you to buy or sell a home.
- This type of advertising is called **EMOTIONAL DIRECT RESPONSE MARKETING**.
- We do not cold call prospects, because prospects call us. It's that simple.
- **This is called Reverse Prospecting.**

CP Platinum Will Help You...

- Build a real tangible business asset.
- Have a true business that feeds your life, rather than one that feeds upon it.
- Finally work with less stress strain and struggle – predictable results.
- Possess a business that will pay you huge sums of money – a perpetual cash flow machine.

CP Platinum

- Exclusive to only the top level of real estate agents in North America.
- Entry is by Application Only. No more than 8 new members a month.
- Average income among the current members: \$710,000 annually.
- 1/3 (over 50) of the members make in excess of \$1 Million a year selling real estate.
- Average income of new members is \$180,000 - \$300,000.
- Over 30 Proprietary Systems Exclusive only to Platinum Members.

CP Platinum Millionaire Agent Maker Coaching Program

Zero Risk Judge and Leave Program
Guarantee: If within the first 30 days of joining Platinum, you can clearly see how you can make tens of thousands more than you did last year, or for any reason, simply cancel and receive a full refund of all monies paid.

Consider....

Platinum Guarantees You a MINIMUM 500% return on your investment into the program or we refund all of your program fees!

First one on one consult reveals how to make at least \$5,000 extra in the next 30 days. Then like a snowball down hill from there!!!

Just follow the systems!

Platinum Program Application

If you would like to Apply to become a member of the Platinum “Millionaire Agent Maker” Coaching Program and receive our Business Growth Guarantee, building a tangible real estate business asset:

Simply go to www.CPPlatinumApply.com and complete the Program Application Agreement.

We will follow up before processing to insure Platinum is right for you and you are right for this program.

Platinum Program Application

If you are not quite ready to commit right now to applying for Platinum but would like to receive a free no obligation consultation to discuss whether our program can really help you take your business to stratospheric levels of success:

Request a Free Consultation by email
Platinum@toddwalters.com

Platinum Will!!

Change the way you generate prospects so you get more now buyers and sellers with less cost than ever – Guaranteed!

Change the way you invest your time so you begin working on your business rather than in it with no end in sight – Guaranteed!

Change the way you leverage. Attract the very best people (automatically), eager to work with you- Guaranteed!

Give you everything needed to make it easier to go from where you are now to \$1 Million or more a year in income. Have a tangible business asset! - GUARANTEED

Risk Free For Applying NOW...

- **30 Day "Judge and Leave" Risk Free Offer** – Try the Platinum Program with total confidence. If at anytime within the 30 day trial period you are not satisfied or for any reason feel the Platinum Program has not impressed you with the systems, coaching and association, you may cancel your membership and we will refund 100% of your Program membership fees.

- It does NOT require a closet full of money to start reaping the benefits of Platinum!
- **On day one – I will easily show you how to make an additional \$5,000 within the next seven days.....**

one extra sale, vendor income, upfront retainers, marketing fees, higher commission, buyer premium, fee for service and lower your current expenses dramatically

www.CPPlatinumApply.com

Procrastination is hazardous to your bank account:

- Acceptance in the future is not Guaranteed. The program will be FULL at 200 Members, currently over 150 members!
- Only have room for 8 new members this month.

www.CPPlatinumApply.com

Why NOW?

Time is Money...

You long for something much better. You know you have the capacity. You know its possible.

All you need is the right association and the right information being put to good use.

www.CPPlatinumApply.com and apply now

We have very carefully assembled all of the Platinum material so that you can be up and running with everything you need to Make \$1 Million or more each year - in just 72 hours.

You will receive a Platinum Success Now package via fed ex that consists of:

- 1. The Platinum Welcome Success Now #1 CD - listen to this first**
- 2. The Platinum Lead Generation System**
- 3. The Platinum Follow Up and Conversion System**
- 4. The Platinum OSA and ISA Recruiting System**
- 5. The Platinum Systems for Selling Every Listing**
- 6. The Platinum Operation Systems.**
- 7. The Platinum Seller and Buyer Benefits Presentations and accompanying training CD's.**
- 8. The ISA Training CD.**
- 9. The Platinum System for Sales Tracking and Reporting**
- 10. The Platinum Web Site Navigation Summary**
- 11. The Platinum BOMB System**
- 12. Platinum Priority Checklist**
- 13. CP's Big Green Binder (Craig's previous years advertising results).**
- 14. The Platinum Call, Training and Coaching Schedule**

And you will have immediate access to the Platinum Website..

One on One with TW

- As soon as you receive your Platinum Package:
- We will get together for a one on one consult:
- Break down your current business. Optimize what is working and replace what is not.
- Insure you make at least \$5,000 in the next 30 days and compound that income, quickly.

www.CPPlatinumApply.com

- **Your acceptance is not guaranteed**
- Only those who truly desire to have a working business asset.
- One that will allow them to do what it is they want to do, when they want to do it.
- Give what you want to give to who you want to give it to.
- Provide extreme value to everyone around you.

Something holding you back

- If you are serious about your success, believe Platinum can help you take your business to stratospheric levels of success – but something is holding you back and you want to discuss that...
- Email me at platinum@toddwalters.com and I will call you.
- Apply at www.CPPlatinumApply.com