



Real Estate Success Tip # 7: “Success In Real Estate Happens From Mastery”

In this Tip we will be discussing the importance of “Mastery”, and how it is an absolute MUST if you want to grow your Real Estate Business!

Here is the really cool part about “Mastery”. So few people focus on it, so, once you do, you really have no competition!

What is Mastery?

In the dictionary, Mastery is defined as: “ Superiority or victory: mastery over one's enemies. The act of mastering. Expert skill or knowledge. The state of being master; Power of command or control.”

You do not truly know your craft until you have “Mastered” it.

How does Mastery happen? Mastery happens when “Eyeballs” are not on you. It happens behind closed doors, with extreme focus.



You will not “Master” your craft by simply working each and every day inside your Real Estate Business. Mastery happens after you put in a long work day, and you go home, and then practice your presentations and scripts over and over and over.

For example, if you want to “Master” your Listing Presentation, you will not go on enough listing presentations daily, weekly, or monthly to truly master the craft. So, in order to truly master it, you must practice it over and over. After a long work day, once you get home, after you spend some time with the Family. While your competition chooses to watch TV and relax, you choose to practice your listing presentation every single night for 2 hours.

This is how “Mastery” takes place!

What are some absolutely critical items you MUST “Master” inside your Real Estate Business:

- Lead Generation.
- Lead Follow Up.
- Your Appointment Setting Scripts.
- Your Buyer Presentation.
- Your Listing Presentation.

- Your Objection Handling Scripts.
- Your Closing Scripts.

Of course, there are more critical things to know, but the above is a list of some absolutely essential items you must focus on mastering inside your Real Estate Business if you want to create success.

Start working on “Mastery”, and start creating MASSIVE SUCCESS!