



# Six Figures in 12 months: Real Estate Planning by Marki Lemons

**STUDENT HANDOUT**

**KAR will not provide printed class materials  
at the conference.**



Security 1<sup>st</sup> Title

# We Protect Property Rights.

Security 1st Title offers licensed and trained professionals to assist you with your title and closing needs. Our local experienced staff delivers exceptional service to protect property rights of homeowners and lenders.

## **PRODUCTS AND SERVICES:**

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Purchases and Refinances | New Construction  
Foreclosure | Short Sales | HUD  
Escrow Contract Servicing | 1031 Exchanges

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**YOUR  
KITCHEN  
GUY**

Blaine Rodman  
Independent Cutco Sales Representative  
blainerodman@knivesforlife.com

Want to increase referrals and repeat business? Why not market yourself daily and remain top of mind with your clients by giving them a closing gift they will love and continuously use? Cutco – it's smart marketing no matter how you slice it!



***Your clients will always remember who their REALTOR® is!***



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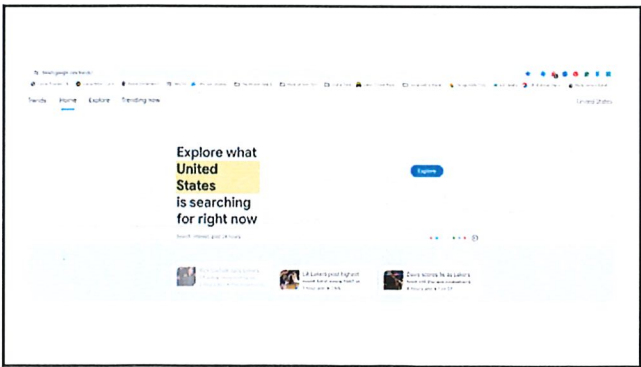
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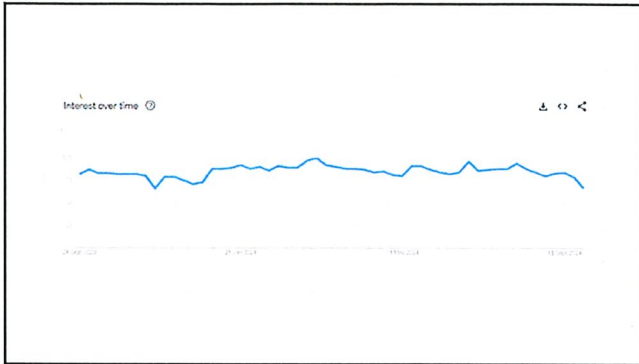
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Related queries	Rating	Related queries	Rating
1. real estate commission changes 2024	+120%	6. real estate lawsuit	+100%
2. real estate commission charges	+100%	7. best paying jobs in real estate investment trusts	+80%
3. real estate commission lawsuit	+70%	8. real estate investment trusts	+60%
4. best real estate	+25%	9. virtual staging real estate	+40%
5. new real estate law	+20%		

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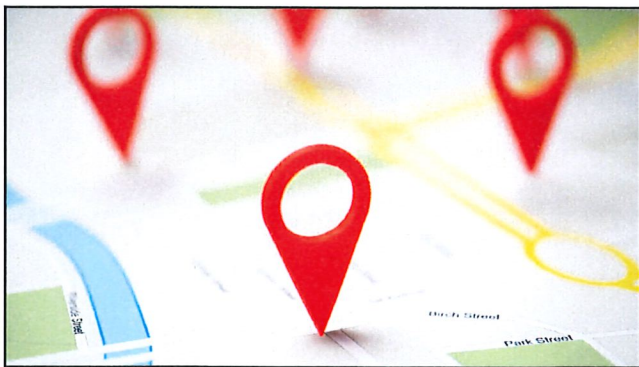
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State, County, City, Neighborhood, Community, and/or Census Tract.

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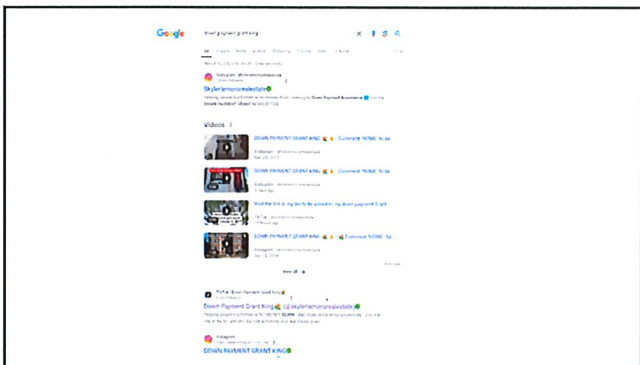
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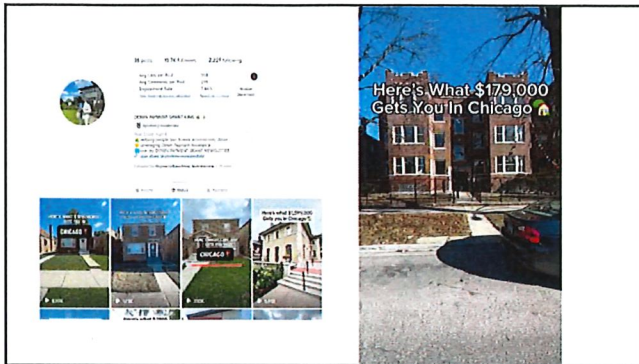
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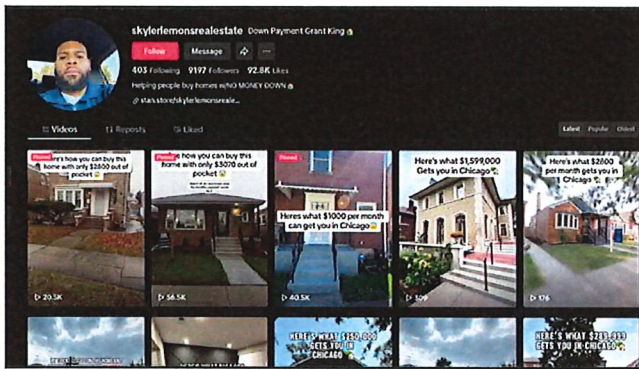
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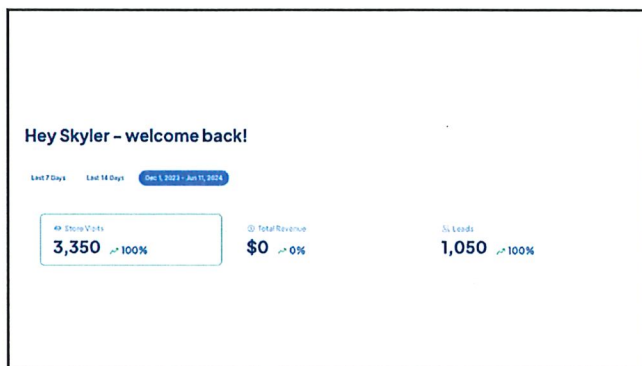
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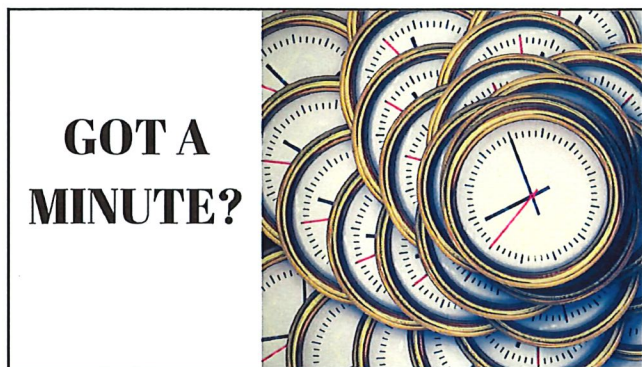
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**TARGET AUDIENCE**  
TARGET AUDIENCE SNAPSHOT & MARKET OVERVIEW

TARGET AUDIENCE OVERVIEW	
AGE	NOTES
GENDER	
LOCATION	
EDUCATION LEVEL	
OCCUPATION	
RELIGION	OTHER INFORMATION
PREVIOUSLY MARRIED	
DOMESTIC / OVERSEAS PLATFORMS <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	
TOP PRODUCTS SOLD 1. _____ 2. _____ 3. _____	TOP FACEBOOK GROUPS/PAGES 1. _____ 2. _____ 3. _____
TOP MARKET INFLUENCERS 1. _____ 2. _____ 3. _____	TOP AUTHORITY BLOGGERS 1. _____ 2. _____ 3. _____
NICHE RESEARCH NOTES _____ _____ _____	

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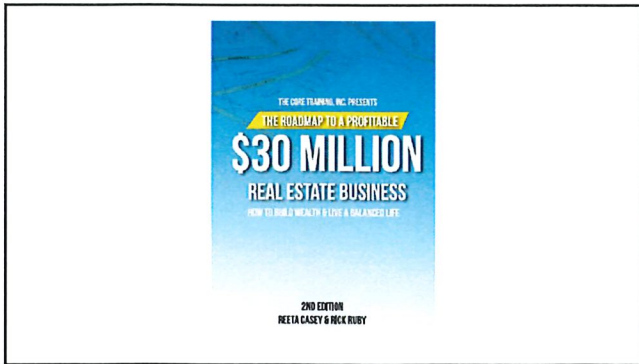
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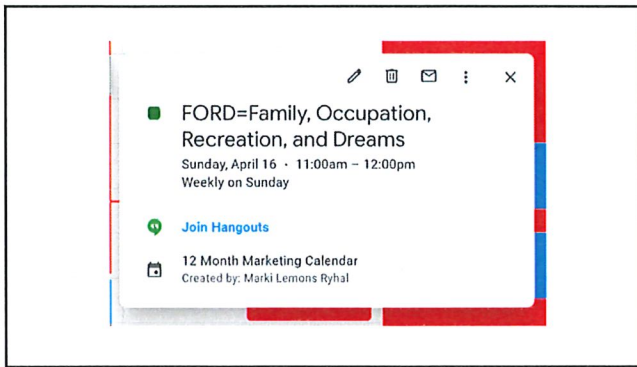
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**SIX-FIGURE REAL ESTATE TRACKER**

Build success by identifying the FORDs of your ideal client.

The FORD is an acronym for **F**amily, **O**ccupation, **R**eligion, and **D**reams.

Every day people share their FORD with the world via social media posts and text messaging.

The key to growing your real estate business is understanding your clients past, present and future.

Add each person's FORD to your Customer Relationship Management System (CRM).

Use a Facebook and LinkedIn spend one hour Monday-Friday identifying each person's birthday, promotions, accomplishments, and favorite activities. Post them on a Facebook page you create right before her son is 18 by 9:00 AM daily via email, messaging, or making them something special.

To earn \$100,000 per year you need to add 2,880 contacts to your Customer Relationship Management System. If your average price point is \$150,000. There is one relationship with her son for you (\$150,000/50 = 3,000).

To accomplish your six figure earnings goal, you need to add eight new contacts to your CRM or contacts in a meaningful way to the contacts that are already in your system daily.

Every time you generate a new lead or communicate in a meaningful way use an LHM with a contact, add or update the contact in your CRM and place a checkmark in the box below that corresponds with the week and day of the month.

**SIX-FIGURE REAL ESTATE TRACKER**

DATE: \_\_\_\_\_

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 1							
WEEK 2							
WEEK 3							
WEEK 4							
WEEK 5							

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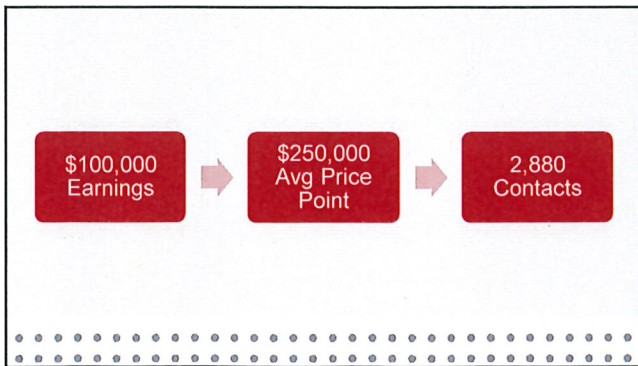
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(2/1) this ratio means for every 2 listings you take, you'll sell 1.

Therefore, to sell 12 listings, you'll need to take 24 listings.

### Breaking Down the Numbers

Average Sales Price: \$250,000  
@ 3% commission (one side only) = \$7,500  
X 70% (agent split) = ~ \$5,000

\$100,000 in Earnings (Goal)  
@ \$5,000 per transaction = **20 transactions** (sides, deals)

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(2/1) this ratio means for every 2 listings you take, you'll sell 1.

Therefore, to sell 12 listings, you'll need to take 24 listings.

### Breaking Down the Numbers

If you take four weeks of vacation, one per quarter, that leaves 11 months left for business.

220 working days for the year (11 months x 20). When you divide the 2,880 contacts into 220 working dates, you get 13 contacts per day.

At 8-12 contacts per hour, that equals **1 to 1.5 hours of daily prospecting** to achieve \$100,000 in earnings this year.

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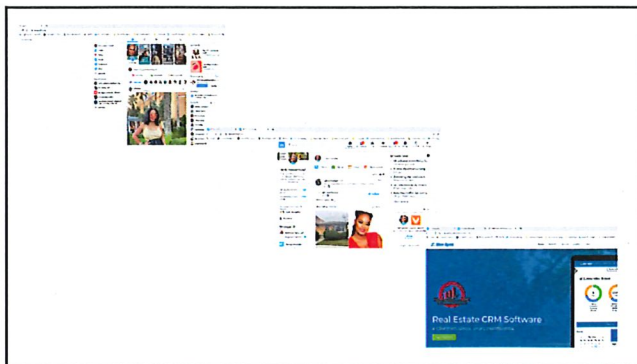
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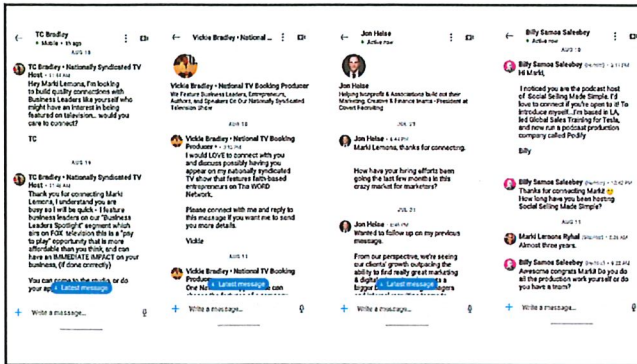
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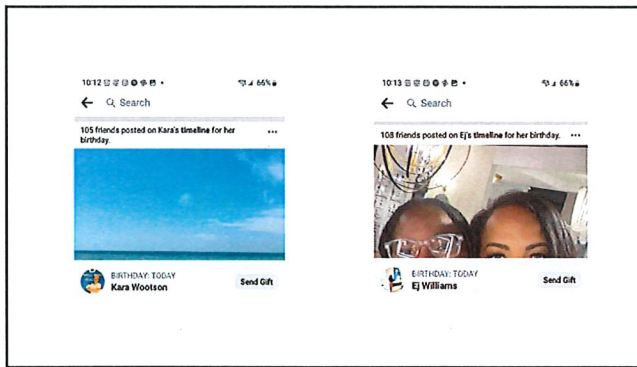
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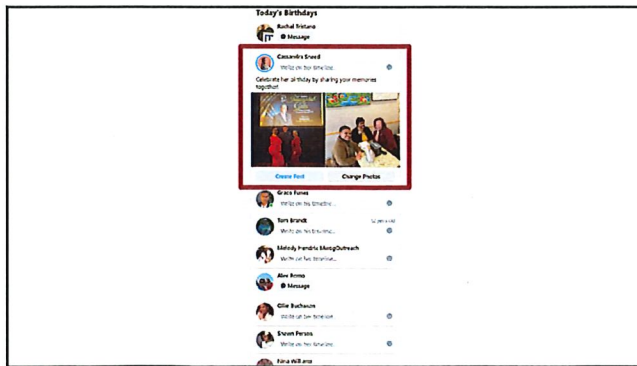
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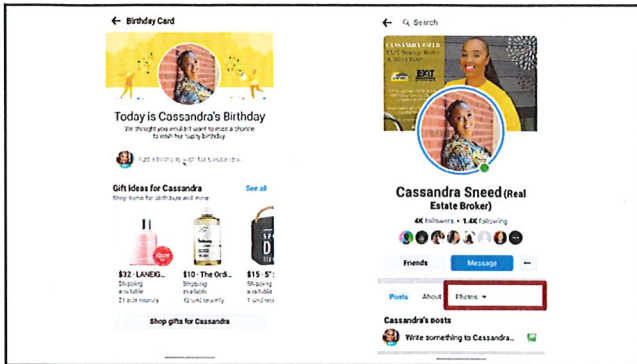
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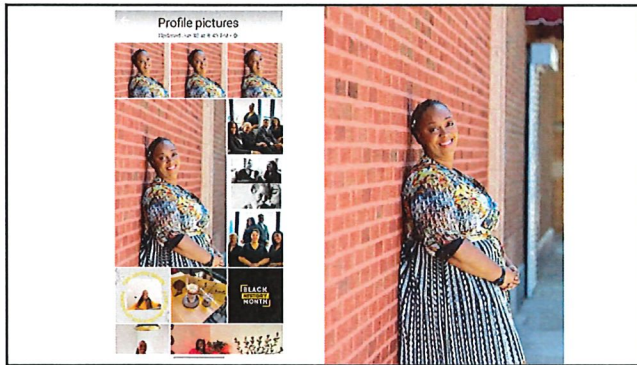
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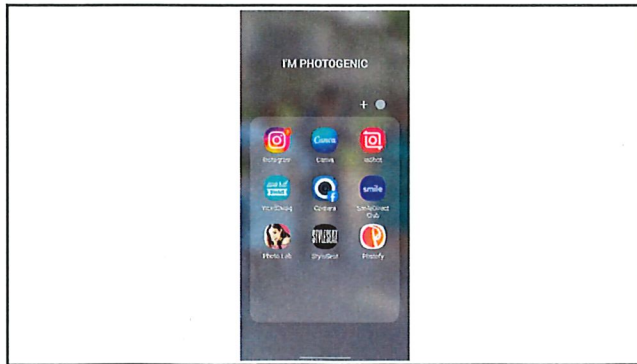
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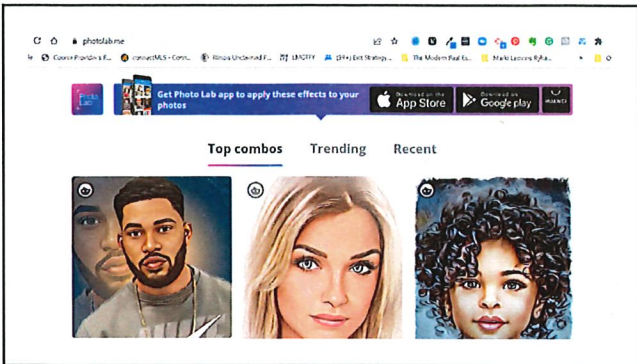
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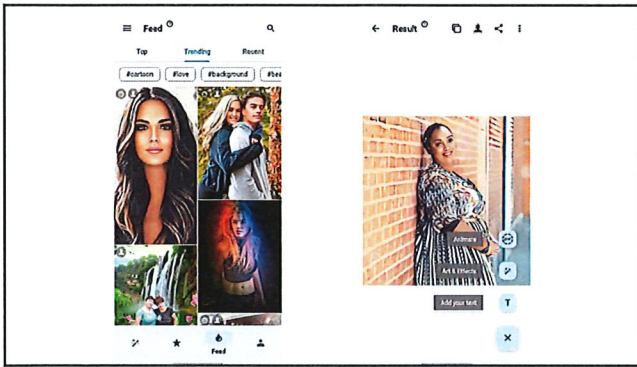
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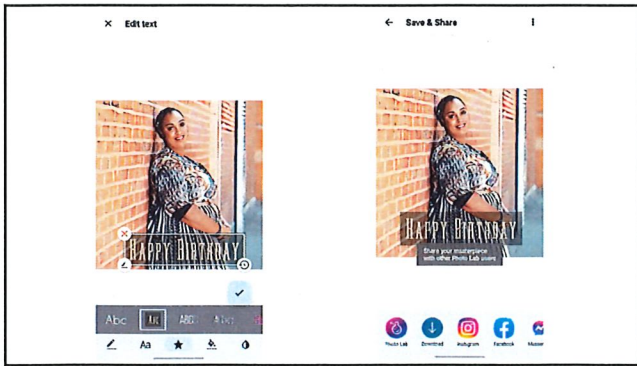
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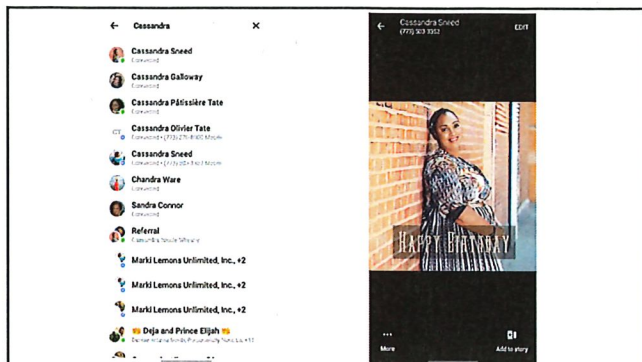
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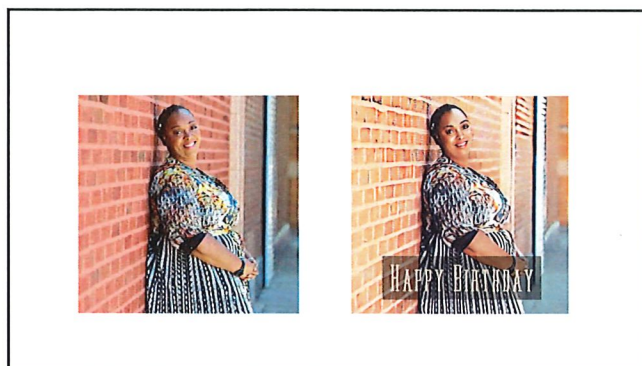
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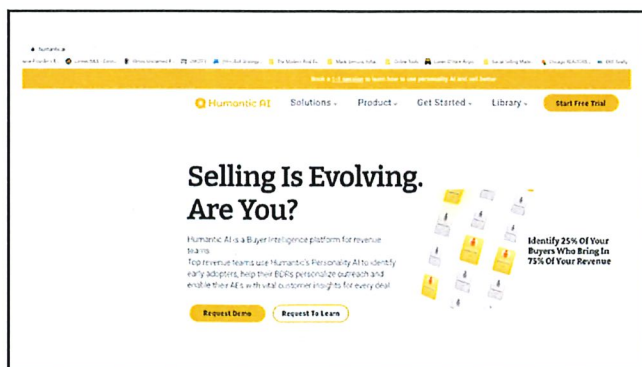
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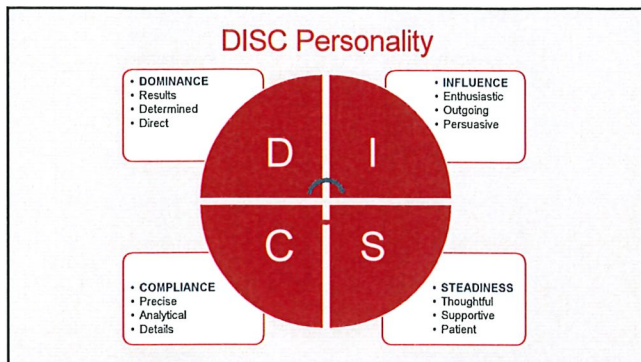
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### DISC Profile: Marki

**Dominance:** D reflects how goal and task oriented a person is and her ability to accomplish results. Motivated by winning, competition and success.

**Calculativeness:** C reflects the degree to which a person is likely to be cautious, systematic and analytical. Emphasize quality and accuracy.

- Occasionally confrontational
- ROI driven
- Precise but practical

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### Insights for selling to Marki (via email)

- **Subject:** To the point, measured
- **Salutation:** Skip "Hi" or "Hey" and use only the first name
- **Greeting:** Skip usual lines like "I hope you're doing well"
- **Closing line:** Clearly state your ask, such as "Can we get on a call tomorrow at 10 am?"
- **Tone of words:** Confident, direct
- **Length of email:** Very short

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**189 PROMPTS**

**189 DONE-FOR-YOU PROMPTS**

**INTRODUCTION**

As an AI-powered business, you have the advantage of being able to create content at a much faster rate than traditional methods. This is because AI can generate content in a matter of seconds, allowing you to focus on other aspects of your business. In this introduction, we will explore the benefits of using AI-powered prompts and how you can use them to create your own content.

**STEP ONE: CREATE YOUR VOICE PARADIGM**

1. **Define your brand voice.** Before you can create content, you need to know what your brand voice is. This is the unique personality of your brand, and it should be consistent across all of your content.
2. **Choose your keywords.** Keywords are the words and phrases that your target audience is searching for. By choosing the right keywords, you can ensure that your content is visible to the right people.
3. **Develop your content strategy.** Your content strategy is the plan for how you will create and distribute your content. It should include information about your target audience, your content goals, and the types of content you will create.

Artificial Intelligence is here to stay. Don't let AI's behind!

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**189 PROMPTS FOR REALPRENEURS**

REALTORS • LOAN ORIGINATORS • REAL ESTATE ATTORNEYS • LEASING AGENTS • PROPERTY MANAGERS

[www.markilemons.com/189prompts](http://www.markilemons.com/189prompts)

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