

# BNI - "GAINS" PROFILE

## GOALS...

- § To write \$4M+ of Real Estate business a year
- § To write \$335k+ of Real Estate business a month
- § To help 'Money Source' become a 50+ member chapter – 1+ visitor a month
- § To help people in need – financially & spiritually
- § To support foreign missions
- § To secure a residual income of \$12k+ per month

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## ACCOMPLISHMENTS...

- § Sold 99 properties in my record year
- § An expert Real Estate market analyst – graphs
- § The 'Number Crunching King' for accurate property market valuations – spreadsheets
- § Pioneered BNI 'Money Source' chapter – launch preparations from August '06 – kick-off meeting December 7, '06 – first term president in '07 & '09
- § Pioneered a leadership school of 5,000 students in South Africa
- § Traveled the USA, Canada & South Africa for 12 years teaching Management & People Skills leadership courses amongst many others

## NETWORKS...

- § BNI 'Money Source'
- § Keller Williams Intranet – 150+ Realtors
- § Realtors from many other companies
- § Church
- § Network of local churches
- § Network of national churches
- § Network of international churches
- § Multiple leaders from other local BNI chapters

## INTERESTS...

- § Computers
- § Hot Software that makes you more productive
- § Web-sites
- § Internet marketing
- § Missions
- § News
- § Politics (pray for principled leaders)
- § Sports – rugby, golf, tennis

## SKILLS...

- § Public speaking – spoken about 6,000 times
- § Basic web-site design
- § Power Point visual presentations
- § Quality photography and picture marketing
- § People Skills
- § Management Skills
- § Family Skills – happily married since 1979 (besides the bump in the middle) – raised 2 children

## A NO-BRAINER WAY TO SEND THE "NUMBER CRUNCHING KING" A REFERRAL...

- § A RULE of business – ALWAYS **establish rapport** w/ your clients before you talk shop – 3 possible questions to ask...
- § **Q1** – In what **area** do you live?
- § **Q2** – How **long** have you lived there?
- § **Q3** – Do you **like** it there?
- § A NEGATIVE response to either question 2 or 3 may well **lead the conversation** into a referral opportunity.
- § **Your close** – May I introduce you to an excellent realtor – he's someone I have breakfast with regularly & respect for his REAL ESTATE knowledge & marketing skills – here is his business card – may he give you a call?

## WHAT TO LOOK & LISTEN FOR THAT COULD TRIGGER A POSSIBLE REFERRAL...

- § A realtors car outside the house; Service men's cars – people often spruce up just before they sell; Job loss – a new lower paid job – fewer hours; Marriage or Divorce; Closer to work – high gas prices – long commute time; Being transferred; Up-scaling or Down-sizing; Dissatisfied with a deteriorating neighborhood, etc.