10 Ways to Achieve 10% 

An Unconventional Guide to Being Your Best #CRE Self

By Brandon Newmark
90% of us are in the 90%, and that’s nowhere we want to be. No one’s ever encouraged you to be average, so stop following the general advice. Here are ten best ways to rise above the average.
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Find Yourself Some Alone Time

Interruptions are literally mental shut downs.

Why is it that you’re most productive early in the morning, late at night, in the shower, or even in the stall? Because chances are you’re alone. Interruptions are literally mental shut downs. Just like a computer, your thought process must restart and recheck everything that brought you to your point of productivity in the first place. A two minute conversation could constitute ten minutes of downtime.
Hygiene’s important, but it’s not the reason you’re showering. Think about your day: you’re jumping from phone call to phone call, meeting to meeting, an article to a news clip to social media content, and getting very little productive work done. A long shower, a short walk, even washing the dishes constitutes a real mindless activity and gives the mind a moment away from constant input and a chance to think. So if you’re looking for an answer, step back, let your mind breathe, and you’ll find it’s often right there.
Commercial Real Estate is competitive; so what, you’ve grown up playing games to win. Most people tell you there’s a difference between ‘real life’ and ‘games’, jobs and hobbies, life-impacting and life-distracting. Most of the time, they’re wrong. Like a game, many of our ‘real life’ interactions are restricted by a certain rule set, and guided by generally accepted principles (greeting a guest, driving a car).

It’s not breaking the rules, but understanding and reapplying the rules that separates winners from losers. Anyone can play Monopoly, so if we’re all restricted to the same rules and roll the same dice, why does Mikey win 9 times out of 10. He’s not breaking the rules, he’s getting creative. What’s it take to increase your successes? It’s more than (and less than) running through the advised routine.
Seriously, it’s not always worth it. And that doesn’t mean give up, it means get perspective. Eating healthy is worth it, exercising is worth it, sleep deprivation is not worth it. If you’re like everyone else, you spend too many hours in a day not getting much accomplished, and it’s not that you’re spending too little time; it’s that you’re spending the wrong time. Time is everything, take a moment to remember what you’re trying to get done, and if that’s not what you’re doing, stop what you’re doing, and start getting something useful done.

You’ll find ‘useful’ constitutes a very short list, take a moment to think about it.

Time is everything, take a moment to remember what you’re trying to get done.
Don’t worry what everyone else is up to. You need your initial influences, but it’s no way to the top. At some point you need to evolve from a sponge to a box jellyfish, complete with your own set of eyes. The West is not settled, it’s your creativity, your value, that gets you ahead. If you can’t tap into that, you’re the same as everyone else.
Don’t be the Yellow Pages. Adding some weight to the marketing package with a few glossy graphs probably isn’t adding any value. Einstein says, “everything should be made as simple as possible, but not simpler.” It’s called elegance. Your goal as an agent is to instill your confidence in a client. Show them what they need to see, tell them what they need to hear; start with the essentials, and cut the fat. If they wanted to conduct a transaction themselves, then they’d have to know everything, and then they wouldn’t need you. Try straight-credible and underwhelming for a change.
Don’t overwhelm a client, but impress a stranger. The sheer fact you’re in the Commercial Real Estate industry tells me you know more about Cap Rates and Comparables than the average street-dweller. Find an outlet to share what you know, blog about it, comment regularly on a favorite article or blog, discuss which signs are overrated and which signs impress you, have an opinion, strike a chord, impress the street-dweller with your know-how and let him come to you next time there’s some land to develop. Not only may you convince another of your expertise, but you might just learn something along the way.
If you’re just starting out, cherish it. It’s your chance to #$*% up and not worry about it. If it’s midday, you have two kids and a lawn to mow, you’re probably not mowing the lawn naked. But if you’re half-way across the world and day-time streaking through the sunny morning beach crowd, you don’t have to hear about it the rest of your career, in fact, it’s probably a good story you’re telling. Starting out is a chance to make a mistake and learn from it, so learn from it before you have to live with it.

NSFW: #$*= Fuck
Imagine you’re on the TV show Blind Date. The curtain is drawn and you have twenty seconds to sell yourself better than the ugly guy to your left. Unfortunately, his voice is angelic. And we have so much more to worry about: hair, shoes, suit, handshake, posture; our appearance is as scripted as a reality T.V. show and communicates a whole lot more than most of us wish.

Professional and stiff is no way to show someone your value; be human, show a few flaws, but share your professionalism in your human understanding and willingness to interact on a human level, separate from a cog by letting the structured curtains down. Chances are if you don’t like wearing a suit, you don’t like seeing a suit.
We started REsheets with a good idea, a great product, and some purchased advice on how to set up the essentials of website development. The rest is creativity and focus. You don’t need the $5,000 glossy marketing package; you need to tap into the right market with the right tools. Use your brain, limit your resources, and make it happen with the right mix of what you’ve got and what you need. It’s not about advertising your wares to a thousand clients, but pitching your passion and life into the right client.
This E-Book is free. We encourage you to share with friends, family, pets, & even strangers. Our mission is to help you be the best broker you can be, we hope this helps.

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