

**BUILDING AN UNBREAKABLE FOUNDATION**

CH.	VIDEO	DESCRIPTION	WORKSHEET
1	<b>FREE TRIAL</b> HOW I BECAME A \$1 BILLION BROKER	I made \$9,000 my first year in real estate. Ten years later, in 2018, I sold nearly \$1 billion. This is the story of how I went from failed actor to billion dollar broker.	
2	<b>BEFORE YOU START: MASTER YOUR FOUR TENETS OF WORK</b>	If you want to change the trajectory of your career and sell more, you must define your 4 Ws.	"How to Discover Your Own Four Ws"
3	<b>READY, SET, GO: YOUR MANTRA MATTERS</b>	Every day in sales is a race. You just don't know what type of race you're going to run. Your mantra will prepare you for the chase.	
4	 <b>60-SECOND EXERCISE: CRAFT YOUR OWN MANTRA</b>	Do this 60-second exercise to create your own sales mantra.	"How to Create Your Own Mantra"
5	<b>HELP! I NEED MORE CLIENTS</b>	People don't like being sold, but they love shopping with friends. Learn how turning strangers into friends is your secret to getting more clients (and how to do it!).	1. "How to Build Your Personal Action Plan" 2. "Personal CRM Template"
6	<b>IMPROV: TRAIN YOUR BRAIN TO FIRE YES, YES, YES</b>	"Everyone on my team takes improv. Here, I break down how using the power of ""Yes, and..." will help you close more deals.	
7	 <b>60-SECOND EXERCISE: THE QUESTION GAME</b>	Practice this exercise to build your improv muscle.	
8	<b>GET FKD! FINDER, KEEPER, DOER</b>	Finder. Keeper. Doer. Learn how my method for structuring my work will help you get more done in a day than many people get done in a week.	"FKD: How to Schedule our Ideal Day"
9	<b>I'M FKD: PEEK INTO A DAY IN RYAN'S CALENDAR</b>	I walk you through a real 24-hour period in my calendar to show you how using FKD gets me more mileage out of every day.	
10	<b>YOU NEED TO BE AN INFORMATION MACHINE (IT'S FREE!)</b>	Being a reservoir of information will set you apart in this business. Here is how to find it and use it to get more clients and close more deals.	
11	<b>IF YOU LEARN JUST ONE THING: BE THE MASTER OF FOLLOW-UP</b>	No one follows up like me. If you take away just one skill from the entire course, make it follow-up.	
12	 <b>60-SECOND EXERCISE: THE FOLLOW-UP CHALLENGE</b>	See how many follow-up emails I can send during the sixty seconds I'm waiting for a light to change on a busy street corner in New York City.	
13	<b>WANT TO STAND OUT? BECOME THE ONE WHO...</b>	I show you how to create a memorable personal brand to help you stand out in a virtual sea of real estate brokers.	"How to Become 'The One Who...'"
14	<b>SO, YOU WANT TO MAKE A MILLION DOLLARS...</b>	A goal without a plan is just a wish. Learn to back into an income goal by setting realistic sales goals.	
15	<b>LIVE DEMO: HOW TO SET SALES GOALS</b>	Every member of my team meets with me in December to set their sales goals. Peek into a goal-setting meeting, and learn what to do when you're falling behind.	

**THE WOW MOMENT AND FIVE OTHER  
SERHANT SECRETS THAT WILL ARM YOU FOR SUCCESS**

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16	<b>SERHANT SECRET #1: THE BOX</b>	What's in the box? Discover what is in the box I send to every perspective client, and learn how to create your own.	"How to Make Your Own Box"
17	<b>SERHANT SECRET #2: THE WOW MOMENT</b>	I learned the Wow Moment from a shoe salesperson. Learn how to use this effective technique to get a client comfortable with a higher price point.	
18	<b>LIVE DEMO HOW TO USE THE WOW MOMENT WITH A REAL CLIENT</b>	I use The Wow Moment on a real client at my SoHY development.	
19	<b>SERHANT SECRET #3: THE FLIP</b>	You will face the same objections time and again in your career: Price, location, size, condition and views. Learn to flip any objection into a positive to close deals faster.	
20	<b>🕒 60-SECOND EXERCISE: THE FAST FLIP CHALLENGE</b>	I take the Fast Flip Challenge to see how many negatives I can flip into positives within 60 seconds.	"How to Flip Your Property's Negatives"
21	<b>FREE TRIAL SERHANT SECRET #4: THE GOOD NEWS SANDWICH</b>	The best salespeople deliver bad news in a positive way. I do it with the Good News Sandwich.	
22	<b>LIVE DEMO SERVING THE GOOD NEWS SANDWICH</b>	Watch how I deliver bad news about a price adjustment to a real client.	"How to Assemble Your Good News Sandwich"
23	<b>SERHANT SECRET #5: PUSH, PULL, PERSIST</b>	"Power agents lead their clients to water. Use my Push, Pull, and Persist technique to get clients off the fence and close more deals."	
24	<b>LIVE DEMO THE PUSH</b>	I use The Push to get a client to make an offer on a 4-bedroom apartment in Chelsea.	
25	<b>LIVE DEMO THE PULL</b>	I use The Pull technique to get a client to finally make an offer on his first home.	
26	<b>LIVE DEMO PERSIST</b>	I use the power of persistence to convert a causal buyer into a motivated buyer.	
27	<b>SERHANT SECRET #6: FACTS TELL, STORIES SELL</b>	I explain how digging into a home's past or inventing its future can create compelling, memorable narratives that drive traffic and sales.	"How to Write Compelling Real Estate Stories"

**READY, SET, GO! PUTTING EVERYTHING INTO PRACTICE**

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28	<b>THE ART OF WORKING WITH CLIENTS</b>	Brokers who sell the most work for the deal – not the client. Part three of the course will teach you how to ensure you’re working for the deal, not the client, and not the sale.	
29	<b>HOW TO WORK WITH SELLERS</b>	The more inventory you control, the more personal income you control. That's why working with sellers is the best way to grow your real estate sales business. In this chapter, I share how I work with sellers.	
30	<b>FREE TRIAL</b> <b>LIVE DEMO</b> <b>RYAN PITCHES A \$16.5 MILLION TOWNHOUSE</b>	Come along with me on a real sales pitch for a \$16.5 million home in New York City.	
31	<b>THE SERHANT WAY TO HOST AN OPEN HOUSE</b>	I hold two types of open houses. Here, learn the nuances of each.	
32	<b>LIVE DEMO</b> <b>MASTERING A PRIVATE SHOWING WITH VANESSA FROM THE SERHANT TEAM</b>	I watch Vanessa from my team show a \$16.5 million listing from a hidden perch in the stairwell. Learn what she does right and how she can do it better.	
33	<b>LIVE DEMO</b> <b>THE SERHANT WAY TO GIVE A PRIVATE SHOWING</b>	I show the same listing as Vanessa with a different buyer. Compare and contrast the two approaches to a private showing.	
34	<b>PRIVATE SHOWING: BEST PRACTICES</b>	Vanessa and I review the Serhant Way to conduct a private showing.	
35	<b>HOW TO WORK WITH BUYERS</b>	Buyers are great! They’re people who have money to spend, and they should spend it with you.	
36	<b>LIVE DEMO</b> <b>RYAN QUALIFIES A REAL BUYER</b>	"I meet with and qualify a real buyer in my office. Watch how I guide the buyer through the process and close the meeting with clear next steps."	"The Serhant Buyers Guide"
37	<b>LIVE DEMO</b> <b>MASTERING A BUYER TOUR WITH SONIA FROM THE SERHANT TEAM</b>	Sonia on my team shows a \$15 million listing to a real buyer while I hide in the stairwell and analyze her showing.	
38	<b>LIVE DEMO</b> <b>THE SERHANT WAY TO GIVE A SHOWING TO A BUYER</b>	I show the same listing as Sonia to a different buyer. Contrast my showing with Sonia's showing.	
39	<b>BUYER TOUR: BEST PRACTICES</b>	Sonia and I review best practices for showing a listing to a buyer.	
40	<b>THE SERHANT WAY TO NEGOTIATE A DEAL</b>	Learn how I use price, pressure, and persistence to close the gap in any negotiation.	
41	<b>LIVE DEMO</b> <b>RYAN NEGOTIATES A \$1.5 MILLION LISTING</b>	I close a \$500,000 gap during a high-pressure negotiation between an eager buyer and a stubborn seller.	
42	<b>READY, SET, GO! SAY HELLO TO FUTURE YOU</b>	Go out and sell more, earning a better lifestyle for the Future You.	