

THE CRAIG PROCTOR ULTIMATE REAL ESTATE SUCCESS SUPERCONFERENCE

AGENDA

Opening Session: The Old School Mentality vs. The Quantum Leap Real Estate System

I will open this SuperConference by carefully taking you through the BIG PICTURE of my personal System for this business – the one I use every day in my own business. You will begin to understand how my automatic and inexpensive systems for lead generation will seamlessly replace your current (inconsistent and highly labor intensive) methods, making your “problem” of finding business completely go away. You’ll learn how easy it really is to convert this new flood of business into money in your bank account with a “system” that completely reverses the “give-take” equation: namely, you’ll be able to GIVE LESS, and TAKE MORE.

In this Session, I give you the VISION of what your business and your typical day, week, life can - and WILL - look like. In that movie, “Butch Cassidy and the Sundance Kid”, when Redford’s riding the new- fangled bicycle and Newman’s scoffing at him, Redford says that the problem with most folks is that they’re looking at the world through bifocals rather than binoculars. Well I’m going to hand you the equivalent of the hubble telescope! Get you into the magic of thinking BIG.

But also in this Session, I’m going to show you how to handle all the nitty-gritty details, as only somebody who has sold as much real estate as I have (in both boom and bust markets) can.

In total, you will clearly see how you will dramatically increase your income while being able to STOP being a SLAVE to your business, stop trading your time for money, stop “missing” your life. You will NEVER again have to be “on call” 24/7, dragging your worn out carcass home after 12, 13, 14 hour days.



8 Success Formulas You Can Borrow From the Most Profitable Businesses In The World

If this is a business where it is easy to make \$250,000.00, \$500,000.00, even \$1Million a year and I promise you, it is - why don’t more do that? Over the last two decades, I’ve carefully observed the behavior of over 30,000 agents who are using my system, as well as those I’ve competed against, coached, counseled, etc. I’ve also very carefully analyzed what works for me and what doesn’t. In the past 20 years, I went from being dumb as a pile of rocks and struggling for my first sale to being the #1 RE/MAX® agent in the world, selling over 500 homes annually and banking almost \$4 million a year in commissions. I’ve also learned by watching successful businesses outside of Real Estate and asking: who are the major players and what are they doing and not doing that makes them so successful? Out of all that, I’ve **narrowed the differences between the relative few who create giant incomes and rich lives from this business, versus the vast majority who struggle, to just EIGHT key Success Formulas.**

I’ll illustrate these EIGHT SUCCESS FORMULAS by showing you woefully unsuccessful ads from early years and revealing why they didn’t work - and why most agents’ ads fail by defying these 8 Formulas. I’ll **explain the SECRET DIFFERENCE between what buyers really want vs. what agents think they want and try to sell - why 95% of what 95% of the agents advertise and say is wasted effort, falling on deaf ears and**

closed minds! I'll even show you how these Eight Success Formulas apply to every aspect of your day-to-day activity.

Seeing these Eight Formulas laid out before you suddenly makes the complex simple cuts through all the confusion and reveals exactly what it takes to attract more top-flight clients than you can handle it's like bumbling around in the dark, hitting your knee on something and wondering what it was, then hitting the light switch.

*******BONUS: AT THIS POINT IN THE SUPERCONFERENCE, I WILL HAND TO YOU ON A SILVER PLATTER THE 17 MOST SUCCESSFUL AND PROFITABLE ADS THAT I HAVE EVER WRITTEN AND USED IN MY REAL ESTATE BUSINESS.*******

I will take you through each of these ads, in detailed analysis, dissecting each one, so you'll understand its hidden secrets, exactly WHY it works so well, so you can "knock it off" and use it, as soon as you get home.



Verify for Yourself First-Hand How All This Works for Others (Not Just Me): Put Successful System Users and SuperConference Alumni on the "Hot Seat" (SuperStar Marketing Panel)

One of the things I hear most from uninformed or skeptical agents is:

"Gee, Craig, that all sounds fine and dandy, and it's great that it worked for you, but I don't think it'll work-for me because....

....I'm too new in the business

....I'm very experienced already

....I'm in a much bigger city

....I'm in a smaller town

....I'm with a different company

....I'm older, younger, fatter, thinner, a woman....

Well, I do NOT want YOU to leave with even a teeny-tiny smidgen of doubt left in your mind about any of this I want you to go home with the unbridled confidence, no, the CERTAINTY, of a "giant-killer"

There are now more than 30,000 Realtors using my System. There are over 20,000 Realtors who've been through the intense, hands-on training at this SuperConference. I want you to meet them, hear from them, even quiz and grill them. So, in this Session, I'll bring these super-successful agents up front and interview them have them answer YOUR questions....

For example, at a recent SuperConference, we had an agent from Sarasota, Florida describe **exactly how he generates 40 to 90 prospects EVERY TIME he runs one of my "special ads" in a particular publication.** Another agent, from Denver, showed how he uses my "buyer profile/control system" to get dozens of super-qualified buyers calling him, immediately signing contracts, then doing almost all the "work" themselves - he said he'd never made so much money with so little effort before in his life! On and on.

At this SuperConference, I'll introduce you to a cross-section of "star performers" from small and big

cities, “hot” and “cold” markets, from all over the U.S. and Canada, men and women, young and old each with very specific examples of how they are using the strategies and tools given to you at this SuperConference what they spend, what they get nothing held back.

You will gain GIANT-KILLER CONFIDENCE from their “show-n-tell”, you will get their “tweaks” on my strategies, so you see how you can modify everything to fit you like a \$1,000.00 custom-tailored suit...



How to Actually “Reverse” the Prospecting Process, So Instead of Spending Your Life Chasing Prospects, They Will Search You Out, Desperate to Retain Your Services (*The Automatic Reverse Prospecting System - Steps 1&2*)

There are two “horrors” of the real estate business that literally DESTROY REALTORS time and time again. Kill them financially. Kill them emotionally. Leave them laying by the roadside, their entrails ripped out, their very life oozing out onto the pavement. Real estate business road kill.

One is the horribly painful “cold prospecting”. The other is the erratic up-and-down, famine-or-feast, uncertain, unpredictable income and lack of it. Well, are you ready to ELIMINATE BOTH OF THESE HORRORS from your life forever?

Fact: I did not made even ONE “cold call” in the last 15 years of my real estate career. Not one. Forget all that call-the-FSBO’s nonsense. Forget handing out a billion business cards, forget being a “cold call cowboy”. We’ve talked about this. That “grinding” will kill you. So, I did not make even one “cold contact” in fifteen years. But in each of those years, over 700 good prospects called me (that’s about 2 every day!!!) - and that’s in a town of just 70,000 people. I am **living, breathing, current, real, undebatable, inarguable proof that you can get hundreds of top prospects seeking you out and calling you from an automatic system, NOT from grinding manual labor.**

The other problem is the wildly fluctuating, uncertain income. Bills occur with regularity. The folks you owe money to have a system, there’s a certainty about their businesses! Your mortgage payment, car payment, credit card bills, phone bill, kids’ tuition, etc. doesn’t happen now and then. These bills arrive on schedule, with absolute predictability. Facing them with an uncertain income can be so stressful it eats into your performance, which hurts your income - a vicious cycle. Fact: my business is so systemized **I can predict my income month by month nearly to the penny.** My Automatic Reverse Prospecting System not only eliminates any need for “grunt work-type prospecting”, it brings a steady stream of good clients it brings sanity and stability it regulates and stabilizes income like insulin stabilizes blood sugar for diabetics it’s THE CURE for “feast-or-famine”.

*******BONUS: ONLY VIA THIS SUPERCONFERENCE, YOU NOT ONLY MASTER THIS SYSTEM, YOU GO HOME WITH IT CUSTOMIZED FOR YOU AND YOUR MARKETPLACE, CHOSEN CLIENTELE AND PERSONAL OBJECTIVES.*******

Imagine what it will feel like to go home KNOWING you’ll NEVER have to make another dreaded cold call again....NEVER have to face an uphill battle, selling yourself to a cold, skeptical prospect....NEVER have to be hung up on again...and...

Imagine what it will feel like to go home **CERTAIN OF A PREDICTABLE, STEADY STREAM OF GOOD PROSPECTS PRODUCING VERY PREDICTABLE INCOME.** What will that - alone - be worth to you?



How to Handle Your Newfound Flood of Leads With Minimum Time and Maximum Efficiency (*Lead Conversion System - Steps 3&4*):

Now here's an amazing fact: most agents do NOT follow up on leads. Not really. What they do, they do haphazardly. Some days they do, some weeks they don't. They have NO SYSTEM.

So, you WILL multiply the number of leads flowing to you as a result of what I've taught you so far at the SuperConference, but what good is that if you can't handle them efficiently?!? If you waste your leads, you can't hit your income goals, and your advertising costs may even eat you alive. If you kill yourself doing follow-up, calling, calling, calling, chasing, chasing, chasing, you'll burn out and die.

I know from firsthand, painful experience how vitally important it is to get a grip on this. Early in my career, I carefully tracked a large number of leads I got over many months - and I found out that 82% had listed with other agents within 12 months. 82%!!! If I could have gotten just part of those "lost" ones, I'd have been rich. I did all the work to get them revved up and interested, and then other agents got the commissions. That was a real eye-opener. A whack on the head with a 2 by 4. It got my attention. It motivated me to caulk the cracks, to plug the holes....to properly value my leads....and to devise a very thorough, fail-safe follow-up system to protect them from other agents and to convert them to clients, even if that was 3, 4, 5, 10 or 12 months after the first contact.

A lion's share of my \$3-Million-Plus in annual commissions was thanks to THIS ONE THING - so here in this Session, I will show you:

EXACTLY how to build such powerful relationships with your prospects that you "LOCK OUT" COMPETITION

How to AUTOMATE the necessary follow-up, so there's nothing left to chance, no one slips through the cracks, there's no hit-or-miss....the results are predictable.

How to FREE YOURSELF from drudgery in follow-up.

How to create "TRUSTED ADVISOR POSITIONING" with prospects through the "unique content" of my kind of follow-up, so you are NEVER viewed as a "pest"....you ARE seen as different from all other agents.

How to do follow-up THE OPPOSITE OF ALL OTHER AGENTS, so you stand out from the crowd.

As a result of this Session, **you'll be able to systematically and automatically convert your much-increased, steady stream of prospects into contracts and clients, with less time, less effort, NO "hard selling"....and safeguard your prospects from "poaching" by competitors.**



Convert Prospects to Clients 90% of the Time with No "Manipulation", "Hard Selling" or "Closing" Required (*Craig's Ultimate Listing Presentation & VIP Buyer Presentation*)

I hate ordinary "selling".

And I stopped doing it years ago.

How much arm-twisting, fast-talking, fact-bending and objection-handling do YOU have to do in your listing

presentations? The fact is, if you're getting a bunch of objections lobbed at you, you're working way too hard, and suffering way too much. **If you have to be a "closer", your presentation just isn't strong enough.**

I'm talking about an entirely and radically new "persuasion paradigm". No, NOT "psycho-babble". But NOT the same-old, same-old sale tactics that have been taught for years either. Pushy, traditional selling doesn't even vaguely resemble the positive, trusted advisor-type discussions I had with my prospects where **90% signed on the dotted line with NO "close" by me, no matter how many other agents they'd talked to.** I'll show you exactly how you can create this unusual selling environment and get these amazing, refreshing results.

*******BONUS: THIS IS THE LAST AND ONLY "SALES TRAINING" YOU'LL EVER NEED OR WANT BECAUSE THIS ACTUALLY WORKS! WHILE THE OTHER AGENTS IN YOUR OFFICE TROOP OFF YET ONE MORE TIME, DOZENS OF TIMES THIS YEAR, TO LISTEN TO TOMMY'S TOP TWENTY CLOSING TECHNIQUES OR SUPER-BOB'S SALES FUNNEL OR, WELL, YOU GET THE IDEA - YOU CAN SAVE YOUR MONEY AND GO OUT AND ACTUALLY CLOSE ANOTHER DEAL, WITH NO RESISTANCE.*******

If you got nothing else from this entire SuperConference (which is impossible) but freedom - once and for all - from uphill-battle selling and strong-arm closing, it'd be worth ten times the fee.

*******BONUS: AT THIS STAGE OF THE 3-DAYS, I WILL ALSO SHOW YOU AND TAKE YOU THROUGH MY COMPLETE, CAREFULLY ENGINEERED "LISTING PRESENTATION" WHICH COMPELS 90% OF ALL THE SELLER PROSPECTS I MET WITH TO SIGN WITH ME. YES, A 90% EFFICIENCY FACTOR IMAGINE SITTING DOWN WITH PEOPLE WITH A 90% CERTAINTY YOU WILL LIST THEIR HOMES (AT A SALEABLE PRICE....WITHOUT DIFFICULTY.) OH, AND I'LL DO THE SAME WITH MY BUYERS' PRESENTATION, WHICH ALSO HAS A 90% EFFICIENCY FACTOR. I'LL ALSO REVEAL HOW I MADE DOING BUSINESS WITH BUYERS MY MOST PROFITABLE YET LEAST TIME-CONSUMING SOURCE OF INCOME.*******

The buyer system I'll teach you is radically different from what most agents do. **I'll take you through the step-by-step system I used in my own marketplace to easily and inexpensively compel droves of buyers to seek me out, pay me more and bind themselves to a contract with me.**

Specifically, I'll show you exactly what to say and do to qualify buyers and get the good ones to meet with you. Then, once you're face-to-face with these buyers, I'll demonstrate my VIP Buyer presentation that is so shockingly different (and full of meaningful benefits for buyers) that it unfailingly compels 90% of the buyers I meet with to sign a contract with me.

And not only that. My buyers not only happily signed a contract with me, they also paid me an upfront \$495 retainer fee. This upfront fee is non-refundable and is not credited back against commission. This is clear, over and above, upfront money that **ensures you get paid by every buyer you work with even if they don't end up buying a house.**

Next I'll really stretch your paradigm by showing you how to negotiate the commission with buyers just as you do with sellers (instead of accepting whatever is being offered by the listing agent on MLS – and YES, this is completely legal doing it my way.)

But even this isn't the best part. **I will go on to show you how I programmed buyers to do most of the work themselves**, including checking their email every morning, driving around on their own to view listings, and only calling me once they'd decided that they wanted to view one of the homes they'd driven by.

In fact, at any one time, I had over 300 buyers working to make me money, and all of them loved my system because it worked better for them too!



Identify Your Strengths

Personality testing is an invaluable tool not only to help you engineer success in your face-to-face meetings with buyers and sellers, but also in the hiring process if you decide to build a real estate team (or even just hire a single assistant). When you understand the principles behind this testing, you'll be easily able to ask some key (and specific) questions of your buyers or sellers before you sit down with them to help you determine the best way to go through your presentation. And believe me, this *matters*. If you go into too much detail with some prospects, you'll lose them long before you get a chance to make a close. On the other hand, not providing enough detail for other prospects is akin to shooting yourself in the foot. Just as no single property is going to be a fit with every one of your prospects, it is also true that the most successful agents know how to tailor their listing and buyer presentations to achieve an over 90% success rate simply by understanding the "science" behind personality.

Importantly, the results of these tests will also enable you to predict a potential team member's fit for a certain position with uncanny precision. It's a highly accurate tool which is like taking a DNA imprint of someone's personality. Without the benefit of this precise tool, you'll have to use your intuition in order to assess and evaluate the candidates for the positions you're hiring for, and we all know how that goes. This session will make you a personality profiling wizard, able to significantly plus all your interactions in this business.



Interactive Small Group Sessions: Craig's Top Coaching Members from Across the Country Share Their Success Secrets

Your opportunity to get face-to-face with agents from across the country who are actually using the systems you're learning about. This session takes your learning far beyond "theory" and "possibility" to the big and small marketplaces across the country where these ideas have been trench-tested and PROVEN solid. During these intimate, personal sessions you'll find out what *really* happens when you implement Craig's systems and learn from agents, just like yourself, what to do first, what works best, what kind of results you can really expect, how your life will change, and how to make sure you'll be able to achieve the huge levels of success they have.



Developing Your Real Estate Business

There are really only three ways to grow your real estate business. You can increase your number of customers, increase the profit you earn on each transaction, or increase the residual value of each customer . . . or you can (and should) do all three.

In this session you'll learn how to optimize your profit potential by increasing the marketing pillars that support your lead generation system, how to increase your customer retention rate and how to increase your conversion from inquiry to sale. We'll also give you nuts and bolts tools to increase your average transaction value and frequency of repurchase.



Shortcuts to Success

You've heard the expression "Success leaves clues". Although we're only half way through the SuperConference, already you will have pages of notes leading you through the innovations I've brought to this industry – innovations that will cause your business to explode when you get home and get serious about implementation. You may also feel that your head is ready to explode at this point because of all the information I've shared with you, so in this session I'm going to step back and help you put everything you've learned so far into perspective. Specifically, I'm going to highlight the ten most important points you should have taken away so far and summarize the key action points you must take in order to experience the most efficient shortcut to your success.



How to Cut at Least 20 Hours off Your Work Week By Properly Utilizing Just One of My "Power Tools" (Automated Hotlines)

This is a very specific, practical 1-2-3, A-B-C, how-to-do-it Session. It has to do with "hotlines" – special "recorded messages" that work like robots, to do all the work of sifting, sorting and qualifying prospects for you (while you play golf, help your kids with their schoolwork, go get a massage.) Do NOT make the mistake of thinking this is "old" technology. My most successful members make millions from hotlines.

Listen up - "hotlines" may have been one of THE most profitable discoveries of my entire real estate career. I started experimenting with them years ago, in the most primitive and cumbersome way ... with shelves of answering machines hooked up to 18 different phone lines in my basement.

Today, it's ridiculously easy to do the "mechanics".

But agents who try this on their own, without knowing precisely how to target different prospects with the right messages, how to make it all fail-safe and efficient, usually quit, give up, and grumble that this doesn't work. They're wrong and my successful students prove it. **FACT: a properly set-up Hotline System WILL cut at least 20 HOURS OFF your work week 80 LIBERATED HOURS A MONTH!!!** and it's probably the only way you can double or triple your business WITHOUT ADDING A BUNCH OF ASSISTANTS TO "PARENT".

This is so important, I devote this entire Session to every detail. I even save you tons of time and money by letting you "tap into" two proven, effective Hotline Systems already in place. You will be able to INSTANTLY have your own "robot prospecting handlers" working for you 24 hours a day, 7 days a week no bathroom breaks, no sick days, no hassles for pennies a prospect.

*******BONUS: TO ENSURE YOUR SUCCESS, I WILL GIVE YOU THE EXACT WORD-FOR-WORD SCRIPTS I USE AND THAT YOU SHOULD USE TO MAXIMIZE YOUR HOTLINE RESULTS. (I'LL ALSO REVEAL THE ONE SENTENCE THAT CAN KILL THE RESPONSE TO YOUR MESSAGES WHICH IS THE MISTAKE MADE BY MOST AGENTS WHO TRY THIS ON THEIR OWN.) WHAT ARE JUST THESE SCRIPTS WORTH? THOUSANDS AND THOUSANDS OF DOLLARS!!!*******

And that's not all. In this same Session, I'll show you how to actually **REDUCE YOUR AD COSTS BY AS MUCH AS 75% by using amazingly tiny classified ads that cost \$10, \$20 or \$25 to get you better results than big display ads costing thousands.** I'll show you how to use this strategy as a sneaky "guerrilla warrior", getting huge results from advertising your competitors don't even notice. (This "secret" alone is likely to put more money back in your pocket in ad savings this year than the entire investment to attend the SuperConference!)



Message to Market Match: How to Access and Leverage Exclusive, Real Time Profile Data on the Buyers and Sellers in Your Marketplace

In any market, good or bad, you must identify the prospect you are going to target and then focus like a laser beam on that prospect's wants and needs. To be effective and profitable, it is critical to do some research to make sure there is demand for that prospect's home or adequate supply for the buyer you are targeting. You don't want the market dictating your results. Another way to explain this is that you must market what buyers and sellers in your marketplace most WANT (vs. simply flogging what you HAVE). By being able to gain exclusive, real-time profile data on the buyers and sellers in your marketplace through our exclusive MLS Interface System, you will know exactly what buyers *most* want to buy and which homes and neighborhoods are hot right now so you can zero in on these best prospects and make exactly the right offer to get them to contact you. Hockey legend Wayne Gretzky once said, "I skate to where the puck is going to be, not where it has been." That's what you must do. Find out what is going to sell and make sure you are offering exactly that. This is a key marketing secret and strategy of our most successful members: message to market match. Find out how you can access exactly the same market intelligence pool as they do.



How to Recruit, Hire, Train, Manage & Motivate the Right Assistant(s) to Cut Your Work Hours and Increase Your Net Income (*The T.E.A.M. System*)

By this point in the SuperConference, you'll have a complete understanding of exactly how to multiply your leads affordably, and how to convert more leads into contracts with greater ease than ever before ... plus the most effective ways to sell the maximum number of your own listings without splitting commissions. You'll be "primed" to go home and rapidly increase your business.

But soon, that'll mean you'll want to take on an assistant - but to do it in a way that not only reduces your work hours, but INCREASES (not shares) your net income.

The "how-to" information in this Session is VITAL to your sanity and finances.

If you already have an assistant, this Session will help you multiply his/her productivity and value. If you've tried to hire an assistant in the past with "no luck", this Session will reveal what went wrong - and why - and how to get it right the next time.

*******BONUS: I'LL GIVE YOU A "TOOL" AND SIMPLE PROCESS THAT, IN 10 MINUTES OR LESS, WILL REVEAL TO YOU A POTENTIAL ASSISTANT'S TRUE STRENGTHS AND WEAKNESSES AS IF YOU WERE A MIND-READER. FOR THE FIRST TIME EVER, YOU'LL BE ABLE TO ACCURATELY FORETELL AND PREDICT AN ASSISTANT'S ON-THE-JOB BEHAVIOR, AND TARGET TRAINING TO FIT THE PERSON'S NEEDS. (BY THE WAY, THIS IS A SCIENTIFICALLY VALIDATED PROCESS. BUT MORE IMPORTANT, I VALIDATED IT WITH MY OWN TEAM.)*******

Here's why this Session is so very, very important, not just to you, but to your family. If you can't remember the last time you and your spouse had a quiet, romantic evening together, when you were relaxed enough to enjoy it....if your kids seem to be growing up too fast or you're missing their ball games or school plays....if you want

to lose weight but can't find time to even take a walk....if "vacation" is a foreign word....if your family resents your career....if you are beeper and cell-phone enslaved....then THIS Session is of critical importance to you and you miss out on it at your peril.



Craig's internet Secret: How to Make Over \$1.5 MILLION in Commissions Each and Every Year Using the Internet

Boy, is there a bunch of hype and lies and outright fraud and foolishness flooding the Real Estate Industry regarding the Internet. Done the right way, an agent's website can be a truly profitable marketing tool, but the way too many agents set up their website it actually acts like a big black hole that is only really successful at sucking up the agent's money.

You can waste a whole lot of time and money trying to figure that out for yourself ... and probably get conned, scammed and ripped off along the way by all the "shovel sellers", the Internet service providers who see you ... see Realtors ... as a "gold mine" to be exploited.... or you can listen to a Realtor who actually made over \$1,800,000 in commissions directly from his web site each year. Me.

I know what's fact, fiction, truth, lies, smart, dumb, b.s., reality, because I've already sorted through all the hype, experimented and ultimately arrived at something that works. Anybody else making you wild promises about your website: demand that they show you proof of their real estate commissions directly from their Internet marketing. They won't. They can't. Listen, "Internet" is VERY "sexy". Exciting. Appealing. It's easy to hypnotize people with theory, ideas, tech-babble, jazzy graphic web sites. DON'T BE SEDUCED. Virtually everything I see agents who are not privy to my strategies doing on the Internet can only make money for the "shovel sellers" ... not for the Realtors. The fact is, there are two types of websites I see all the time that fall into this category: Promotional websites and Library websites. Don't waste your money. The ONLY type of Real Estate website that will actually monetize itself for you is a Direct Response website . . . and this is the strategy I'll teach you. A site that works 24/7 to generate, sift and sort high quality leads for you to pick off and follow up with.

So here's what I'll do:

1. PROTECT YOU from wasting money on "fool's gold"
2. TELL YOU THE TRUTH, bad as well as good
3. SHOW YOU exactly what I did myself (and what my most successful system users do) - and how I consistently made over \$1.8 Million each year directly from my internet leads.

In this Session, you'll hear from my own Internet-wizard. The man who developed my web site, and manages the websites of thousands of my successful system users across the country. He will explain to you, in plain English, **exactly what you can and should do** (and not waste a penny doing) **with the Internet to: generate listings, satisfy sellers, generate and service buyers, sell your own listings, grow your business, and compete effectively even if you hate computers and never go "on line" yourself!**

You'll learn both the top 11 money-making features you need on your website, AND the 8 most common and COSTLY web mistakes nearly ALL agents and brokers make (any one of which is undoubtedly costing you tens or hundreds of thousands of dollars every year without you even knowing it.) You'll walk away with a complete, step-by-step plan that will help you maximize traffic to your website (including online banner ads, social media, etc.), how to easily get your affiliates to pay for your marketing efforts, and domain name strategies that will keep prospects visiting your site even when you don't advertise it! By the end of this session, you'll know exactly what simple tweaks you need to make to your online strategies to literally make millions.

*******BONUS: AT THE SUPERCONFERENCE, AT YOUR OPTION, YOU CAN GET A PERFECT “CLONE”, A DUPLICATE OF MY PROVEN, PROFITABLE WEB SITE FOR YOURSELF, CUSTOMIZED FOR YOU, COMPLETE WITH MY CUTTING EDGE IDX STRATEGIES, INSTANTLY OPERATING. THIS INCLUDES MY OVER-THE-INTERNET HOME EVALUATION SYSTEM THAT REQUIRES ZERO MINUTES OF YOUR TIME TO ADMINISTER, READY-MADE CONTENT FOR E-MAIL FOLLOW-UP WITH PROSPECTS AND MUCH, MUCH MORE...WITH YOUR INFO, YOUR LISTINGS, ETC. ADDED. YOUR NEW WEBSITE CAN BE A MIRROR OF THE ONE I USED, AND WHICH MY SUCCESSFUL MEMBERS USE (IN WHICH I INVESTED A HUGE SUM IN DEVELOPMENT) AND BE INSTANTLY WORKING FOR YOU. *******

See, I'm not talking about giving you Internet “theory” or “ideas” or “education” alone - I'm talking about picking you up and putting you at the top of the Internet marketing game, right now.



The Rainmaker Theory: How to Transform Your Real Estate Career From a “Job” You Work at, To a “Business” that Works for You (Working ON Your Business, Not Just IN it)

There is a big difference between “being an agent” and “having a Real Estate Business”. In this Session, I explain that all-important distinction, then show you the three ways you can leverage yourself and grow your business - **how to increase your commissions by up to 100% without working any harder or spending any more money just by making these 3 “little” changes in the way you do business.**

You'll hear the gossip: agents insisting that you can't make the kind of money I made, working as little as I worked ... that somehow I was “cheating”, doing things nobody else can do. Listen, there's nothing special about me. There's nothing I did you can't copy. In fact, I've deliberately made myself copyable for you. Yes, there are plenty of EXCUSES for staying small or being a super-control-freak and doing everything yourself and working yourself into a grave, alienating your family, ending each day exhausted. But it's NOT necessary. I'll reveal everything I did to create a thriving real estate business that worked for me instead of enslaving me.



Cloning Craig's Business: Creating the Ultimate Real Estate Franchise Prototype (A MUST ATTEND SESSION)

By this point in the SuperConference, you will know unequivocally that what I've laid out for you is an intricate, but ultimately simple, system that will entirely transform your experience of selling real estate. If you could simply wave a magic wand and have all these systems implemented in your business when you walk in the office tomorrow, the rest of your life would take a dramatic turn for the better. You will make much more money. You will work a normal work week (no more late nights or weekends!). You will get to pick and choose who you work with. You'll never waste another penny on ads that don't work. You'll never have to make another cold call. You'll be treated with respect by every prospect because they will recognize you for the professional you are. You'll never again have to waste time with insincere buyers and you'll get paid by every buyer you work with even if they don't buy a home. Your listings will sell, and you'll always get full commission with no argument. You'll have the privilege of only doing those parts of the job you love. You'll get your life back. THIS

is the session where you'll learn exactly how to take your pages of notes and sincere enthusiasm and translate it into an achievable step-by-step implementation plan – the equivalent of a Craig Proctor franchise, if you will, where every part of the process is laid out for you so all you have to do is follow the breadcrumbs to success. Miss this session at your peril.



Embracing Change

By this point in the SuperConference, your paradigm will have undergone a beating. As simple and common sense as the concepts are that we've shared with you – and as much as you know that they are PROVEN to work in the real world because of all the irrefutable case studies you'll have been exposed to – these systems will likely be fighting at some level with the old entrenched rules that every other agent in your marketplace is using and that you, yourself, have been using (even though they're not terribly effective.) In this session, I will step around all these systems and focus on the single most essential ingredient to success with these systems . . . “you”. Be prepared in this session to take a long, hard look at you personally, to challenge where you are in your business and your life and determine how much you REALLY want the kind of life these systems can give you. By zero-ing in on the “you” factor, we'll help you get your head around how to go from “possible” to “inevitable” business growth.



How to Turn Facebook into a Profit Centre for Your Real Estate Business

Most Realtors' advertising on Facebook is virtually invisible. The way most agents use this social medium is little different from the way they use marketing as whole: crafting pretty, feel-good ads in the hope that somehow what they create will break through the clutter and that this “awareness” will somehow turn into business.

Hogwash. Please understand this VERY important point: Just because prospects know who you are, doesn't mean they'll contact you. There are multiple challenges with this platform making it very difficult to turn it into a profit center for your business if you don't know how to make it work, and social media platforms are not easy to profit from because people are there to socialize, not to be sold. However, there are certain key strategies that are proven to generate qualified leads that can help you add Facebook as a profitable pillar to your lead generation strategy.

I've been successfully, very methodically attracting clients and making real estate transactions happen with online media since 2004. Few have the experience based background and judgment that I do about this. You could spend hours creating, experimenting, posting, and trying to engage with little direct evidence that any of your efforts are actually returning any real revenue to your business. The problem is, you don't get paid for “likes” or “impressions”. As a business owner, the only meaningful measurement of your marketing efforts is ROI. Did the ad generate more money for your business than it cost you to run (and make sure you count your hours spent in the cost column).

You could drown in the tsunami of ever-changing and growing online media advice proliferated on the internet by so-called experts. You could spend hours creating, experimenting, posting, and trying to engage with little direct evidence that any of this is actually returning any real revenue to your business. The bottom line, though, is that the only thing you actually DO get paid for is listing and selling houses, and you're only going to get to

this stage with your Facebook advertising if the strategic messages and systems you put in place actually compel prospects to click your post and request your follow up.

So what is the right thing to do? Where and how should you market on Facebook and what should you be saying? This is exactly what this session will teach you.



Targeting Buyers and Sellers that **MUST Act**: How to Isolate Those “**Sure Thing**” Prospects Who Will Make You **NOW Money**

A flood of prospects is great, but you need more than passive listings and indecisive buyers. In any market – good or bad - you need to be choosy about which prospects you will agree to work with.

Instead of killing yourself to get ten buyers, few of which will buy (the distillation of hundreds of phone calls, dozens of presentations, thousands of dollars in ads, hours of YOUR time), you will learn how to fine-tune the scope so you'll hit a bulls eye every single time.

In this session, you'll learn how to target Sure-Thing buyers and sellers who will line up at your door and open their wallets to you.

At the other end of this session you'll be armed with specific ads (tiny, inexpensive ads that will cost you a paltry \$30-\$40 with your local newspaper or, even better than that, **that you can place at NO COST** on social media) that will smoke out the surest things in your marketplace, right under your competitor's noses, without them having the foggiest notion what you're doing or how. You'll learn exactly what to say to these prospects when they contact you, **what rules you will have them follow, and exactly what to say and do to ensure you get paid every single time.**



Planning for the Future: Walk Away With Your Own Customized, Step-by-Step Action Plan & Post-SuperConference To-Do List

This is where you'll be handed a blueprint for your own success so you'll know with certainty how to make this business work for you, so that you can make the kind of money you dream of making, without huge expenses and without having to work 60-70-80 hours per week.

Here, I'll stitch everything we covered in the more than 35 HOURS (!!!) of this SuperConference together, so **you leave with your own do-able action plan.** I'm also going to show you how to identify and value the hidden profit opportunities that have been slipping through your fingers. You will end this Session **KNOWING EXACTLY WHAT TO DO FIRST, SECOND AND THIRD**, to turn everything you've discovered at the SuperConference into an avalanche of new profits - fast.

***We Look Forward to Helping You
Grow Your Business Exponentially,
and Hope to See You Soon!***