



2/TODD DUNCAN

THE 5 IRREFUTABLE PRINCIPLES OF HIGH-PERFORMANCE **MORTGAGE AND REAL ESTATE PRACTICES FOR 2021**

Brought to you by amerifirst, ameritrust, ameriuno and Todd Duncan



As to methods there may be a million and then some, but principles are few. The man who grasps principles can successfully select his own methods. The man who tries methods, ignoring principles, is sure to have trouble.

> - Harrington Emerson August 2, 1853 - September 2, 1931

PRINCIPLE #1: EVRYTHING CAN BE IMPROVED



The ELITE Diagnostic was worth \$500,000 of additional income the first 6-months!

- Marty Preston

Centering Thought	:: is	
	If you want to make m	
you need to	on what mal	ces you
money, the	<u> </u>	
	Most activities that Mo	
Real Estate Agents s	pend time on	earn the highest
dollar per minute!		
T 1: D:	T1 .	
		to how much money
you can	, which is the	that should be improved.



The hours you work are nowhere as important as the work you do during those hours.

- Todd Duncan

Exercise: Take your Year-To-Date income and divide it by 800 hours and write your number below.

\$	
an hourly rate of \$	me per year for a real estate agent is \$, or, or The average income per year for a mortgage _, or an hourly rate of \$
Agent careers last Mortgage broker careers last	•



The highest-performing 10% of workers didn't work full eight-hour days, and they took 17 minutes for every 52 minutes of focused work.

- Fast Company



Multitasking leads to as much as a 40% drop in productivity, increased stress and a 10% drop in IQ.

- Harvard Business Review

Action Plan: Take Back Control

Taking Back Control

1. Form the habit of analyzing your time use.

Keep track in 15 minute increments for 1-2 weeks.

Non-Dollar Productive			

Dollarizing Your Inefficiencies

First, list every non-dollar p					
Second, pick the top two in	ı which you would	no longer want	to be involv	ed:	
1					
2					
Third, if they were gone, h	ow much more tim	e would you ha	ve?		
Hours 2	Χ	Days =		_ Hours per We	eek.
A vigilant and consistent e	ye towards improve	ement is the fas	t track to co	mpounding yo	ur success.



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The Not-To-Do List

The to-do list is not the best way to approach maximizing productivity. The not-to-do list is. Now, a not-to-do list will create a to-do list, but what you end up doing is the stuff to get you away from the stuff you shouldn't be doing, but are doing anyway. How do you come up with your notto-do list? Track your time for 10 days and you will become painfully aware of what not to do.

TODD'S LIST OF "NOT-TO-DO"

- 1. Wait for business to happen
- 2. Taking business from anyone
- 3. Retrieving voice mail
- 4. Retrieving e-mail except from key employees/friends
- 5. Faxing anything
- 6. Copying anything
- 7. Hand delivering anything
- 8. Opening my mail
- 9. Sending my mai
- 10. Phone calls over 6 minutes unless they are making money
- 11. Working with unprofitable clients
- 12. Cutting my fees
- 13. Making concessions that compromise my standards
- 14. Reading books that don't expand my knowledge
- 15. Reading magazines that don't expand my knowledge
- 16. Watching TV unless it expands my knowledge
- 17. Going to movies that I have not been referred to at least 3 times

- 19. Bills
- 20 Taxes
- 21. Cooking unless I wamt to
- 22. Washing my car
- 23. Filling my car with gas
- 24. Going to the dry cleaner
- 25. Grocery shopping
- 26. Bed making
- 27. Clothes Washing
- 28. Floor mopping
- 29. Carpet vacuuming
- 30. Lawn mowing
- 31. Pool cleaning
- 32. Car detailing
- 33. Sanwich making
- 34. Window washing
- 35. House cleaning
- 36. Tree trimming
- 37. Oil changing
- 38. Kitchen cleaning
- 39. Christmas Light Hanging
- 40. Commercial flying

Power Session

t every activity	, over the next tw	o years, you	ı will say "N(U to doing:	
					<u> </u>
					1 1 10 1

One success story out of millions of success stories....



Attending Sales Mastery and signing up for coaching has changed my life. I went from closing 118 loans last year to 184 units this year. I work less hours and I make more money. Oh, and I also lost 100 pounds!"

- Susan Hatfield, Mortgage Broker



How she did it:

10 Hours of prospecting

7 Hours of appointments

2.5 Hours of disclosures

3 Hours with Referral Partners

1 Hour thank you notes/video

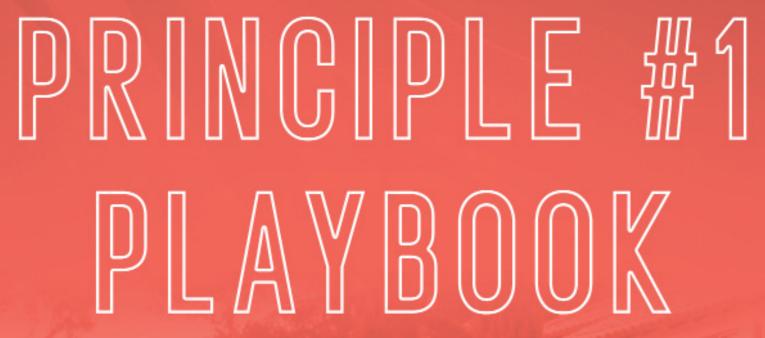
2.5 Hours with team

2 Hours Sunday Night Planning System



Using Todd's High Trust Methodology was the KEY ingredient that allowed my Real Estate business to grow from \$8M a year to \$40M a year in just 3 years!

- Jim Moore, Real Estate Agent





TODD DUNCAN

2021

Principle #1 Playbook: Everything Can Be Improved

Based on this Principle, what are the top 3 things you could improve in your business in the next (month, quarter, year)? What are the first several actions you might take to improve each and what will be your key measurement for each?

Improvement #1:
Strategy:
Strategy:
Key Measurement:
Improvement #2:
Strategy:
Strategy:
Strategy.
Key Measurement:

Improvement #3:

Strategy:
Strategy:
Key Measurement
Key Measurement:
What is your key meetivation that will drive you to appear light have three improvements?
What is your key motivation that will drive you to accomplish these three improvements?
How would your life be different when these are achieved?