

the make IMPACT Mondays digest



Volume 17 Issue 7

Legacy, don't let death change your story.

Death, we all experience it. We all must eventually face it. I'm not here to debate the reason we were put on the rock called earth. I'm not here to tell you we are alone in the galaxies. I'm not here to tell you we are being controlled by another MORE sophisticated society light years away. What I do want to talk about is the time we have here on earth. None of us know exactly how long that will be. I have personal knowledge of both friends and family that have lost children before they were hours old. I have a cousin that never saw his 7th bday. I have a nephew who will most likely never see his 20th bday, now 10 and we have all known since he was 4. But I also had a grandma that lived to 98 yrs, 345 days. Recently we were hit with the sudden death of a Teacher at Forest Ridge Academy. We were all laughing, playing and enjoying the last day of the 2016-2017 school year, the next morning I received the news that Jeremy Johnson had suddenly died overnight. Jeremy was younger than me. He was just remarried in 2015, with a 10-year-old son that is in Brogan's class and a son about to be born. We traveled together for Science Olympiad for Xandru. He was a soft-spoken guy that wanted to do right by people.

We never know when tragedy will strike; us, loved ones, friends, or the family of friends. We all

react differently, we all process in our own way. People are born and people die every day. Approximately 7 babies are born every minute in the US, and 5 people also die. So, the life cycle is in a constant state of flux. But when it is close to home it affects us, some more than others. Amanda, the wife of the late Jeremy is affected the most, an unborn baby and son Collin. These three people will live every day with a piece of their hearts missing. The rest of us, we are affected also. For me, the fact that Jeremy was 3-4 years younger, bothers me immensely.



editor Mark Borst

“What was he doing that I shouldn’t be, was it something that he ignored, was it genetic to his family, was it a weird combination of all those factors. Who knows? But it still gives me pause. Memories keep friends and family close.



The Fact is that we go thru life with a narrow set of ideas, a narrow set of beliefs in people, a narrow set of belief in ourselves. It is times like these that makes me stand up and say ENOUGH. Enough already of thinking I can do it later “I have time” enough of saying that someone else’s ideas are better so let them do it. Enough of thinking that I am not good enough, not smart enough and not strong enough. Stop with the excuses. Although raised Catholic, and raising our kids Catholic, I would not call myself overly devout or religious. I do have morals, I do know right from wrong. I believe that we are on this planet for some reason, to change the world – good or bad! So many of us go through life just surviving. Stop it. Stand up and play your part. I don’t know if it is just an unconscious decision or something that was instilled in our brains when we are young, but I was always under the impression that to make a REAL difference in the world you must have a lot of money; to be true philanthropist you need to have to use your money to do good. But what if I could do great things for others NOW. I often find myself on Facebook in the Alopecia support groups for parents, I realized the one comment I say the most is Just keep Smiling! I don’t know but I hope those three simple words can help others

grow in some simple way. I believe that I can do things that make others better tomorrow than they are today!

I have always had a passion for helping others succeed, I like people coming to me for advice, I like helping them solve their problems. I like the sound in their voice when they say, “thank you” and mean it. I like when I run into someone that I coached in soccer or lacrosse years down the road, and they say, “Hi coach!” I feel like I made a difference.

I have been in Real Estate for 10 yrs.+ now, and have helped many people. Clients, agents that work with me, even agents that work for other brokerages, and other real estate related associates. I also get asked often my opinion about random things. Sometimes I feel a little like Cliff Clavin...LOL. But the truth is that when I get asked a question, I try very hard to learn the answer if I don’t know. I think I get this from my Dad, the research master! But the knowledge base I have gained over the years is locked in my brain, and I needed a place to deposit this knowledge, a place to send people to learn about this or that. I also enjoy listening! I found that when people are asked about their business or idea or thoughts, they like to talk. So, wrapping all this up in a nice little bow, I have started Tri Town Advice Givers® Podcast. What I do is interview the Brightest minds in their respective fields, and then have those interviews available for anyone to listen to.

We need to remember that “legacy” is not predetermined by anyone other than yourself. Although death is inevitable, what we do while we are alive is more important than you may realize. For your family, for your friends, leave that legacy the way you envision it. Document the journey for others to remember. **God speed my friends.**

www.TriTownAdviceGivers.com



Health nutritionist and personal coach Jeanine Quigley shares her story of being a teacher turned wellness professional. Using her own personal work ethic and healthy lifestyle training, she transforms her clients and others with her personal coaching and wellness tips. Quigley discusses this transformation and her continual search for better and more nutritional choices as well as personal growth.



HealthyLiving.TriTownAdvicegivers.com

William Ruff always marched to the beat of a different drum, and that has taken him on some interesting journeys in his seventy-one years on this planet. As the world's leading hydrothermal physiologist, Ruff, founder of Applied Medical Technologies Inc., has developed technology to help address a multitude of breathing issues and lung ailments. He shares with us how he discovered this game-changing technology and how it can help people lead better, healthier lives.



EasyBreathing.TriTownAdvicegivers.com

Country boy Dr. Bob Newhalfen became interested in chiropractic after receiving help from his basketball team's athletic trainer, who was also a chiropractic. He graduated from chiropractic school in 2010, and by 2015, he had opened his own practice. Today, he has three offices with four chiropractors, one of whom also does acupuncture, several massage therapists, and a health coach.



WholeBody.TriTownAdvicegivers.com

If you or someone you know would be a great guest for the show.
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You can lead a horse to clean water.....

After years in the restaurant business, I truly enjoyed the customer service side of the business. During my Jimmy John's® days, there was two camps of thought - LOVE and HATE no middle, no grey. People either loved the sandwich or hated it! But there was only one way for a person to know this; to taste the sandwich. The idea was to get a sandwich in the mouth of EVERY student at Illinois State University. Usually for free at first, to create that obsession. (For those of you that don't know, the obsession is with the Bread.) Some people did not love the product, but that was ok. The people that were passionate about it were the customers that we wanted. We had a tribe of the lovers, but there were haters too. Sometimes the lovers and haters would be roommates or sometimes in a relationship with each other. To keep the haters from tainting our lovers we had to create an environment or "culture" that people loved to be in no matter if they loved the sandwiches or not as part of our tribe

Our main location was on a college campus in the middle of bar alley, we were open until 2 AM daily. We had so many lights on the store

it would glow, the music was so loud that you could hear it from across the street and when you came into the store we often knew your name and what you ate. So, on a normal weekend night, both the lovers and haters enjoyed our atmosphere and culture. Now, looking back from an outside view I see how brilliant Jim's marketing plan was. It was simple, it was insanely easy to implement. Only a few months being a part of the ownership group in Normal, IL I soon realized that the concept was simple, the whole thing was documented with a step by step guide; do a, b, c. Implementing the outline opened two additional stores and launched our stores to number 1 in sales, number 1 in growth in a non-traditional market, #1 store in customer service and the Franchisee of the Year for 2 years in row; and attracted a buyer of our 3 locations before I could accept the 3rd year award. I do miss the "regulars" that helped make those stores #1, I truly enjoyed the customer service side of the business!

Fast forward 17 years since I sold our JJ locations, my focus has been the same in

My Homage
to JJ made the
move to my
new office, just
missing my
Free Smells
Neon



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.....but that doesn't mean they will drink!

the Real Estate industry for the last 12 years, customer service. What was apparent to me at the beginning, I needed a documented approach that could go from a, b, c which I quickly implemented. But the thing that was different was how to get the documentation into the end consumers hands. Marketing is the course I had used, which has been done a mediocre job at best. Finally along with a group of other like-minded agents from around the country we came up with our Value-Driven Approach to Sell Real Estate, Documented and created a short easy read the Anyone planning on selling their house in the next two years should read.

Even though my intentions are always altruistic in nature, sometimes other people don't realize it ...or believe it based on the stereotypical idea of Real Estate Sales people. Naivety or hope in the good of others. I was raised to trust first, ask questions later. I found out the hard truth that most people in commission based positions are NOT ethical, and will stab you right in the back. It was a hard transition to being a person that people inherently did not trust instead of the exact opposite as I was raised. I have tried to help people and they ignore my help. When this happens, it bothered me. I used to get offended. "Why don't they listen," or "Why don't they trust me" or before I was proved correct, I would second guess myself. Did I analyze the data incorrectly? Did I say something that offended the customer? Did I not get my point across? What I have found over the years is that - It has NOTHING to do with me, the real reason people tend to ignore advice is because they don't like it - not because of me, but because someone else will tell them what they want to hear.

This is true depiction of when I realized that I don't wasn't to be associated with the stereo typical real estate agent. I received a call from a Customer about selling their home. They had lived in this home since they built it 5 years ago. They were one of the first houses built in this 200-house subdivision. They were now empty nesters and wanted to transition from a 2 story to a ranch in the next subdivision down the road. They had already contacted the builder, it was the same builder for this house, and put a deposit down on the lot they wanted. I casually knew this couple, and they asked me to come and take a look at their house and see if we could get it listed. I did my research, analyzed the data and was prepared to get their house on the market and get it sold by the time their new house was ready to move in. For me empirical data is not always easy to explain, I'm a numbers guy, they just click in my head. When it comes to Real Estate I tend to look at things differently from most agents and look at a value instead of price. I proceeded to lay out "my marketing plan" and they were getting excited about being able to move in their new home. They asked me the "price" they could get for their home. I explained that based on the value of your home that you could get \$X and sell in 30 days based on the empirical data I had analyzed. **THEY LAUGHED OUT LOUD**, I felt myself get red in the face. "you must not know the market very well, we just had XXXX(REALTOR) tell us we could easily get \$x + 40,000" I continued to try to explain my position, But I told them that I would not "try" to sell their house for that price as it did not have the value to back it up and it would be a huge mistake in the long run and that if they were adamant about that

"PRICE IS WHAT YOU PAY. VALUE IS
WHAT YOU GET"

- WARREN BUFFET

price then XXXX(REALTOR) was their best bet. Obviously, they went with the other guy and he listed it for \$X + 45,000. The home owners waited, the agent did nothing to market because he probably knew it wouldn't sell at that \$, I watched from a distance.... Time went on, their new house was under roof.... Time continued, the price came down \$X plus 40,000...Time continued, I watched as other houses in the range I suggested were selling rapidly...Six months later, the house still sitting, listing now expired. I called the customer, they would not return my call, I saw them at the grocery, they avoided me. No worries! Now, six months later the same house but the market is starting to shift, they choose still a different realtor and now they list is for \$X + 20,000. I continue to watch; their new house now looks move in ready...30 days goes by \$X + 15,000.... another 30 days \$X +10,000, another 30 days \$X + 5,000.... another 30 days \$X minus 2,000.... another 30 days \$X minus 5,000....Finally Contingent on Inspection...what would be the final selling price. 45 days later the SOLD is finally posted in the MLS \$X minus \$12,000. Now approximately 380 days after I first met with these homeowners they sold their house for \$52,000 less than the other guy told them would be NO PROBLEM. This is a tactical method some unethical agents use to get the listing and proceed to brow beat the client to reduce the price. - Or- for the benefit of doubt the other agent was just Naïve about how the market really works! You might be saying that

I was incorrect in pricing too, but the reality is that if the house would have been listed at the price I said on day one, it probably would have sold for full price in under 30 days, the market shifted and they ended up "chasing the market". Real estate is not a science it is an art, but if you don't use the science to analyze the data to get the VALUE instead of just a price you will not realize the full potential of your asset.

This was a huge turning point in my journey as a Real Estate agent, first off I no longer wanted to identify with most of the agents in my market place. They use underhanded tactics to try to sell homes. Yes they sell homes but doing unethical and "sneaky" things is not how I want to do business. I also realized that I needed a better way to convey that message to my potential clients. This is where the Value Driven Approach to sell real estate began. It was some time later and great group of people that collaborated on this fantastic documented approach to sell real estate.

So like the free sandwiches at Jimmy John's we are giving away our Documented Approach for FREE, I will even cover the shipping to get it to your front door.

www.OurFreeBook4Charity.com

Just like the sandwiches at JJ's our documented approach is not for everyone. Some people do not want to put in the work to extract the potential extra \$30,000 in profit from their house.

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IS THIS REALLY YOUR AGENT?

What Kind of a Professional Builds Himself a 6th Grade Science Fair-Like Contraption, To Stand In, To Motivate Himself To Make His Telemarketer Calls?

I must admit, folks, even though I'm technically a "real estate agent," I have a damn hard time understanding their reasoning or methods. To the right, you will see exactly what it is that I'm talking about.

For the purpose of prospecting, that's a homemade, motivational telemarketer booth. And within the industry, there is a bit of a craze circling Facebook right now, amongst agents, to see who can build the best "vision board," meant to keep them motivated to make their calls.

First, let me point out what's really wrong with this. And I'll overlook the obvious, which is that society hates telemarketers. But besides that, if you need an actual script to call someone on the phone, to guide you in having a conversation, what does this say about the person's authenticity?

Do they even have a mind of their own, or are they just repeating what some sales trainer taught them to say? And if that's the case, which it is, how can you ever trust someone like that, knowing they have no problem behaving as a puppet, repeating someone else's scripted words?

Under the Expired script, that yellow high-lighted portion, that must be something extremely important.

Second, at the top on the left, you notice there is a photo of tropical islands. Further down beneath that, if you were able to zoom in, you'd see three more goals, the last one being "debt free," which pairs with "savings" on the right and that visual clipart image of money.

This of course, begs the question.

If a person, instead of creating a vision board with their own financial priorities on it, put more of their focus into building out a documented approach, on behalf of their clients, to deliver a superior result, would there even be a need for such a contraption in the first place?

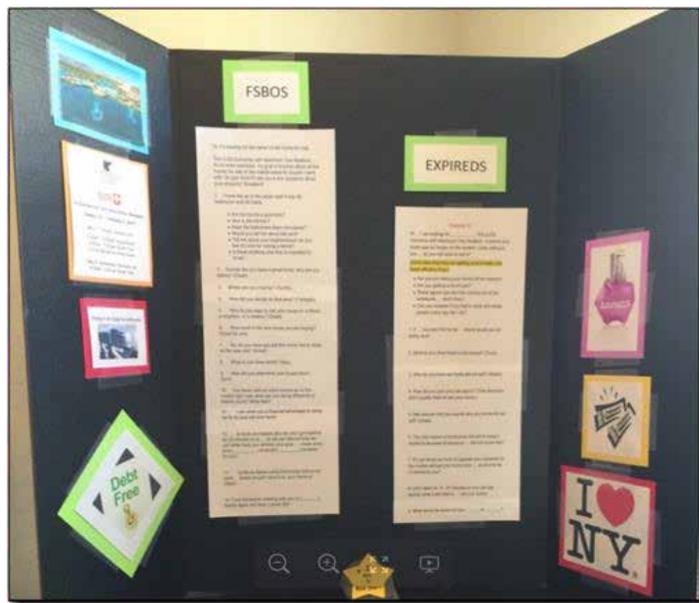
I've often said, "I never sell, I just tell stories." Sales, and sales pitches in my experience, are for folks who have a mediocre to inferior product, and truly, between themselves and their competitors have no differentiation. As a result, he who practices and knows his scripts best, wins.

And the saddest part, at least to me, is having to envision myself in that contraption, forcing myself to do something I hate doing. Because if I didn't hate it, then why would I need all that motivational paraphernalia to keep me focused?

And if I didn't hate it, why would I need that yellow star, cut out of construction paper (center, bottom, right in front) glued on an actual rock that says, "I am a Rockstar!"

From that alone, do you believe this real estate agent, really loves doing this whole telemarketer act?...

Further, and maybe this is what upsets me most, if this person is a parent, how excited are they to have their son or daughter come to work with them, so that they can be seen standing in this contraption, to make cold-calls that annoy the vast majority



of society? Not to mention, the role-model aspect, about following your dreams and thinking big...

When these agents were kids, do you imagine this is what they envisioned for their life? Do you really think they said to themselves, when I grow up, for several hours each day, this is what I want to do—stand in a homemade contraption-like thing, to make cold-calls as a telemarketer?

I just think we're all capable of so much more.

And in real estate, amongst my peers, I continue to see some of the most pathetic things that I've ever witnessed in business. I mean, from the outside looking in, if you showed up at your agents' office unannounced. And caught him standing inside that thing, where he was reading his scripts, desperately chasing business because he didn't have enough clients to support him—would you honestly feel a great sense of pride and confidence in your decision to have hired him?

My guess is, no. Your response instead, would likely mirror mine. "Oh my god, what have I done?" And within minutes, your mind would be searching for a kind reason to part ways, to avoid the inevitable tragedy of a poor outcome. ■

Mark Borst is a collaborator on *The Value-Driven Approach: A practical guide to protect yourself from REAL ESTATE GREED & bank and extra \$30,000*. He is the Broker/Owner of Versatile Real Estate Solutions and a local entrepreneur as well. For a free copy of his book, visit: www.OurFreeBook4Charity.com

