



kw

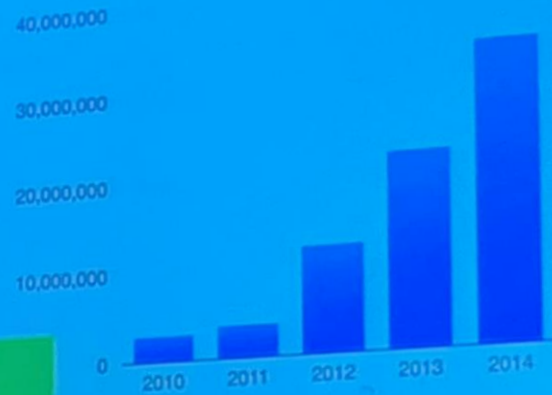
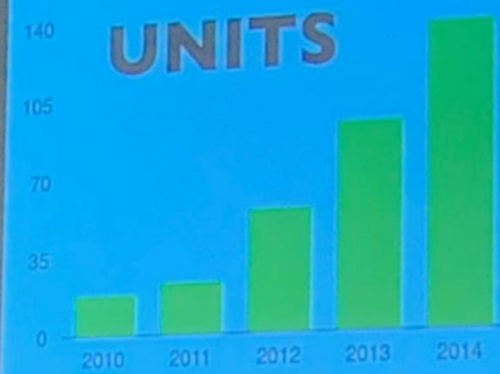
MegaCamp Mastermind



MegaCamp Mastermind

Lessons learned from Wendy Papasan and
leading MegaAgents in the US.

**\$0 to
\$1 MILLION
GCI in 5 YEARS**



YEAR ONE

- **SCHEDULE:** 9-NOON

- **VOLUME:** \$2.8M

- **HOMES SOLD:** 18

- **COMMISSION:** \$85,361

- **LEAD GENERATION:** AGENT TO AGENT
REFERRAL



Gus at 5 & Veronica at 3



YEAR ONE

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Gus at 5 & Veronica at 3

- **LEAD GENERATION:** AGENT TO AGENT
REFERRAL

£155,555.56 Avg Sale Price

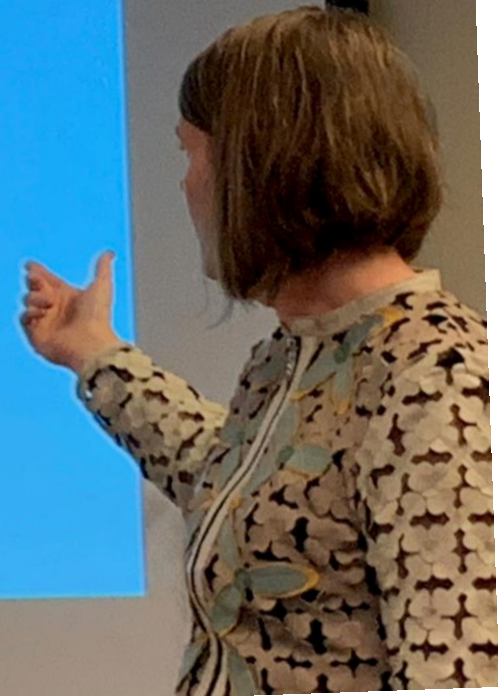


YEAR ONE

Wendy

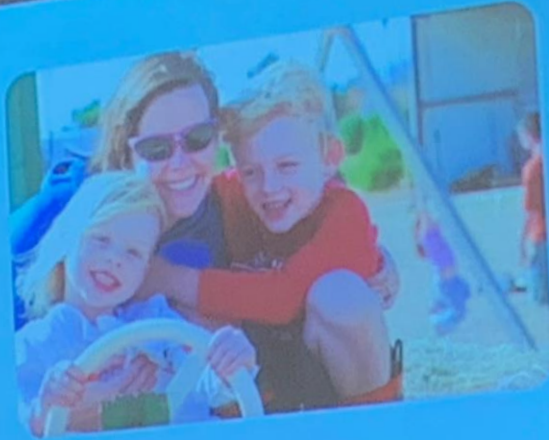
P-T
contract to
close

```
graph TD; Wendy((Wendy)) --> P_T((P-T contract to close));
```



YEAR 2

- **SCHEDULE:** 8-2:30
- **VOLUME:** \$3.6M
- **HOMES SOLD:** 23
- **COMMISSION:** \$101,409
- **LEAD GEN:** AGENT TO AGENT, SPHERE
- **HOME WHO:** ACCOUNTANT, AFTER SCHOOL NANNY
FOR APPTS

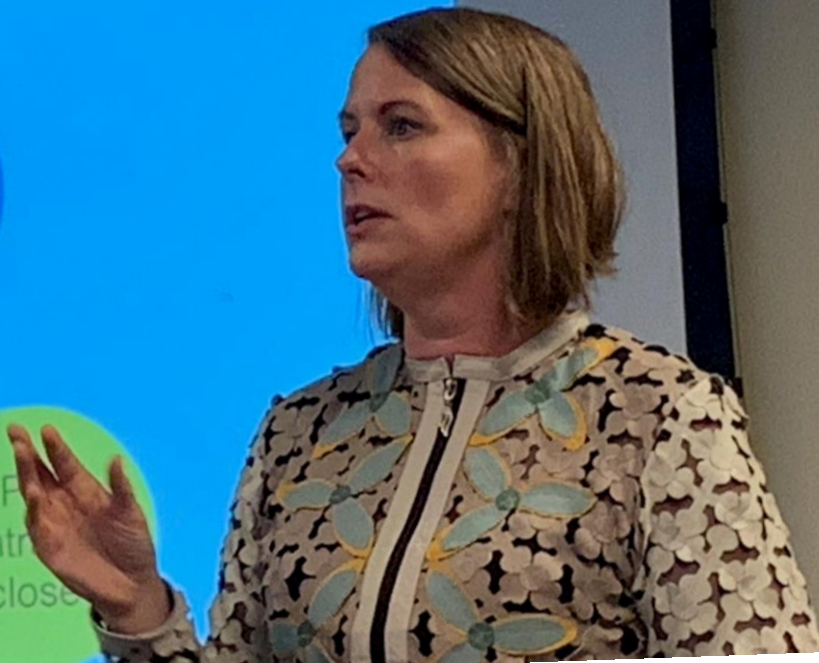


YEAR 2

Wendy

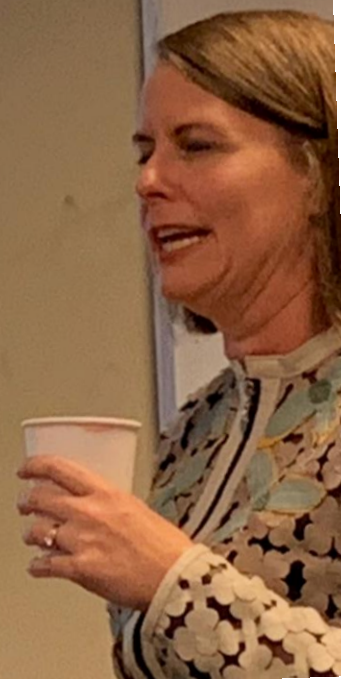
P-T
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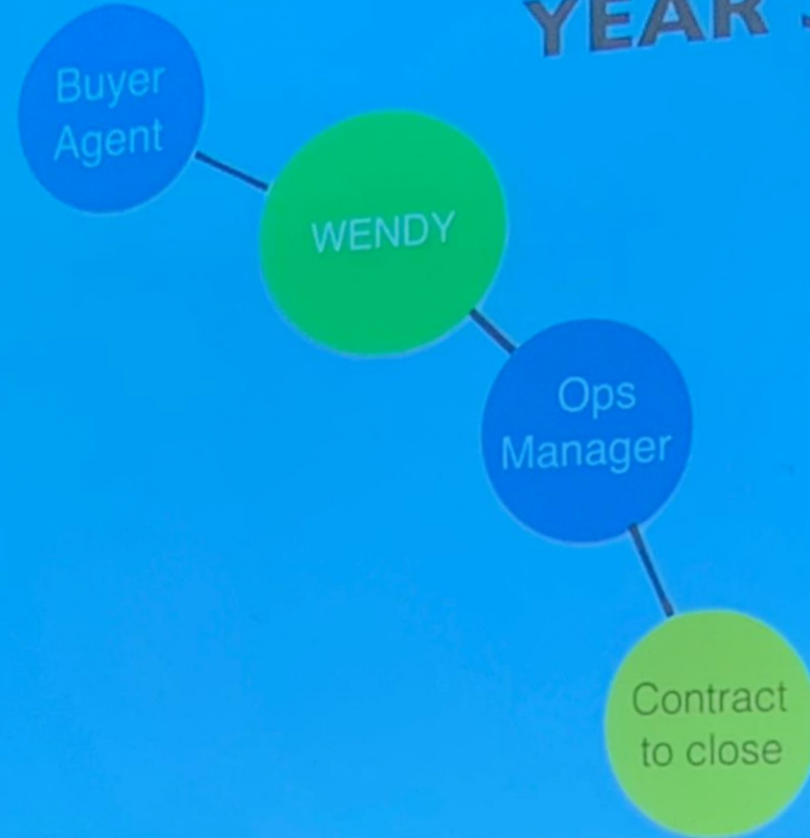


YEAR 3

- **SCHEDULE:** 8-2:30
- **VOLUME:** \$12M
- **HOMES SOLD:** 54
- **COMMISSION:** \$340,901
- **LEAD GEN:** AGENT TO AGENT, SPHERE, PPC AD WORDS
- **HOME WHO:** AFTER SCHOOL NANNY 3 DAYS/WEEK

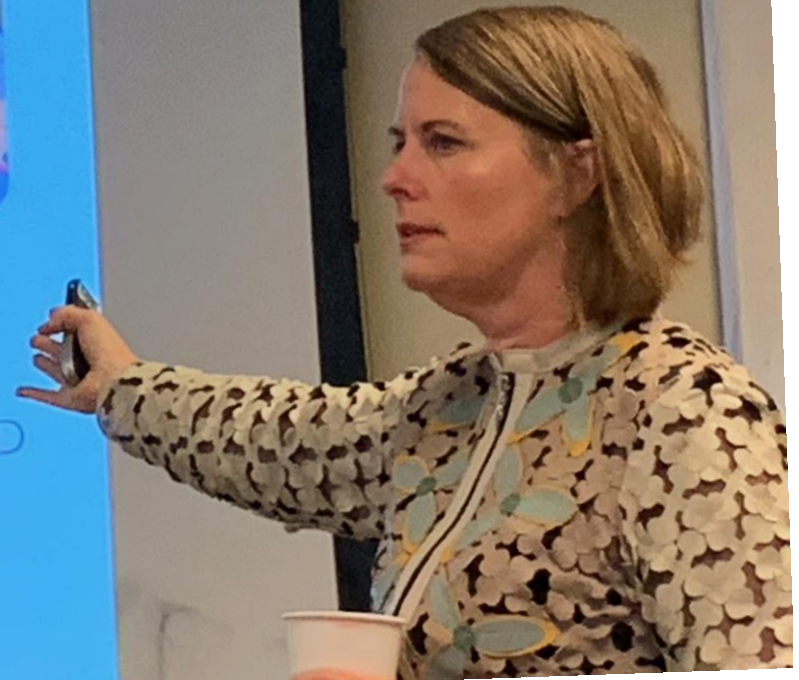
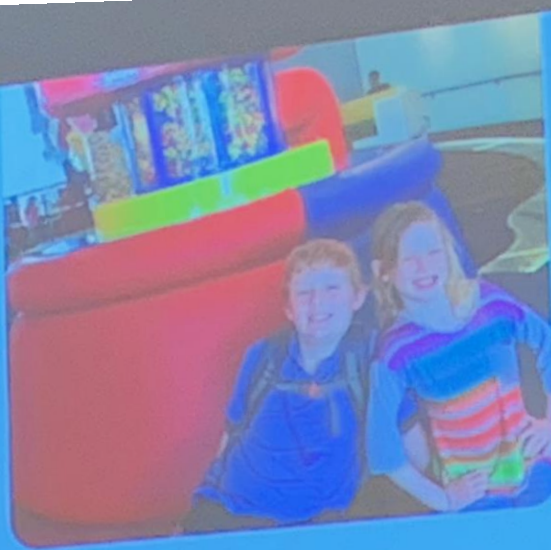


YEAR 3

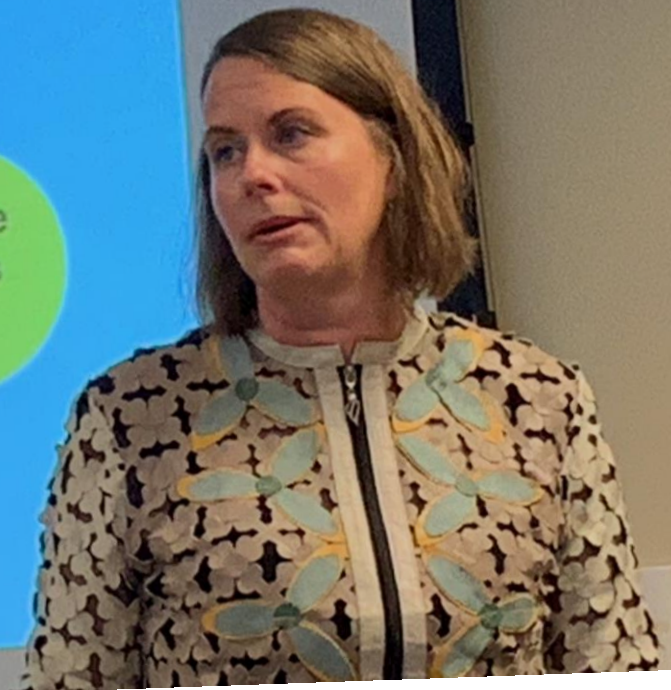
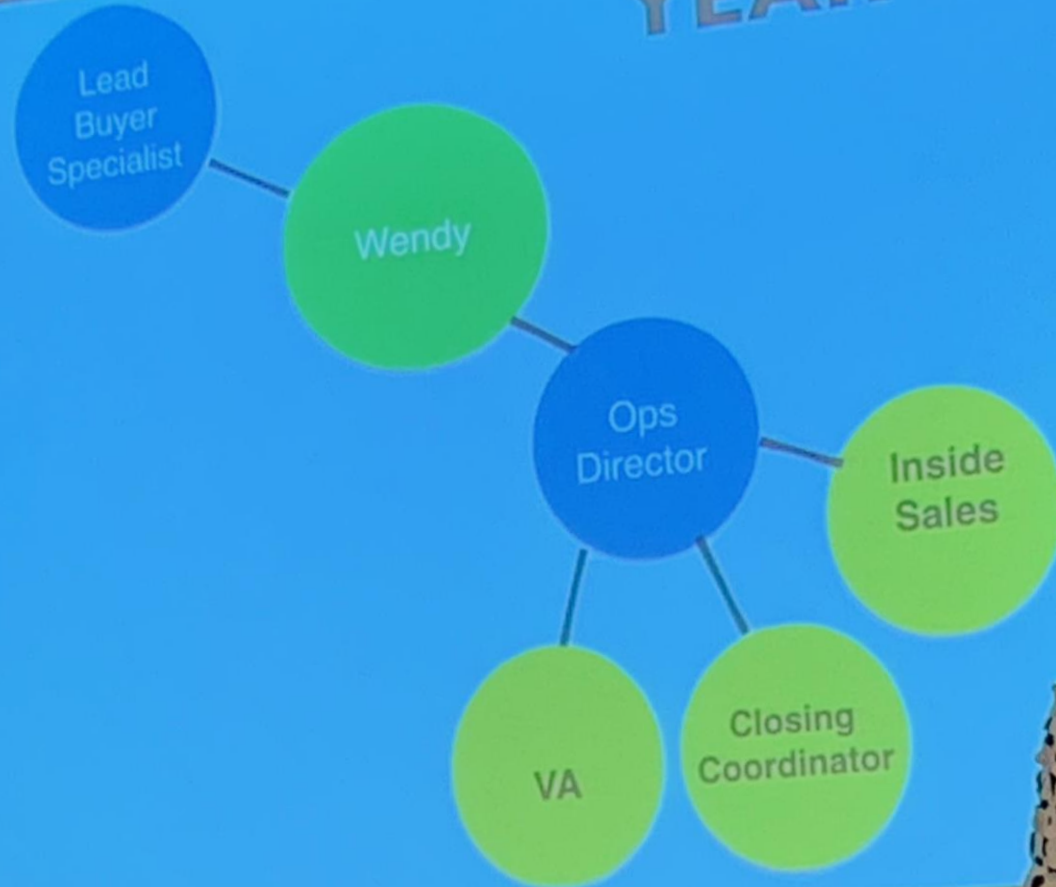


YEAR 4

- **SCHEDULE:** 8:30-5:00
- **VOLUME:** \$21M
- **HOMES SOLD:** 91
- **COMMISSION:** \$575,560
- **LEAD GEN:** AGENT TO AGENT, SPHERE, GOOGLE AD WORDS



YEAR 4



- **SCHEDULE:** 8:30-5:00

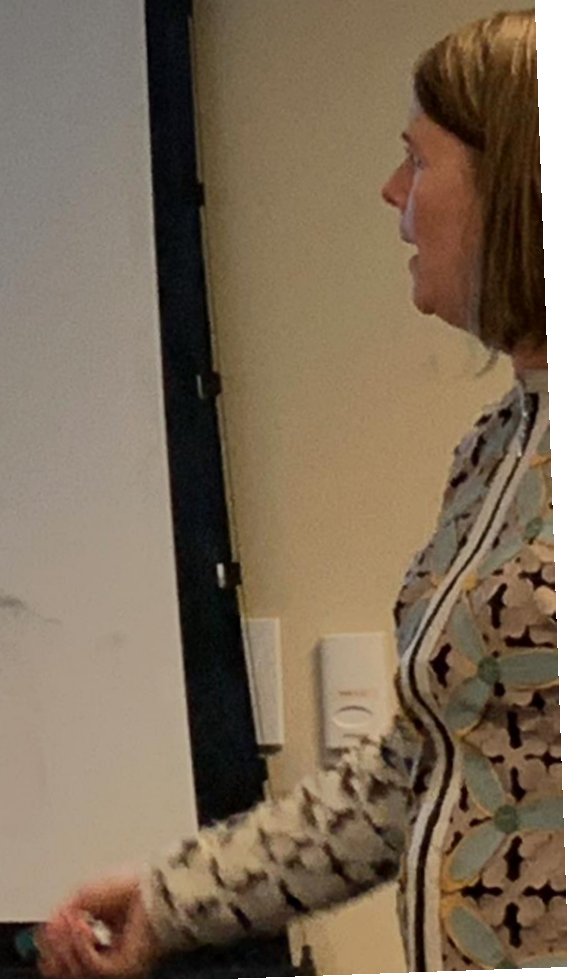
- **VOLUME:** \$36M

- **HOMES SOLD:** 121

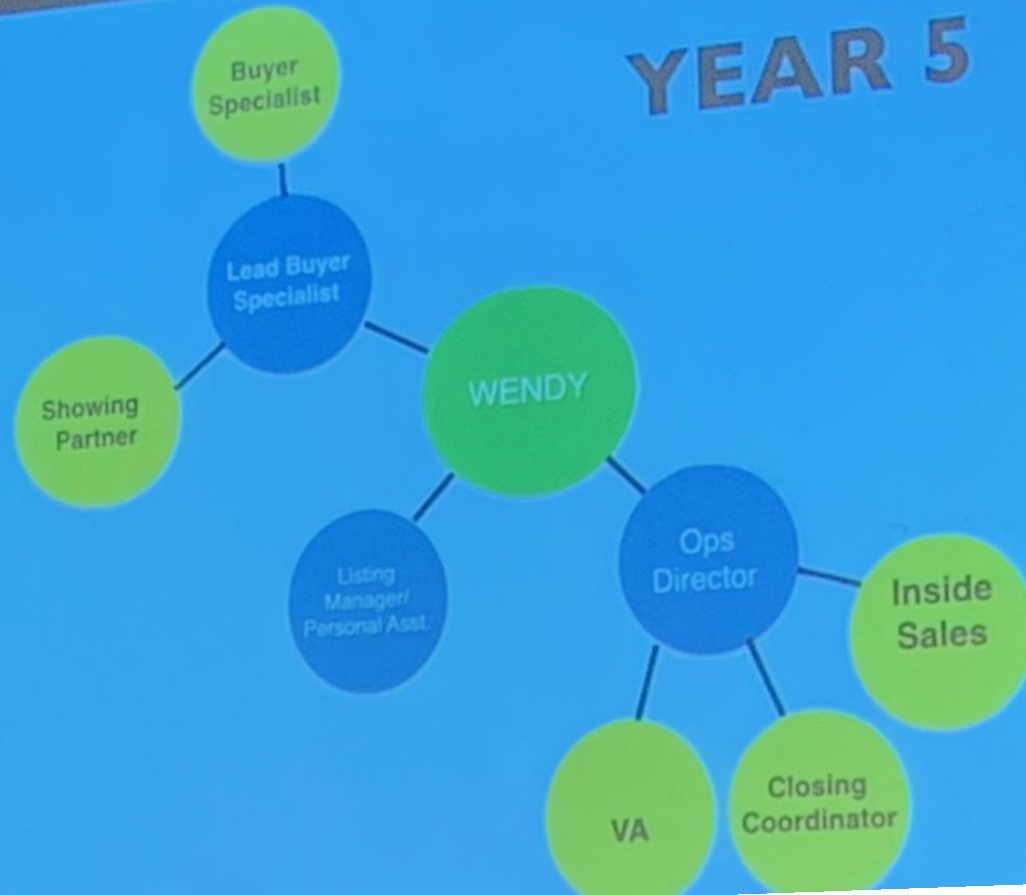
- **COMMISSION:** \$964,219

- **HOME WHO:** NANNY/PERSONAL ASSISTANT

- **NOTABLE:** WENT TO FRANCE FOR 2 WEEKS AND DIDN'T CHECK IN



YEAR 5





We always live up to the expectations of ourselves

It is always too soon to quit

Yes you can - if you think it, you can do it

Don't be anyone less than you can be

Let go of self doubt

Its your destiny, you get to choose it

Change your life when you change your mind

Say yes to the big dream

=G26

ICM

[illegible]

C11 1.75%



Sales Inputs	
Av House price	£750,000
Fee %	1.75%
Av Fee £	£13,125
Listing/LA conv rate %	70%
Sale/Listing conv rate %	60%
Comp/Sale conv rate %	70%
Comp/Inst	42%
Cap	£60,000
Total Cap	£60,000

Lettings Inputs	
Listing/LA conv rate %	80%
Let/Listing conv rate %	70%
Occupied Mix	50%
Occupied fee %	10%
Average Monthly Rent	£1,000
Occ - Tenant Find £	£250
LO Tenant Find - weeks	3.0
Av Landlord Set Up Fee	£350

Agent Income at Cap	£140,000
Agent GCI at Cap	£222,222
Start date	Sep-19
No. of Agents in Team	1
Model Version Number	4.2

	Sep-19	Oct-19	Nov-19	Dec-19	Jan-20	Feb-20	Mar-20	Apr-20	May-20	Jun-20	Jul-20	Aug-20	Total	
Year 1	1	2	3	4	5	6	7	8	9	10	11	12		
Sales Listings	5	6	6	6	6	6	6	6	6	6	6	6	71	Net Revenue
Lettings Listings	0	0	0	0	0	0	0	0	0	0	0	0	0	
Sales	0	3	3.6	3.6	3.6	3.6	3.6	3.6	3.6	3.6	3.6	3.6	39	
Completions	0	0	0	0	0	2.1	2.5	2.5	2.5	2.5	2.5	2.5	17	
Lets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0	
GCI	£0	£0	£0	£0	£0	£27,563	£33,075	£33,075	£33,075	£33,075	£33,075	£33,075	£226,013	£143,411
Agent Net Revenue	£0	£0	£0	£0	£0	£17,364	£20,837	£20,837	£20,837	£20,837	£20,837	£20,837	£143,411	
	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Total	
Year 2	13	14	15	16	17	18	19	20	21	22	23	24		
Sales Listings	5	5	5	5	5	5	5	5	5	5	5	5	60	Net Revenue
Lettings Listings	0	0	0	0	0	0	0	0	0	0	0	0	0	
Sales	3.6	3	3	3	3	3	3	3	3	3	3	3	37	
Completions	2.5	2.5	2.5	2.5	2.5	2.1	2.1	2.1	2.1	2.1	2.1	2.1	27	
Lets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0	
GCI	£33,075	£33,075	£33,075	£33,075	£33,075	£27,563	£27,563	£27,563	£27,563	£27,563	£27,563	£27,563	£358,313	£262,481
Agent Net Revenue	£20,837	£20,837	£20,837	£20,837	£20,837	£17,364	£17,364	£17,364	£24,806	£24,806	£24,806	£24,806	£262,481	
	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Total	
Year 3	25	26	27	28	29	30	31	32	33	34	35	36		
Sales Listings	15	15	15	15	15	15	15	15	15	15	15	15	180	Net Revenue
Lettings Listings	0	0	0	0	0	0	0	0	0	0	0	0	0	
Sales	3	9	9	9	9	9	9	9	9	9	9	9	102	
Completions	2.1	2.1	2.1	2.1	2.1	6.3	6.3	6.3	6.3	6.3	6.3	6.3	55	
Lets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0	
GCI	£27,563	£27,563	£27,563	£27,563	£27,563	£82,688	£82,688	£82,688	£82,688	£82,688	£82,688	£82,688	£716,625	£584,963
Agent Net Revenue	£17,364	£17,364	£17,364	£17,364	£17,364	£52,093	£52,093	£74,419	£74,419	£74,419	£74,419	£74,419	£584,963	

Economic Model

Lead Gen Model

Budget Model

KPIs

P&L

Consultation

GS

ICM

+

C11

1.75%



Sales Inputs	
Av House price	£500,000
Fee %	1.75%
Av Fee £	£8,750
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Lets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0	
GCI	£0	£0	£0	£0	£0	£18,375	£22,050	£22,050	£22,050	£22,050	£22,050	£22,050	£150,675	£94,925
Agent Net Revenue	£0	£0	£0	£0	£0	£11,576	£13,892	£13,892	£13,892	£13,892	£13,892	£13,892	£94,925	

	Sep-20	Oct-20	Nov-20	Dec-20	Jan-21	Feb-21	Mar-21	Apr-21	May-21	Jun-21	Jul-21	Aug-21	Total	
Year 2	13	14	15	16	17	18	19	20	21	22	23	24		
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Lets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0	
GCI	£22,050	£22,050	£22,050	£22,050	£22,050	£18,375	£18,375	£18,375	£18,375	£18,375	£18,375	£18,375	£238,875	£154,988
Agent Net Revenue	£13,892	£13,892	£13,892	£13,892	£13,892	£11,576	£11,576	£11,576	£11,576	£11,576	£11,576	£11,576	£154,988	

	Sep-21	Oct-21	Nov-21	Dec-21	Jan-22	Feb-22	Mar-22	Apr-22	May-22	Jun-22	Jul-22	Aug-22	Total	
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Sales	3	9	9	9	9	9	9	9	9	9	9	9	102	
Completions	2.1	2.1	2.1	2.1	2.1	6.3	6.3	6.3	6.3	6.3	6.3	6.3	55	
Lets	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0	
GCI	£18,375	£18,375	£18,375	£18,375	£18,375	£55,125	£55,125	£55,125	£55,125	£55,125	£55,125	£55,125	£477,750	£369,975
Agent Net Revenue	£11,576	£11,576	£11,576	£11,576	£11,576	£34,729	£34,729	£34,729	£49,613	£49,613	£49,613	£49,613	£369,975	

Economic Model

Lead Gen Model

Budget Model

KPIs

P&L

Consultation

GS

ICM

+



75%

Leads

Hack 6:

**PUBLISH ONE “I HAVE A
BUYER” POST PER WEEK**

1
2
3
4
5
6
7
8
9
10
11
12
13



Social Media Posts

- Create a post on Facebook.

"I'm working with Mr. L looking for a home in XYZ area for XYZ price. Know anyone?"

- It must be specific.

⊘ STOP THE SCROLL

- You might find a home for the buyer, but more importantly, you let people know that you represent a lot of buyers.

- Best time to post for optimal B2C (Business to Consumer) activity?

Between 1:00 – 3:00 p.m. on Wednesdays, or weekends late morning for optimal B2C activity.

1

2

3

4

5

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7

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10

11

12

13

'Add everyone to your database' - Karina Loken \$8m GCI

Think about the life cycle of your leads, what are the touch points of the journey, where is the value, what is the experience. Physical and virtual touch points.

36 Touch Point Campaigns:

Quarterly client events – buyer, seller, investment workshops

Market update every month

Newsletter every month

Calls

Social Media

FB A-Z - send a direct message to your contacts starting with A's, B's then C's. Nothing about Real Estate, make it about them

35% of Wendy Papasan's business is agent to agent referrals

15 - 3 - 1 (15 minutes scripts, 3 hour lead gen, 1 appointment)

Open house, referrals, portals, social media, door knocking

‘Tell your story – or someone else will’ – Cody Gibson – 1000+

Create posts/photos that create curiosity

Keep it simple

Communicate in a way that reflects you

Be consistent

Mix personal with business 80/20

Your life in your story

Be relatable

People do business with people, not businesses

Follow people with mutual interests and engage locally & in your neighbourhood

Have pure focus on 1 or 2 lead generation activities

Listings

Hack 1:

MAKE **ONE** LISTING
APPOINTMENT EACH DAY

NO MATTER WHAT!

1
2
3
4
5
6
7
8
9
10
11
12
13



kw

Making the Appointment Means ...

- Making calls, even if it takes 10, 20, or 50 calls!
- **Don't stop** calling until you have that one appointment.
- Start the habit today.

1

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13

‘You have no idea how big you can grow!’ – Cody Gibson

10 dials to 1 conversation, 8 conversations to 1 appointment (measuring actions)

Numbers, benchmark, what does great look like? What you track improves

LA's booked, LA's attended, instructions, sales agreed, completions

Viewings booked, Viewings attended, offers received, sales agreed, completion

Do What You Have To Do

- If you're short of the goal, *do whatever it takes to get there*—including taking FSBO deals.
- Get in the habit of taking *10 listings a month*, THEN 10 great listings will come!

1

2

3

4

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7

8

9

10

11

12

13

Leverage

‘Biggest mistake, not leveraging sooner!’ – Andy Peters \$4.1m GCI

Think like a CEO -
Create Energy (Purpose, Plan)
Engage Talent (People)
Own Results (Profit, Philanthropy)

DISC to see how quick people respond, KPA for behaviour and thinking process

No award for doing it yourself, you need great people around you

There is a difference between taking your eyes off the business, and hands off the business. Leverage out soon.

Grow your business for your people, not yourself

Slow to hire, quick to fire

‘We are sitting in your admin’ – Wendy Papasan \$2.8m GCI

Admin – save three months pay only - hold back on holiday - invest in your business

Take a piece of paper, stick it to your desk, and write your not to do list... This creates a job description!

Choose to do the top 20%

Leverage outside of the business - nanny, gardener, cleaner etc

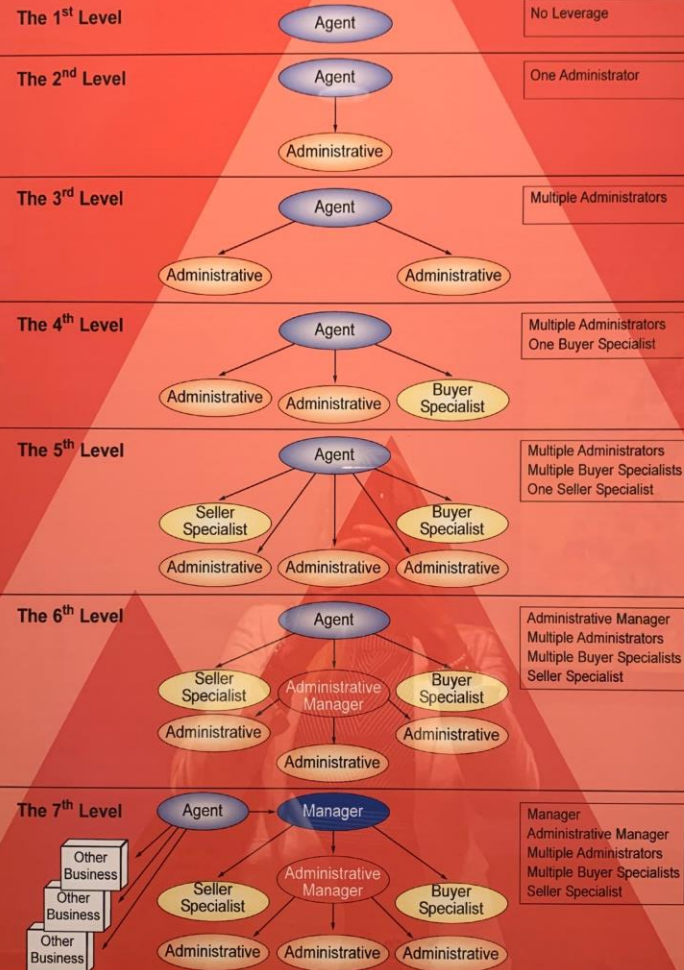
VA \$3-5 an hour in Phillipines - repeatable tasks, social media

6 people in team but only 2/3 reports

Clear Value Proposition. Make sure expansion city makes sense and the culture is viable.

Future organisation chart

The 7th Level Concept: The Seven Potential Models of People Leverage of a Financially Wealthy Real Estate Agent



You do not need to predetermine which level you will ultimately achieve. The key is to master the level you are on and then let that set the foundation for the possibility of moving to the next stage. Trying to skip levels or move too quickly through them may set the stage for burnout or backsliding. Note: If you decide against going to the 7th Level, you should master investing.



The Millionaire Real Estate Agent

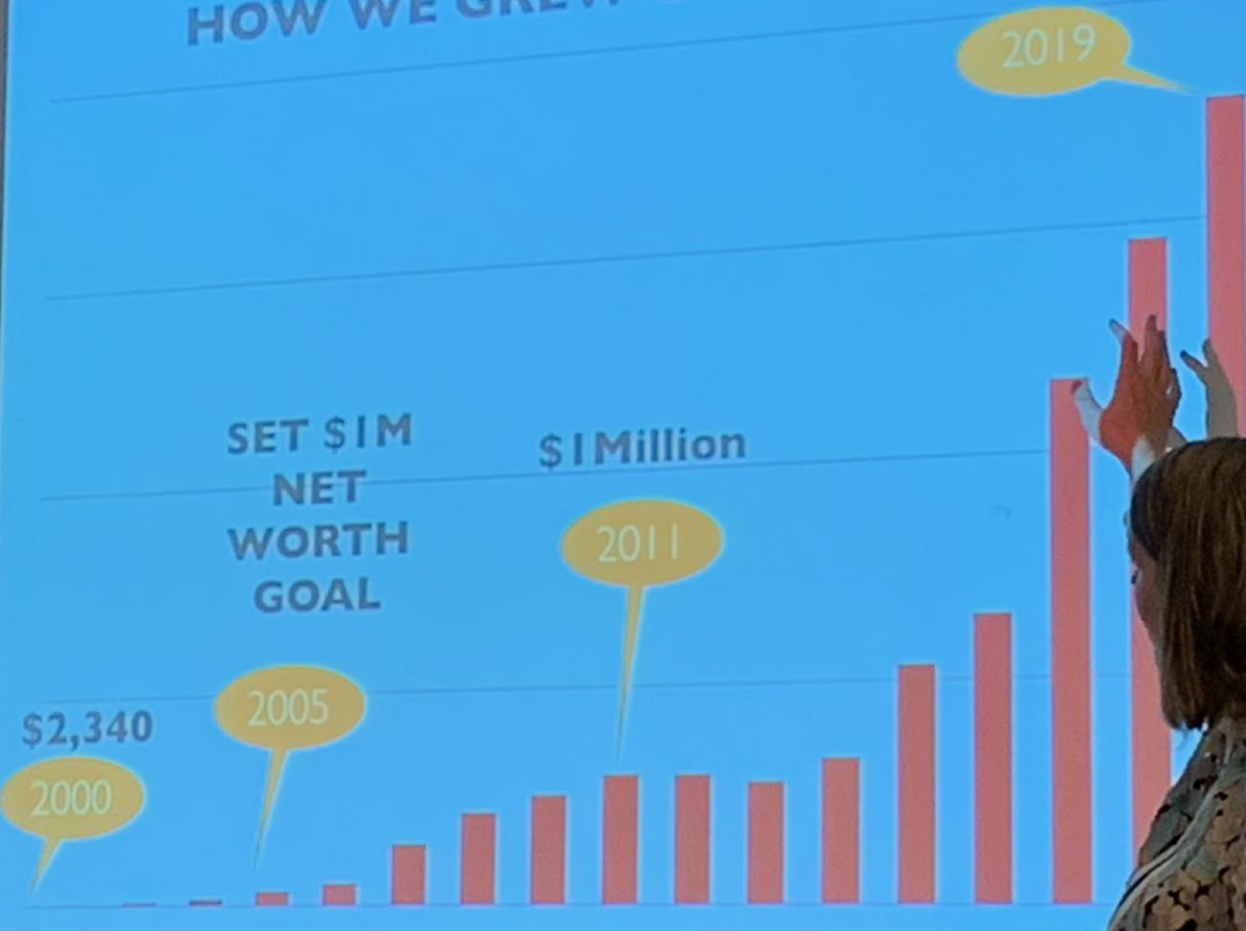
www.millionaireagentsystems.com

A Real Estate Business Can Fund Your Perfect Life

Our Trip to Galapagos & Peru

200+ hrs quality family 🧑🧑🧒 time
22 houses sold or under contract
16 days in South America ✈️
10 homes 🏠 listed
0 email 📧
AND One Life by Design

HOW WE GREW OUR WEALTH



10 SUCCESS HABITS FOR AGENTS

1. THINK BIG GOALS
2. LIVE ON LESS THAN YOU MAKE
3. PAY YOUR INVESTMENT FUND FIRST
4. INVEST MONEY IN PEOPLE & SYSTEMS
5. SAY NO TO SAY YES
6. FOCUS ON NET WORTH & PROFIT (NOT INCOME)
7. INVEST MONEY IN REAL ESTATE
8. PROFIT SHARE, DUH
9. LEARN THE RULES OF MONEY
10. SURROUND YOURSELF WITH SUCCESS

CASH FLOW

Four choices for cash flow

SPEND IT

DONATE IT

HOLD IT

INVEST IT

LEND

OWN

Two basic options

Passive

"They Control It"

Lend

Own

Money Markets

Stocks

CDs

REITS

Bonds

Mutual Funds

Active

"You Control It"

Lend

Own

Owner

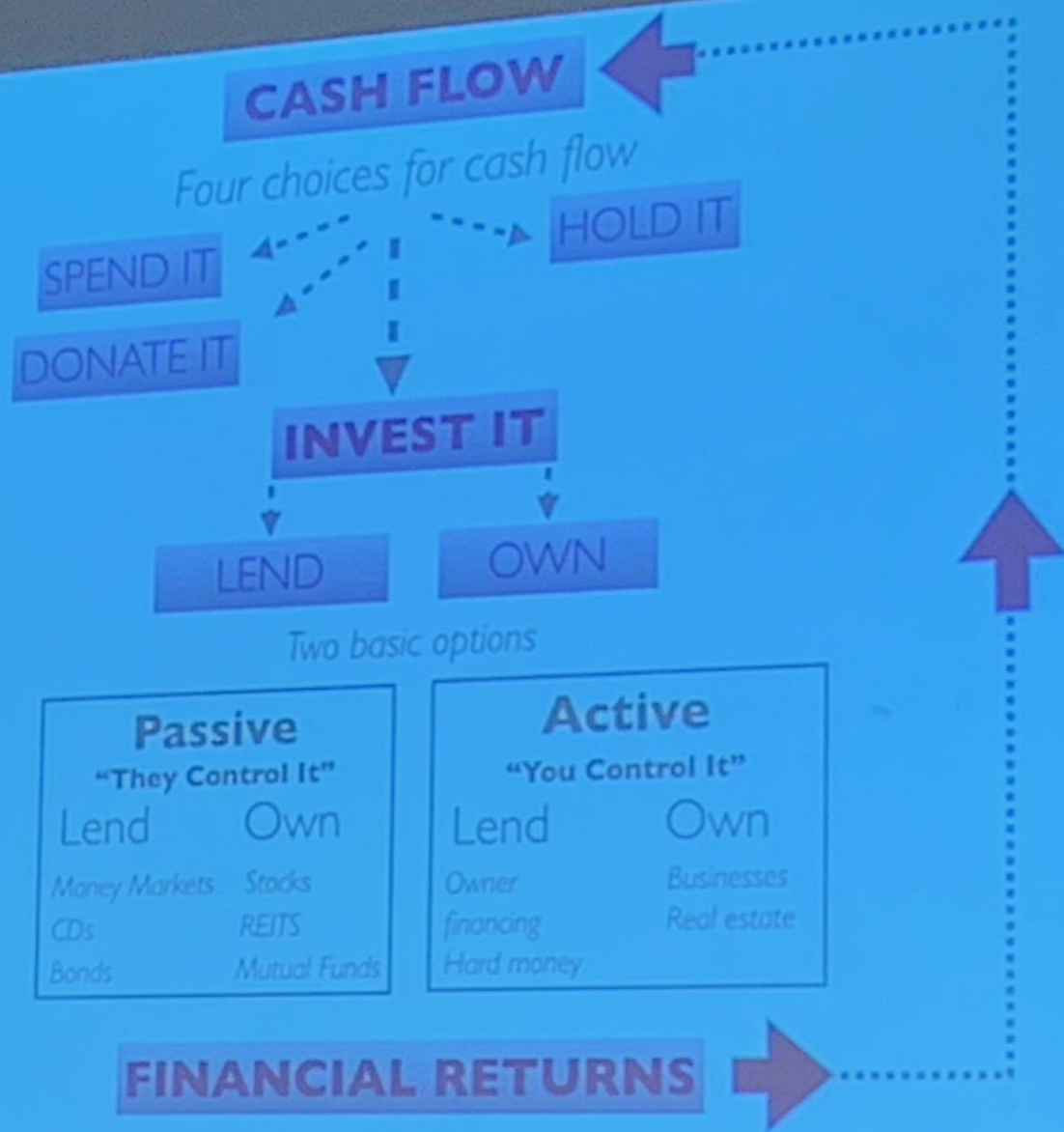
Businesses

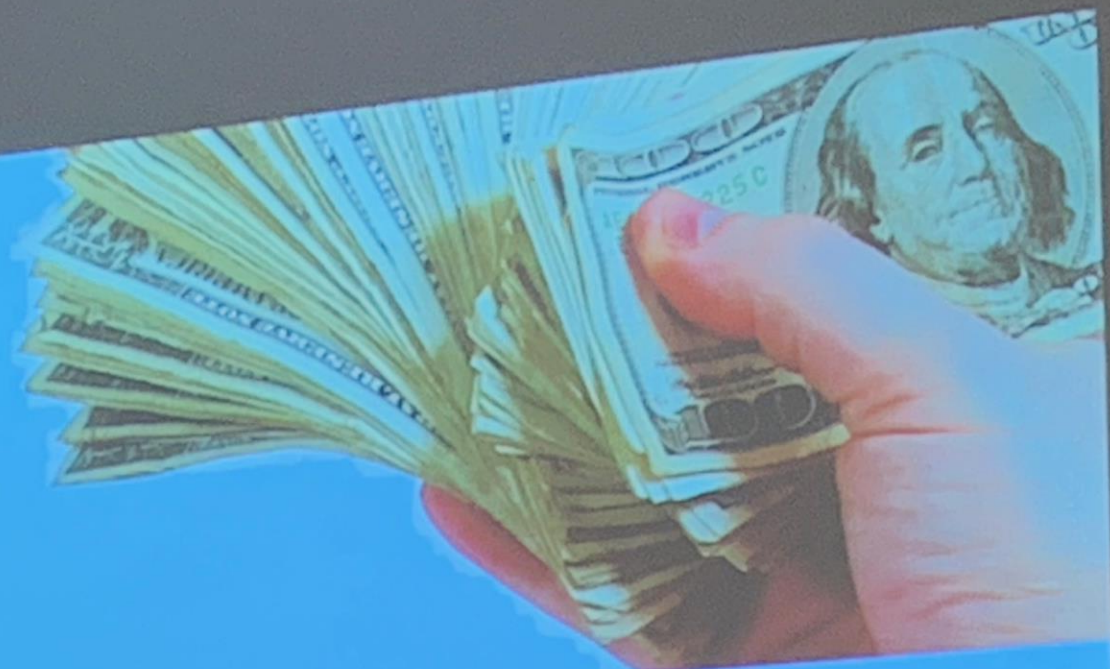
financing

Real estate

Hard money

FINANCIAL RETURNS





**"RICH PEOPLE TREAT TIME DIFFERENTLY.
THEY BUY IT, WHILE POOR PEOPLE SELL IT.
THE WEALTHY KNOW TIME IS MORE VALUABLE
THAN MONEY ITSELF, SO THEY HIRE PEOPLE FOR
THINGS THEY'RE NOT GOOD AT OR
AREN'T A PRODUCTIVE USE OF THEIR TIME..."**

— GRANT CARDONE

WHAT'S YOUR HOURLY WAGE?

1. GCI (what you plan to make) = \$100k
2. What is your net income? Subtract expenses $\$100k - \$30k = \$70k$
3. 50 weeks x hours you work/week (50) = 2500
4. $\$70k / 2500 \text{ hours} = \$28/\text{hour}$

6. FOCUS ON NET WORTH, NOT INCOME

ADD UP ASSETS (car value + home value + 401k + cash + rental property value + stock)

SUBTRACT LIABILITIES (car note, mortgage, rental property mortgage, credit card debt)

= Your Net Worth

CALCULATE YOUR NET WORTH

ASSETS (YOU OWN)

Savings Account \$ _____

Checking Account \$ _____

Stocks \$ _____

Life Insurance \$ _____

401K \$ _____

Real Estate (Including Home) \$ _____

Other \$ _____

EXPENSES (YOU OWE)

Credit Card Bills \$ _____

Medical and Dental Bills \$ _____

Mortgage Balance (s) \$ _____

Home Equity Loans \$ _____

Personal Loans \$ _____

Car Loans \$ _____

Unpaid Taxes \$ _____

Other \$ _____

Total Assets \$ _____

Minus

Total Liabilities \$ _____

Net Worth \$ _____

Great App
for Tracking
Net Worth



30/20/50 Rule for Investing

\$100,000 (after business expenses)

- 30% (for taxes)
- 20% (for investing)

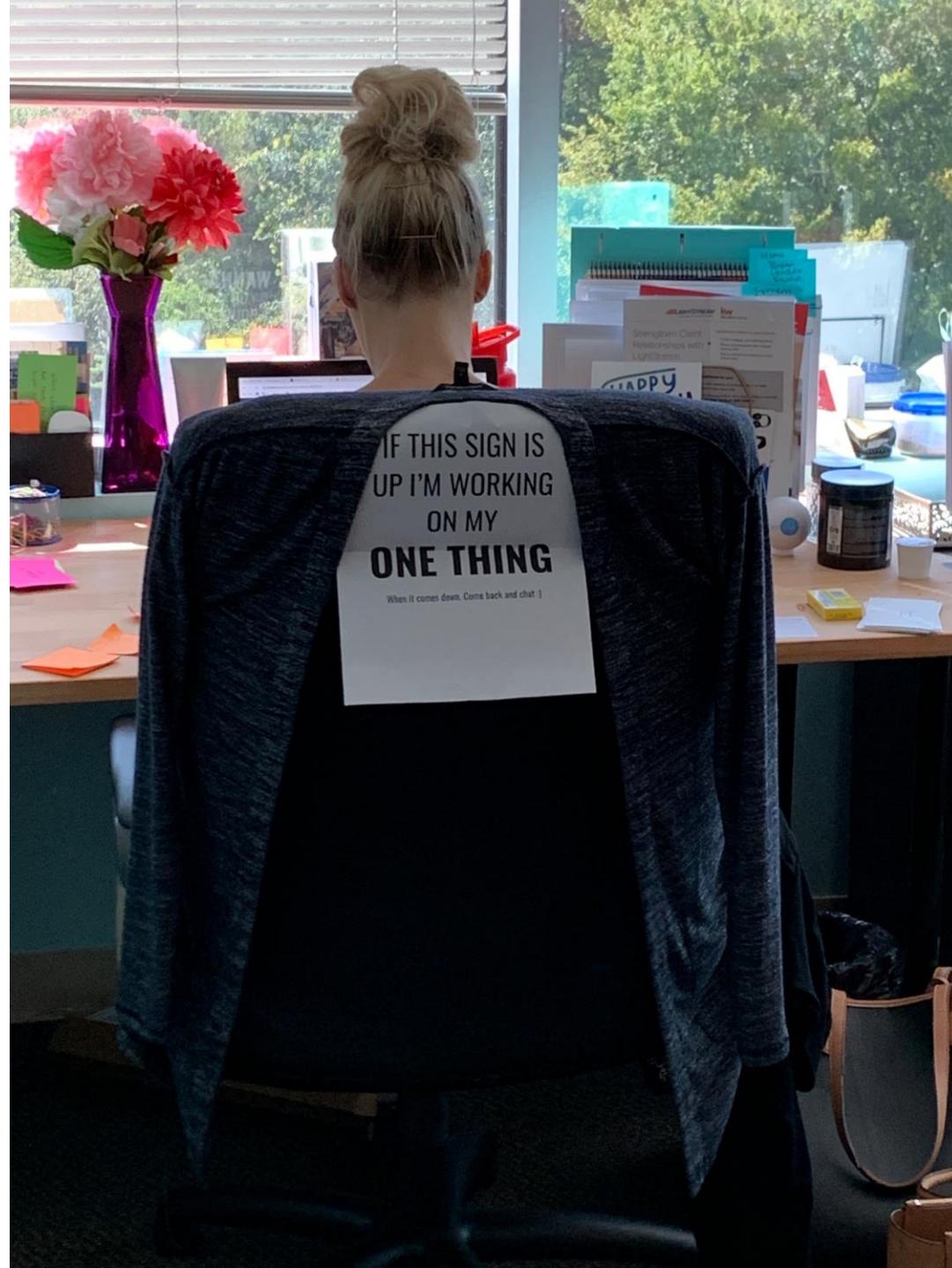
= 50% (for living expenses)



**“People do not decide
their futures, they
decide their habits and
their habits decide
their futures.”**

— F. M. Alexander”





No one succeeds alone