

Top Producer App / My Virtual Boss

The App mimics Apps such as ReclaimAI and Motion, however it is pre-filled with industry specific tasks, schedules and requirements that were structured by industry specific Successful Professionals who started with nothing and built their businesses with commitment, discipline and sacrifice. Creators of the App used these professionals' information of what worked and what didn't work, their schedules, their habits, and their routines, compiled what they consider to be "The Recipe" that all entrepreneurs should follow if they want to succeed.

The launch of "My Virtual Boss" begins with, My Virtual Boss For Real Estate Professionals.

Positive affirmations to train Users such as the user acknowledging and seeing themselves as a professional is a key ingredient.

A Dream is just a dream until you make it a goal, a goal is nothing more than a dream that you want to achieve until you have a plan and a plan is just a plan to achieve a desired goal. It's when you execute the plan that you will achieve your dreams and goals.

If you were given a plan that had a 100% success rate, would you follow it to achieve your goals?

Would you be willing to make sacrifices? Give up your friends? Give up your favorite coffee spot or restaurant? Give up vacations? Would you be willing to do whatever it took to achieve your goals and turn a dream into reality?

Don't get scared off yet, it's not permanent changes and it's not necessarily giving up everything forever, it's repositioning yourself. Your true friends will understand and help you along the way, your favorite restaurant, coffee spot and vacations will be even better and more rewarding when the time is right.

This App is intended to be like having a personal trainer. You can join a gym, more than likely you'll go once or twice and never go again. If you hire a personal trainer, the trainer makes you show up and makes you do what you have to do to get the results you want. The App will push its users with constant reminders, jobs and tasks to complete.

Another way to think about it is looking at it as a recipe for success. Just like any recipe, if you want to make grandma's cookies and you find her recipe in an old show box. In order for those cookies to be the same you have to follow the recipe exactly as she did it. You can't substitute an artificial sweetener for sugar, you can't change the type of salt or oil or reduce the amounts of a certain ingredient. If you change it in any way, shape or form, you will have a different cookie and it will not taste the same.

Real-life example, my grandpa made the best prime rib roast and I followed that recipe to a T, (so I thought). It never came out the same, because I couldn't imagine leaving the rib roast sitting on the counter overnight (12 hours) before putting it into the oven, so I only let it sit out a few hours. After a few years, I took the chance and reluctantly did it, it was amazing just as I remembered it. Sometimes we can't explain what the difference is, why or how, but it worked. And no, I'm not giving you the recipe for my grandpa's Prime Rib Roast.

Last year, 70% of agents did not do a single transaction and statistically 90% of real estate is done by 10% of the real estate agents. Agents fail because of a lack of broker support, a lack of business education, a lack of understanding of what it takes to be a productive agent, but most importantly they fail because they do not have a PLAN!!!!

We know the App may seem annoying and relentless and that's exactly why it was created, because YOU have to be annoying and relentless to achieve your goals. This App is basically YOU telling YOU what to do to achieve your goals! Let's remember how it was to work for someone else. You had to clock in at a certain time, couldn't use your phone, questioned all the time, you had a set schedule, had to answer to someone else constantly, you had to beg for a day off, had to explain why you were late or why you had to leave early and everything else you had to put up while working for someone else so they could achieve their dreams and goals! You did it for them,.... now let's do it for yourself!

Top 10 mistakes agents make when starting their business.

1. Lack of a Clear Business Plan

New agents often wing it instead of creating a plan for lead generation, budgeting, daily tasks, and long-term growth. Real estate is a business, not a hobby.

2. Not Treating It Like a Full-Time Job

Many underestimate the time and effort required. Success demands consistent effort — showing up every day, following up, and staying organized.

3. Failing to Build a Sphere of Influence

Your network is your net worth. Not reaching out to friends, family, or past colleagues can cost you your first few deals.

4. Avoiding the Phone

Fear of cold calling, follow-ups, or rejection stops many agents in their tracks. The phone is your lifeline to prospects.

5. Spending Too Much on the Wrong Things

New agents often blow money on fancy business cards, websites, or online leads before mastering organic methods like referrals and sphere marketing.

6. Not Following Up Consistently

The fortune is in the follow-up. Most clients won't convert after the first contact, and new agents give up too soon.

7. Failing to Understand the Market

You can't just sell homes — you need to know the inventory, comps, pricing strategy, local trends, and financing options.

8. Neglecting to Learn Contracts and Paperwork

Not knowing the ins and outs of contracts can lead to major legal and financial issues — and lost deals.

9. Trying to Work Alone

Not finding a mentor, joining a supportive brokerage, or asking for help can lead to isolation and missed opportunities for growth.

10. Giving Up Too Soon

The first 6–12 months are hard. Many agents expect instant success and quit before they hit their stride.

Top 10 Characteristics of a Top Producing Real Estate Agent

1. 1. Use High-Quality Listing Photos

Your listing photos are your first impression — make it count. Instead of snapping quick shots with your phone, invest in a professional photographer. Buyers associate poor-quality images with poor-quality service and properties. Great photos not only enhance your listings but also build your credibility.

2. 2. Strengthen Your People Skills

Real estate is a people-driven business. Sharpen your communication, listening, and problem-solving skills. You'll be guiding clients through one of the biggest purchases of their lives — trust and empathy are critical. Mastering soft skills will help you guide and influence without sounding pushy.

3. **3. Find a Mentor**

Partner with an experienced agent. Learning from someone else's successes (and mistakes) will accelerate your growth. Ask questions, observe how they manage clients, structure deals, and navigate marketing. Their insights can be invaluable in building your confidence and skills.

4. **4. Always Attend Home Inspections**

Don't skip home inspections. They're essential to negotiating terms and advocating for your clients. You need to understand what's typical wear and tear versus what could be a dealbreaker. Being present shows your clients you're invested in protecting their interests.

5. **5. Learn the Contracts**

Contracts are filled with legal and financial terms that can be overwhelming at first. Take the time to understand the details of purchase agreements, contingency clauses, and timelines. Clients rely on you to explain these elements clearly — become their go-to expert.

6. **6. Host Open Houses with Intention**

Open houses are more than just showcasing a property — they're opportunities to build your brand and meet potential leads. Get creative with promotions, use digital tools like virtual tours or live streaming, and make the experience engaging.

7. **7. Market with Focus and Strategy**

Don't spread yourself thin trying to be everywhere at once. Start with one or two platforms (e.g., Instagram, Facebook, Google) and master them. Effective, targeted marketing is more impactful than trying every strategy with no clear plan.

8. **8. Prequalify Every Client**

Before you start showing homes, make sure your clients are financially ready. While lenders handle the official preapproval, you should ask smart questions to gauge their budget and seriousness. It'll save you time and help set realistic expectations.

9. **9. Choose a Niche to Stand Out**

Rather than trying to serve every buyer or seller, consider narrowing your focus. Specializing in luxury homes, first-time buyers, investors, or a particular neighborhood gives you an edge. Clients want experts — not generalists.

10. **10. Build and Maintain Your Network**

Real estate is all about relationships. Stay in touch with past clients, collaborate with industry professionals, and build a reliable referral network. Check in with buyers after a transaction — small touches like that lead to repeat business and referrals.

With The Top Producer / My Virtual Boss App they will have Support and training pushing them to do what they need to do in order to flourish and succeed in the real estate industry! They will get comfortable with being uncomfortable.

Initial Setup

1. Complete the SWOT Assignment

2. Complete the Goals Assignment
3. Complete the Questionnaire (This is to be used to calculate and meet goals in the tracker section of the app)
 - a. What is the average commission on Sales
 - b. What is the average commission on Rentals
 - c. What is the average amount of rent (Used for calculating income for managing properties which is typically 10% of the rent)
4. Professional headshot/photo
5. Order Business Cards
6. Order Name Badge
7. Order Magnet for the car and include a USP (a list of USPs will be included somewhere in the App)

Step 1 will be used to remind them and inspire the user weekly why they chose to start their business in real estate.

Steps 2 and 3 will be used to keep track of their performance

Incoming and Outgoing calls will be prompted to add to CRM and contact list created by app or ignore. The contact list will be named Real Estate and will have 9 sub categories: Agent, Renter, Buyer, Seller, Landlord, FSBO, FRBO, Expired, and Investor

CRM will remind users of important dates such as Important transaction dates for current/active customers and when to follow up with new leads or prospects by push button notification. fillable transaction forms with details will be added to their files

CRM will have specific fields such as, new lead (actively looking for such things as rental, purchase, selling, buying, or investment), prospect (someone that may be interested in renting, selling, buying, or investing) Customer (Active or Past)

CRM will have the ability to sync to any online or cloud based CRM such as mailchimp, constant contact, boldtrail etc.

Predetermined schedules daily planner will be set into the app with push button notifications for users to follow specific tasks at certain times of the day. The app will show the monthly calendar and under it will be the daily planner for that day of the week (according to the provided PDF)

The app will feature notifications first thing in the morning to motivate users (positive affirmations)

The app will feature an income module where users can enter in commissions from either sales, rentals, management fees, application fees, and consulting fees.

Upon installing the App users will be able to set goals such as how much income they want to earn. This will be broken into 4 quarters. There will be a quarterly review to show the user where they need to improve.

There will be several daily push button notifications instructing the user to hand out business cards, create a post on social media or make a phone call to a prospect.

The app will have a mortgage calculator built in that allows users to prequalify someone in seconds based on data that the users input such as monthly gross income, car payments, credit card debt payments, student loans, and other long term obligations. Based on that information the app will generate approximately what purchase price they could prequalify for. The principal, interest, taxes and insurance plus mortgage insurance premium and any association fees also referred to as housing expense ratio can not exceed 28% for a conventional loan and 31% for an FHA loan. The total of the housing expense ratio can not exceed 36% for a conventional loan and 43% for an FHA loan.

The app will have an investment analyses feature that allows users to input properties to determine such things as cap rates, cash on cash return, investment value and a feature that allows users to adjust investment income to create a proforma for the property.

First thing in the morning the App will say good morning (name), give a positive affirmation and ask “besides (the daily schedule) is there anything you would like to add?”

In the evening hours the app will ask what they accomplished. A checklist of the daily tasks and anything extra will be presented and they will check it off or enter a variable. Such as did they make 20 calls or only 10. Did they talk to 5 new people, did they view any new listings, did they stop by any FSBO's or Expireds, did they go to a networking event, did they put out a post on social media, etc..

Welcome to My Virtual Boss

Congratulations on committing yourself to mentorship, strategy, and building a long-term, sustainable career in real estate. This guide will walk you through the foundational steps, expectations, and strategies that will help you thrive as a new agent.

1. Set Realistic Expectations

- Everyone dreams of selling million-dollar homes—but that's not where most agents start.
- Focus on building a strong foundation, not on chasing one big commission.

- This manual is based on reality, relationships, and long-term growth.

2. Start With Rentals: The Smart Path

- Rentals provide faster turnaround, more clients, and build your CRM rapidly.
- Each rental = potential referrals, repeat clients, and future buyers.
- Aim to complete 2 rentals per week to build momentum.

Why Rentals?

- Renters move every 12 months—homeowners, every 6–10 years.
- 2 rentals/week = 104 new contacts per year
- More transactions = more experience, more exposure, more opportunities

3. Build Your Sphere of Influence

- Whether you have a strong local network or not, your goal is to grow your contact list daily.
- Every person you meet is a potential client or referral.

Daily Habits:

- Talk about real estate everywhere: restaurants, gyms, coffee shops
- Hand out business cards often
- Ask people to pass your card to someone who may need it

4. Farm an Area You Know

- Choose a neighborhood, city, or zone you're familiar with
- Avoid chasing luxury areas unless you have credibility there

In Your First 30–60 Days:

- Log into MLS daily
- Study new listings, rentals, pendings, and solds
- Visit properties. Take notes and pictures
- Learn about local amenities, news, and development projects

5. Use Your CRM Religiously

- Track every conversation, lead, client detail, and follow-up
- Take notes after every meeting or call: pet names, kids, favorite foods, birthdays

Pro Tips:

- Set follow-up reminders (2 weeks, 1 month, 3 months, 6 months)
- Send thoughtful gifts or notes—especially during lease renewal periods
- Automate where possible, but always personalize

6. Focus on Relationships, Not Just Sales

- Real estate is not about transactions. It's about trust.
- Be the agent people remember for how you made them feel

Follow-Up Strategy:

- Stay in touch every 3–4 weeks
- Provide value: tips, market news, check-ins
- Coach clients toward homeownership if they start as renters

7. Your First 3 Years = Your Next 20

- These years should be spent building trust, systems, and habits
- Create a pipeline of renters-turned-buyers

Year 1:

- 2 rentals/week = 104 clients
- +6–8 sales
- Of 104 renters: 25 renew, 10 buy, 50 stay, 19 go cold

Year 2:

- Repeat process: 104 new rentals
- +25 repeat renters
- +10 new buyers
- +6–8 new sales

Snowball Effect:

- Stay in touch with everyone
- Continue coaching renters into buyers
- Add referrals to your growing CRM

8. The Power of Adaptation

- The market changes—successful agents evolve
- Focus on what people need most: housing
- Rentals filled the gap during the crash; they built careers when sales slowed

9. Final Advice

- Follow up more than you sell
- Think like a long-term business owner, not a one-time closer
- Use every interaction to build your reputation
- Give more value than you take

Welcome to Sellstate 360 Realty. Let's build your legacy together