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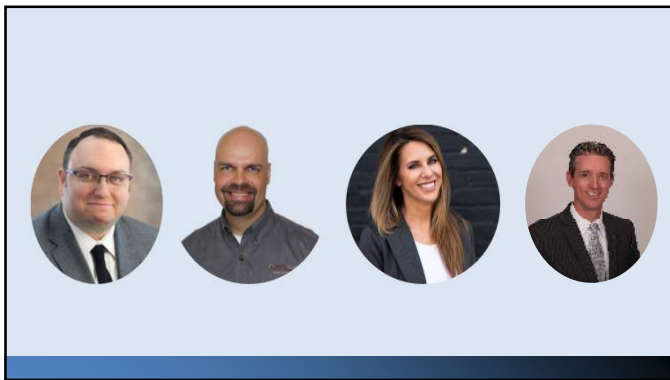
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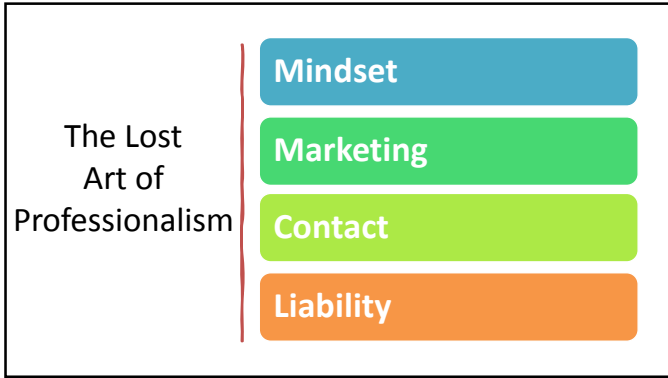
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1.

You are an expert and a professional

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2.

You have limited slots

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Portfolio goal size: \_\_\_\_\_  
Current portfolio size: \_\_\_\_\_

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Portfolio goal size: \_\_\_\_\_  
Current portfolio size: \_\_\_\_\_  
  
= Remaining open slots: \_\_\_\_\_

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# Scarcity

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3.

Your business is not designed for every owner

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Your process is designed for owners who:

- 1. View you as the expert

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Your process is designed for owners who:

- 1. View you as the expert
- 2. Value quality over low budget

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Your process is designed for owners who:

- 1. **View you as the expert**
- 2. **Value quality over low budget**
- 3. **Value their time over being inconvenienced**

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Your process is designed for owners who:

- 1. **View you as the expert**
- 2. **Value quality over low budget**
- 3. **Value their time over being inconvenienced**
- 4. **Are easy to work with**

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4.

Transaction mindset

VS

Relationship mindset

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Transaction	Relationship
An instance of buying or selling something. A delivery date is essential.	

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Transaction	Relationship
An instance of buying or selling something. A delivery date is essential.	The way in which two or more people regard and behave toward each other.

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A Healthy PM Mindset:

1. I am the expert
2. I have limited slots
3. My business is not designed for every client
4. I am not selling anything, I am entering into a relationship

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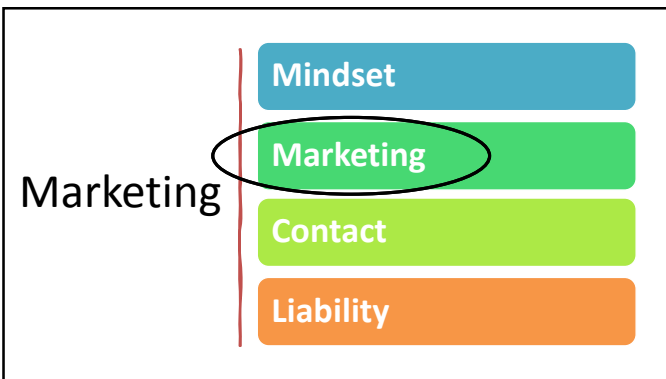
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1.

3 Words to delete from your website  
and NEVER, EVER, EVER, EVER use

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1.

3 Words to delete from your website  
and NEVER, EVER, EVER, EVER use

**choose**  
**select**  
**hire**

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2.

**Education Based  
Video Marketing**

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3.

# The Waiting List

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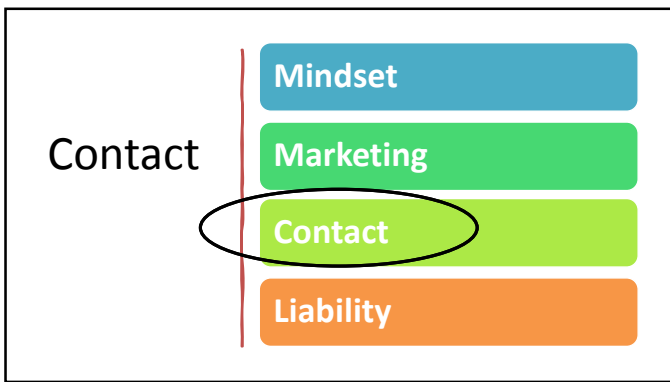
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1.

# Identify the lead type

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**4 Client Lead Types**

<b>1. I need you... now!</b>	<b>10%</b>
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**I need you... now!**

- 1. Have spent time on your website**
- 2. View you as the expert**
- 3. Have an immediate problem they need you to solve**

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**4 Client Prospect Types**

<b>1. I need you... now!</b>	<b>10%</b>
<b>2. Shopper</b>	<b>30%</b>

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Shopper

- 1. Asks fair questions
- 2. They know they need someone, just not today

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4 Client Prospect Types

- 1. I need you... now! 10%
- 2. Shopper 40%
- 3. Tire Kicker 40%

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Tire Kickers

- 1. No urgency
- 2. Ask too many questions
- 3. Want to negotiate
- 4. They want to 'learn' from you

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4 Client Prospect Types	
1. I need you... now!	10%
2. Shopper	40%
3. Tire Kicker	40%
4. Accident	10%

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4 Client Prospect Types	
1. I need you... now!	10%
2. Shopper	40%
<del>3. Tire Kicker</del>	<del>40%</del>
<del>4. Accident</del>	<del>10%</del>

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**2.**  
The first conversation is the most important conversation you will have

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Question 1:

So tell me a little bit  
about yourself?

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Question 2:

So tell me a little bit  
about your property?

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3.

Don't negotiate  
away control

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4.

# Don't chase

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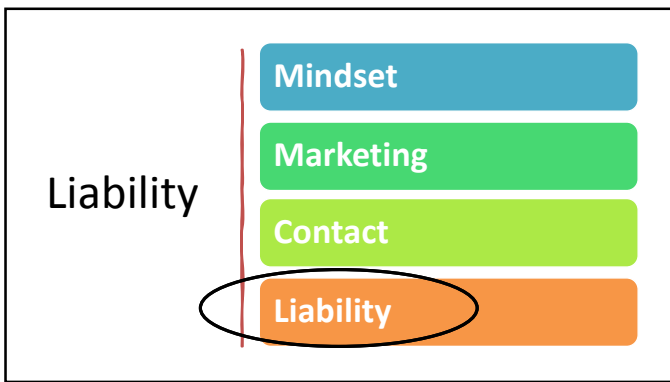
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# How To Never Get Sued

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#1

# Improve your bedside manner

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Doctors sued **less often** were those more likely to spend time educating patients, more likely to use humor and laugh with their patients, and more likely to try and get their patients to talk and express their opinions

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Doctors sued **most often** were complained about by patients **twice** as much as those who were not, and poor communication was the most common complaint

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#2

A lawsuit is rarely a surprise

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“3% of our clients produce 60% of our risk”

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#3  
Stop trying to win, and focus on making problems go away

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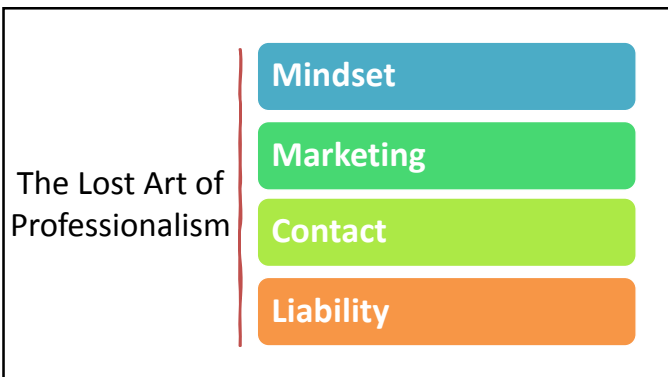
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PMbuild.com  
RentGrace.com  
Marc Cunningham  
Marc@RentGrace.com

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