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**SMALL
STEPS**
That Have a

Big Impact on
Your Business

Being a real estate professional is more than just operating a business. **People buy from professionals who they know and trust.**

In order to be trusted by your customers and new relationships, you need to keep growing as an individual. As you improve yourself, your ability to improve your business increases.

By focusing on the things that you can control to make a difference in your life and in your business, you can change your view of the world. This subtle shift will have a massive impact on your business.

How do you do this? The quickest path forward is a daily dose of personal development. If you're thinking, "I don't need that! I have my act together," or "I can't add one more thing to my day," think again! You can only go as far as you grow, and there are many facets of personal development.





1. Take Care of Yourself

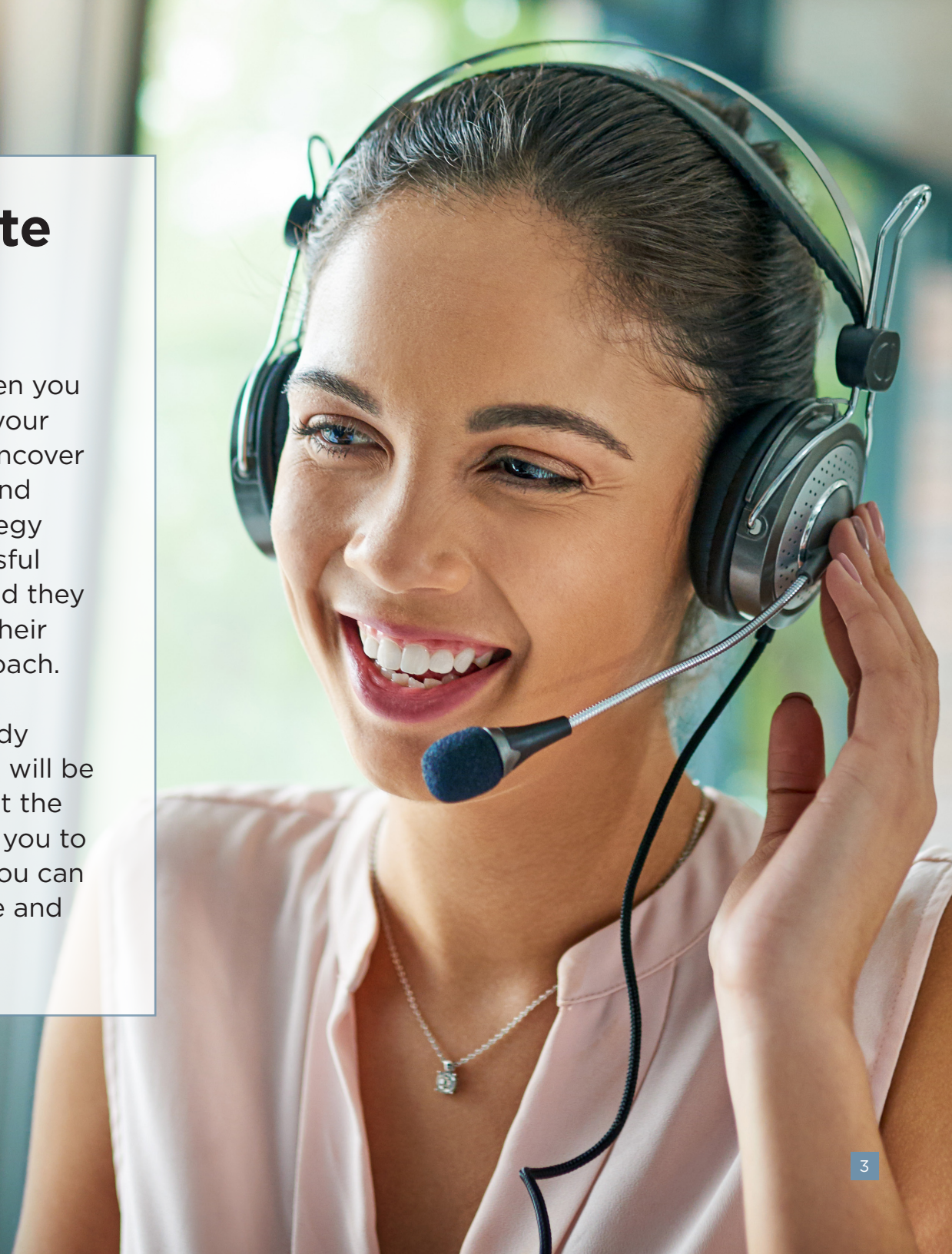
Healthy habits drive consistent change and are the foundation of a happy life and successful business. When you are rested, getting enough exercise and fueling your body with the nutrients you need to stay energized, you will feel better and you will be better.

Create habits that help you to reach your life and business goals. Consider replacing any bad habits you've been trying to get rid of with new, productive ones—perhaps you dive in to positive media, drink more water or make more personal connections with people. Whatever helps you to feel good!

2. Get a Real Estate Coach or Mentor

A coach will get more out of you than you can imagine. Not only will they see your full potential, they will help you to uncover the roadblocks (real or perceived) and then collaborate with you on a strategy to dissolve them. Talk to any successful real estate agent or entrepreneur and they will likely share that a huge part of their success came from a professional coach.

A mentor is someone who has already achieved what you want to do. They will be able to share insights with you about the challenges that they faced and help you to understand what you can expect. You can grow by soaking up their experience and wisdom in your specific niche.





3. Remember Why You Started

There is a reason you chose to become a real estate professional and to take on the challenges and opportunities that come with running your own business. Did you do it to solve a problem? Did you need more flexibility? More control over your earnings? Or less time away from your family?

Everyone has a why and the problem that you want to solve is exactly what will help you to grow your business. Think about your choice and what motivates you and put your energy in to being of service.

Growing — whether it's you or your business — is hard work. When you focus on your personal development with health, learning and connecting to your community and your motivation, you will live the good life that you deserve.

4. Keep Learning

Real estate is an ever-changing industry. Once you've mastered part of it, something changes and so you need to continue to study, learn and strive to be better at what you do.

Commit to reading an industry-specific book or news article for at least 10-minutes a day. You can also make time to attend an event that offers you several personal development opportunities. Choose one where you will connect with like-minded people, get inspired, share success and learn more about building your business.

Personal development consists of taking time each day to do positive things that will improve your outlook and increase your confidence. When you focus on growing yourself, your business has the opportunity to grow as well.

- ✓ Take your personal and professional growth to the next level!
- ✓ Learn more about The Peak Experience. The most elite and inspirational event of the year. Join the best of the best in the industry who come together in one place to learn, grow and synergize.
- ✓ For more information about this unique three-day journey, visit buffiniandcompany.com/tpe.

