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newsletter

Steve Kantor: Do you want to be a billion dollar agent?

By Kim Ades

Steve Kantor is a self professed serial entrepreneur. He is not and never will be a real estate agent. With his business, Best Agent Business, he approaches the Real Estate industry as an outsider, a "typical crazy entrepreneur" with lots of ideas, raw energy, and the 'giggle factor; an endearing jovial quality, who quite simply enjoys helping other people grow their business. In this case helping those top twenty percent of real estate agents whose net sales are one hundred thousand dollars or more create their best possible business by focussing on their unique talents and applying the lessons learned from his must read book, **Billion Dollar Agent- Lessons Learned**. So, do you want to be a billion dollar agent?

Steve interviewed seventy plus agents who in their career have sold or will sell one billion dollars worth of real estate and they share their secrets of success. Intrigued? Steve is big on sevens. In his book he addresses the idea of Billion Dollar Agent 777 and lists seven areas, seven levels and seven actions of a billion dollar agent. Lucky sevens indeed, but certainly not a gamble, in fact there are inseparable core fundamentals revealed in his research that define the billion dollar agent, this level of top performer, not just in real estate but in any career and in life. Steve says, "You create your own luck by taking ownership of your life. Through a combination of imagination, clarity, action, consistency, determination and perseverance you can take control of your life."

Here are the top seven secrets of success for the billion dollar agent:

1. Unique Talent: This is the part of the job you love. It is that certain 'thing' that makes you tick, that wires you with that raw power. Spend an increasing amount of time developing and using your unique talent. Sharing knowledge is Steve's unique talent. He is big on unique talents so much so that it is the underlying foundation of his Best Agent Business. He totally believes that when people focus more time on their unique talents they will not only be "insanely happier", but tangibly more successful. Billion dollar agents spend ninety percent of their time using their unique talents.

2. Goals: Steve is a goal aficionado. “Goals are so important. If you don’t know what you want, you are unlikely to get it, write it down.” Setting goals helps to structure your mind and provide focus. Steve is so crazy about goal setting that he laminates his monthly goals and reads them everyday for five minutes. He has monthly, yearly and long term goals for health, relationships, finances, business and personal. “You must prioritize in that specific order. Your business will thrive only if you are calm, with healthy energy, loving relationships, and managed finances. You must have a vision, dreams and visual reminders of your dreams.” Ninety percent of billion dollar agents set goals at a major level, and write them down, and read them everyday. Imagine achieving your goals.

3. Learning: Top performers in any industry are voracious learners. “You need to read more, listen to more audio learning, meet more often with other top agents, go to more seminars and invest consistently in your own education. The more you learn the more you earn.” Surround yourself with people who share a similar mind-set, engage in conversations, join networking groups and look for programs that fine-tune your frame of mind.

4. Delegate: All billion dollar agents have assistants. Lessons learned from billion dollar agents will tell you that they focus on the thing that they are outrageously good at, their unique talent, and they delegate all the rest of the stuff to an assistant, marketing assistants, listing, and closing assistants, whatever they need. They delegate as much as possible to leverage their time. This in fact, is the key of Steve’s venture, Best Agent Business. The company is in the business of actually doing the work of an assistant as delegated by their clients, the real estate agents. They provide the best practices from the lessons learned from **Billion Dollar Agent.**

5. Perfect Day: Define your perfect day, and develop daily habits and rituals to maximize time spent on your unique talents. Steve says, “To achieve greatness in your profession and business, you must do the ordinary with consistency. Successful people create daily habits and rituals, they have a clear daily routine to practice and perfect their unique talents.”

6. Focus: The focus of billion dollar agents is different than other real estate agents. They see problems as challenges and obstacles as hurdles to leap over. Successful people are filled with clam energy not tense energy. You must slow down, plan and execute efficiently.

7. Mind-set: Billion dollar agents have an acutely developed frame of mind. Steve Kantor maintains that “Attitude is everything. If you don’t have the right attitude, you should reprogram your mind with the attitude of success.” Highs and lows are part of the real estate business, but billion

> dollar agents don't go down so far, and they get back to the top much quicker. Billion dollar agents operate like business people. Business people are more structured. The better they are, the fewer highs and lows because they have their life totally scheduled. They know exactly what they are doing, their systems are in place, and they are not wasting their time. They have the ability to flex their mental muscle, this discipline of the mind that enables them to make continuous and seamless adjustments and focus on career performance.

Steve Kantor has an undergraduate degree from Harvard, and a Masters degree from John Hopkins, is originally from San Diego, and now calls Maryland his home town. At his core, Steve is a businessman. He was the founder of a software company which he sold in 2004. He took a year off, travelled, brainstormed about what to do next, met a lot of people, had a lot of conversations, tabled oodles of business ideas, and got a lot of feedback. The result was his company, Lifebushido founded in 2006. Bushido is a Japanese term taken from 'the ways of the Samurai', and really adheres to the mantra of taking action in your life. It applies to real estate and it applies to life.

His company, Lifebushido is building a global network of people, who with flexible hours, work from their home, each providing an expert skill. Lifebushido's primary venture is Best Agent Business which focuses on helping real estate agents to create their best possible business using their unique talents, and delegating the other 'stuff' to Best Agent Business over the web, and therefore improving their bottom line of net income and overall life satisfaction. Steve says, "It's not a new concept, just a significant, proven concept done in a unique way. Best Agent Business is filling a total business need, a major niche in the marketplace. All our clients are doing well, and that is the barometer of success. We want to share success."

'The Billion Dollar Epiphany' came in January 2006. Steve was in Colorado visiting his sister, Vicki Westapher, a top RE/MAX agent in Colorado Springs to brainstorm with her and her colleagues about his business plans. He was on a plane back to Washington DC, and had just finished reading The Millionaire Real Estate Agent, and he wondered if anyone had ever sold one billion dollars worth of real estate. He jotted down a few calculations on the napkin and estimated that perhaps there were a few hundred people. Then he wrote a short plan to try and track some of them down and see if they would be interested in being interviewed for a book.

In fact only one in ten thousand real estate agents have or will become billion dollar agents. Do you have what it takes?

Steve Kantor is President of Best Agent Business, www.bestagentbusiness.com, providing part-time business assistants to help top 10% of real estate agents grow their business using their unique talents. He is the Publisher of **Billion Dollar Agent - Lessons Learned** at www.billiondollaragent.com.