



Congratulations! You have just been given one of the world's most precious gifts – Nanna. For this assignment, we are going to reengineer your entire life (on paper). Then we are going to look deep into the real estate industry through your new eyes and see what's really there. Hint: we are about to strip away huge illusions about our business...

Here's your new story:

You were raised by your grandmother, Nanna, since you were a small child when you were abandoned by your parents who went to a "Flipping Houses in South America for Billions" seminar and left America behind for the good life. You were all alone in the world except for Nanna and your trusty dog, Spike. Life wasn't easy, but Nanna always took great care of you and made your little world fun and interesting. Of course, she had to sacrifice many of her dreams to support you, feed and clothe you, and turn you into the fine adult you are today. She bought you your first bike, first car, and first cell phone, and chaperoned your first date. She cooked and cleaned for you. She made you believe you could do anything.

Today, Nanna is 85 years old and not getting around quite so well. But, she's still sharp as a tack and funnier than ever. She wants to move in with her sister (Auntie Mildred) nearby for the company and safety. All Nanna really has for the rest of her retirement is the home she lives in (the one you grew up in). It's free and clear, but does have some title issues and a

few overdue repairs that will certainly come up in an inspection. She is pretty scared about moving and the selling process itself.

You are a hotshot agent, but accidentally let your license expire and are unable to take the listing. You need to find her the right agent immediately who can take proper care of Nanna. Remember, this woman is your world. She is old, scared, and counting on every dollar from the sale to enjoy the rest of her life. You do not want her upset in any way, but she is also highly intelligent and will want to know what is going on every step of the way. Auntie Mildred is also a retired real estate lawyer, a really good one.

### Assignment

Think about every Realtor you have ever worked with, heard about, know about. Since Nanna must have a flawless transaction, great customer service, AND a great experience, who among them is NANNA WORTHY™? Explore the following:

- Will you choose based on production, some fancy-pants top producer?
- Will you hand her over to some mega team doing huge volume?
- Does the company matter at all? If so, why?
- A rookie? Someone with a lot of time?
- What criteria will you use to decide?
- How will you know your facts are accurate?
- How will you know who is good enough?
- What clues might a worthy agent leave in the market for you to find?
- Among all the agents you have access to in your market, how many would you say are truly Nanna Worthy? We have been asking this question for years and your coach will share the answer in your session. It will change everything.

Most markets have thousands or tens of thousands of agents and yet only a handful is deemed Nanna Worthy™. They are almost NEVER the top producers, big teams, fancy pants marketers. This clearly illustrates that there is something going on here... The BEST agents are not the ones measured by production (there is the occasional exception). There is apparently this other level of skill out there that transcends production and goes deep into fiduciary excellence. Who do you want to represent Nanna? Who do you want to be? Get ready to discuss this with your coach.

p.s. Welcome to Mastery.

