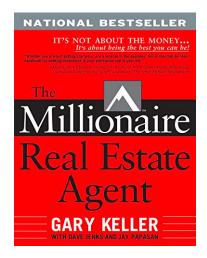
## Keller INK

## The Millionaire Real Estate Agent

Book Club



## Welcome!

This MREA book club will help agents strengthen their skills and understanding of *The Millionaire Real Estate Agent* in a mastermind-type environment. Segmented into six sessions for topic discussion, this guide will help you master the core concepts from the book, dive deep into the models, and help foster discussion.

Each session has an accompanying slide deck, suggested topics, and discussion questions to help amplify the impact to your business.

You can find additional resources at <u>KellerINK.com/resources</u>. You can also find recordings of the MREA Book Club held in Winter 2024 on Connect.

SCHEDULE	
TOPICS	READING
<ul> <li>Session #1: Creativity v. Models</li> <li>The Foundational Model</li> <li>The Three L's</li> <li>Achievement Ceilings</li> </ul>	PP. 21-64, 119-128
The Six MythUnderstandings      Session #2: Know Your Numbers      Appointments      Our control of the set of the s	PP. 128-132, 152-158, 172-185, 192-195
<ul> <li>Conversion rates</li> <li>Cost of Sales</li> <li>Operating Expenses</li> <li>30-30-40 Rule</li> </ul>	

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Session #3: The Lead Generation and Database Models	PP. 133-152, 185-192
Mind share	
Allied Resources	
Prospecting and marketing	
The Four Laws of Lead Generation	
Session #4: The Organizational Model	PP. 158-172, 196-216
Accountability	
• R/T/C/K	
Compensation packages	
• The 7th Level	
• The Two D's: business and leadership	
Session #5: Working On v. In Your Business	PP. 217-286
• 16 Issues In Between Earn a Million and Net a Million	
• Standards	
• 80:20, or The Pareto Principle	
Dollars per hour	
• MVVBP	
Session #6: Building Your 20-Lane Highway	PP. 65-118, 287-347
• The Nine Ways a Millionaire Thinks	
The Eight Goal Categories	
Time blocking	
The Millionaire Real Estate Energy Plan	
• The Big Why	
Profiles of MREAs	