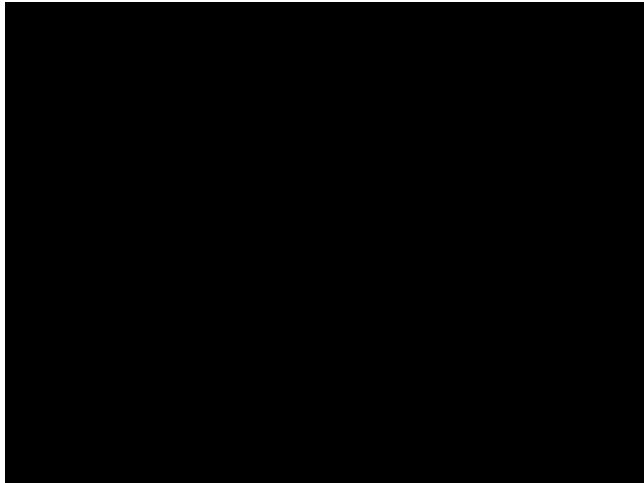


# Fishing for Real Estate - Scott "Scotto" Mitchell

[Scotto.com.au](http://Scotto.com.au)





**Fishing for Real Estate -  
Scott "Scotto" Mitchell**

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# Why Real Estate ?

- Uncapped earning potential
- Reward for effort – you only get paid when your selling
- You are running your own business – with-in a business
- Allowed “us” to work as a husband & wife team

# REAL ESTATE HEAVY ARTILLERY

## 1 DAY SEMINAR

**FEBRUARY 22**  
BRISBANE CONVENTION  
& EXHIBITION  
CENTRE

"WE'VE  
BROUGHT  
OUT THE  
BIG GUNS!"

LIMITED  
VENUE  
SPACE SO BE  
QUICK!



### John McGrath

Recently seen on 'The Block' and 'Sixty Minutes', the most successful Real Estate Entrepreneur in Australia



### Mat Steinwede

Described as 'the most skilled Real Estate agent in Australia', Mat has built multiple seven figure careers in TWO completely different areas. His system is no fluke and he'll show you exactly how he did it... TWICE!



### Chris Gilmour

Old Real Estate Summit Agent of the Year, this 30 Year Old Whiz Kid who became a million dollar earner in his THIRD year in Real Estate, will reveal his entire system for pulling off this incredible, yet possible, achievement.



### Glenn Twiddle

Coach of #1 Agents Australia wide. Glenn will go through the 8 'Elements in Common' of #1 agents. What they do, and how they do it.

If 2011's market was a challenge and you're ready to take 2012 by the scruff of the neck, here's the affordable, one day intensive training day for you. These heavyweights of the Real Estate industry are going to show you step by step, exactly how to succeed in THIS market, while others struggle, you will leave with all the 'Weapons' to not only survive the 2012 market, but absolutely thrive.

**ONLY \$197 (OR \$99 EACH FOR 4 OR MORE)**

Visit [www.HeavyArtillery.com.au](http://www.HeavyArtillery.com.au)

**OR PHONE 1300 288 665**

# Game Changers

- Heavy Artillery – February 2012
- Running ultimate Open Homes = listing leads
- Buyer follow up & data basing
- Vendor Servicing – communication is key
- Got great at selling VPA – benefits to seller
- Personal branding – “You are the brand “
- Video Marketing – who is using video ?
- Ongoing training – get a mentor or two
- Embrace & personalise scripts & dialogue
- Employ a Personal assistant ( PA ) Develop an EBU – Effective Business Unit



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*Your key to property success!*




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*How good is Hervey Bay!*




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333 ESPLANADE, SCARNESS, HERVEY BAY

# Success leaves clues

- Image & personal appearance – look professional
- Look after yourself – you need to be on your game
- Time management – prioritise dollar productive tasks
- Be known – engage with your community
- Become an authority in your area – leverage off your strengths
- Invest in yourself - build “your” brand
- Use social media – facebook, Utube, Twitter, Instagram, LinkedIn etc
- Pre-list kit – win business before you arrive
- Run Ultimate Open Homes – make them an event
- Get a CRM or learn to use the one in your office – Set Auto Pilot
- Use video in ALL of your marketing – properties & personal
- Set goals & know your numbers
- Invest in continual learning & surround yourself with like minded people



Promote your success!



# “Favourite Quotes “

- "If you don't value your time, neither will others. Stop giving away your time and talents--start charging for it." --Kim Garst
- "I find that the harder I work, the more luck I seem to have." --Thomas Jefferson
- "Success is the sum of small efforts, repeated day-in and day-out." --Robert Collier
- "People often say that motivation doesn't last. Well, neither does bathing--that's why we recommend it daily." --Zig Ziglar
- “If you don’t like change – Your going to hate extinction “ -- Ross Shafer