THE LITTLE YELLOW BOOK

SUCCESSFUL HABITS *— to —* LIVE BY FOR REALTORS®



NATIONAL ASSOCIATION OF REALTORS®

NAR's Little Book series proves that good things really do come in small packages. Every one of them is stuffed with insights from countless REALTORS® in the field, all to help you go faster and further in your business. But the Little Yellow Book—the one you hold in your hands right now—is perhaps my favorite.

Why? Our topic is successful habits for REALTORS® to live by, and I've long believed that excellence is not a singular act. It's a habit—you are what you repeatedly do. I love the story of Mariano Rivera, legendary pitcher for the New York Yankees. For 17 seasons, Rivera usually threw a "cutter" pitch—a type of fastball that's extremely hard to hit. Batters knew it was coming, but they struck out anyway. Rivera was inducted into the Baseball Hall of Fame with universal acclaim on the strength of that one pitch.

The lesson is to identify what works for you, make it a habit, and stick with it. Repetition of good habits is the best teacher. By repeating good habits, you can replicate success. Repeating bad habits, on the other hand, won't help you get better. Not sure which habits work for you? That's where this Little Yellow Book comes in. It is packed with the wisdom of your fellow REALTORS® who offer their experience as your teacher.

No matter where you start—whether you specialize in residential or commercial, rural or urban, starter homes or luxury mansions—every REALTOR® is sure to find at least one helpful nugget in this book. You may not learn how to throw a fastball, but you will learn how to grow your business. So step up to the plate and swing for the fences! Your next hit may be a home run for your clients, your communities, and your career.

CHARLIE OPPLER, AHWD, C2EX

Charlie Oppler is the 2021 President of the National Association of REALTORS®. Charlie has been a REALTOR® since 1981 and is the CEO of Prominent Properties Sotheby's International Realty. Charlie was the president of the New Jersey Association of REALTORS® in 2004 and the Eastern Bergen County Board of REALTORS® in 1996.

THE LITTLE YELLOW BOOK

SUCCESSFUL HABITS *— to —* LIVE BY FOR REALTORS®

Successful habits are everything in real estate. Creating and maintaining successful habits can mean the difference between a flourishing real estate business and a struggling one. Understanding how to create a good morning routine is a great way for real estate agents set the tone for a productive day and help achieve client goals. Whether checking off the "to do" list or returning emails, it's important to establish a daily practice to distinguish yourself from others. Your business is about being consistent and putting the needs of your clients at the forefront. Building successful habits can help you do that and is another way for you to manage your own self-care. Understand from other members of the NATIONAL ASSOCIATION OF REALTORS® what simple, yet powerful tips they've used to build successful habits and grow their business.

The guide is broken down into eight sections:

- **#1 HABIT YOU WISH YOU KNEW**
- **EARLY MORNING HABITS FOR SUCCESS**
- **CREATING A MORNING ROUTINE**
- **KEY DO'S AND DON'TS**
- **BEST ADVICE YOU EVER RECEIVED**
- **UNIQUE HABITS, TIPS OR TRICKS**
- **CHALLENGES**
- **ESSENTIAL TOOLS AND RESOURCES**

The Little Yellow Book: Successful Habits to Live By for REALTORS® is a must-have for all REALTORS®. It includes habits learned, along with tips and observations that can be used to achieve a successful future in real estate. It also takes a tongue-in-cheek approach to showing these tips "in practice," with fun images designed just for this guide.

All instructions, principles, philosophies, and tips have been supplied by your fellow members of NAR. Utilize these tips to help guide your interactions with other members, clients, the public and business professionals. This booklet also provides you with a number of resources to help you build successful habits. It is up to you to determine which of these tips work best for your business. Please keep in mind that these tips are not all-inclusive and may need to be supplemented by local custom or practice. This booklet should not be considered the advice of fellow real estate professionals — these are anecdotal and conversational in nature. These tips should not be used to replace the advice of a marketing expert or other professional. In addition, nothing in this booklet should be considered legal advice or be used in lieu of the advice of an attorney. We encourage you to ensure you are complying with applicable laws, such as the Telephone Consumer Protection Act (TCPA), as you are reaching out to clients. Check out *www.NAR.realtor* for more risk management information.

The term REALTOR® has one, and only one, meaning:

REALTOR® is a federally registered collective membership mark that identifies a real estate professional who is a member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict Code of Ethics.

TIP: *Throughout this guide, you will see that the tips in a light gray box have corresponding images.*

#1 HABIT YOU WISH YOU KNEW

There is so much to learn as a new real estate agent that getting started can feel overwhelming. The habits below are the things that other NAR members like yourself wish they had known when they were getting started:

I wish I would have branded myself outside of my brokerage.

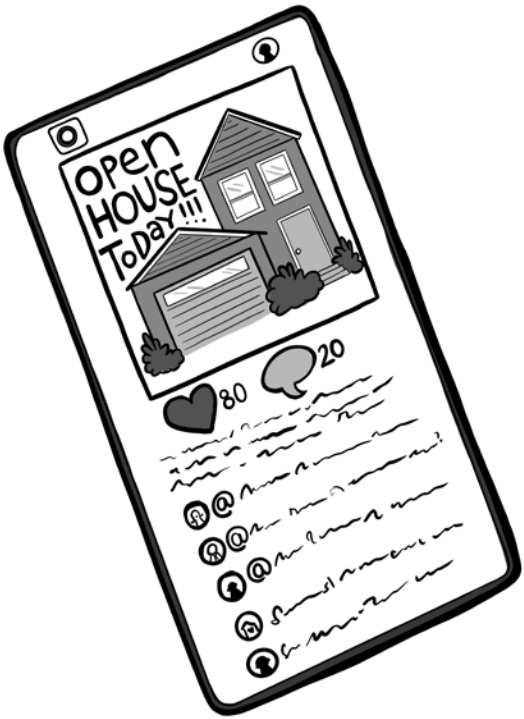
CHARLOTTE W., LONG BEACH, WA

I wish I would have kept a record of all my past clients and stayed in touch with them. I started doing this later in my career instead of at the beginning.

LINDA S., VALLEY STREAM, NY

I wish I would have valued my prior relationships a little more. I was very focused on tasks and not necessarily on relationship building before I got into real estate. If I would have known ahead of time that I was going to be getting into this business, I might have thought more about that.

JESS L., DEERFIELD, WI



I wish I would have been consistent with my social media posts and my client database for email marketing.

GIOVANNA C., MIAMI, FL

I wish I would have developed and memorized at least three elevator pitches for different situations and would have made it a habit to follow up by a business card, email, or text.

ED G., MANVEI, TX

I wish I would have asked for reviews from each and every client. Whether constructive criticism or kudos, both reviews assist with advancing your referrals and marketing.

CRYSTAL L., LEVELLAND, TX

Consistent habits are the most rewarding and lead to success consistently. Keep in constant contact with clients; look for new listings, buyers, list of potentials and future prospects.

LINDA D., CARMEL-BY-THE-SEA, CA

I wish I would have established a good database of contacts from the start, including name, address, phone number, email and birthday.

JENNIFER K., FORT COLLINS, CO

I wish I would have set a goal of meeting five new clients each working day. Also, I wish I would have set specific working hours and days.

CRICKET S., COLUMBUS, OH

Have faith in yourself. Be happy. Plan your daily schedule. Let everybody know that you are in the business and let them know you're here to help.

OFELIA W., WHITTIER, CA

Create habits that help you get the work done.

POLLY F., WILMINGTON, NC

Create a spreadsheet of your sphere of influence to stay in contact. Also, keep it maintained and updated.

JENNINE S., KNOXVILLE, TN

I wish I would have gotten a mentor who could help me gain hands-on experience, not just book knowledge.

SUZIE H., SANDPOINT, ID



EARLY MORNING HABITS FOR SUCCESS

Having a good morning regimen can help start the day right. Check out some of these habits for success from members just like you:

Get up early and go to work. If that doesn't work, then go workout or go for a run, and then go back to work.

MICHAEL B., GILBERT, AZ

Create daily goals. I always look back on the previous day to make sure I accomplished what I said I would, and then I look at my current day to create my daily goals.

MICHAEL K., ADRIAN, MI

Start with a little exercise, walk or meditation before moving on to the rest of the day. Doing so really clears your mind and helps to start the day right.

MAGGIE P., STRATFORD, CT

Pound the computer to look for new opportunities for your buyers and run comps for your investors.

AMY J., DAYTON, OH



Write out your priorities for the day — your most important priority, your next priority, and finally your least important priority. This helps you stay on task.

KARI P., AYDEN, NC

Read your emails daily and make sure to respond within 24 hours. I also review my daily routine and map out my time.

CLAUDIA R., ENGLEWOOD, FL

Journaling, start a gratitude journal to help with your mindset. Taking a bit of time each morning to reflect on how blessed you are makes tackling a difficult task easier. It also helps to show how far you've come.

LEZA G., AUSTIN, TX

Look in the mirror and say, "Today is going to be the best day of my life."

SERGIO O., LAS VEGAS, NV

Always check the morning hot sheets. Also, plan out your social media posts for the week so that you can focus on other things.

CARRIE J., DERIDDER, LA

Affirmations and to-do list time are blocked off on my calendar. Start early and have your phone on "do not disturb" until 9:00 A.M.

DENISE W., LEOMINSTER, MA

Plan your morning through time blocking to be the most productive in the morning.

JESS L., DEERFIELD, WI

Check new developments in the MLS and news relating to real estate interests.

MICHAEL M., ALTOONA, PA

Listen to a morning meditation for a mindset of gratitude.

CLAUDIA B., BALTIMORE, MD



CREATING A MORNING ROUTINE

Creating a morning routine can lead to a productive day. The daily tasks below are from NAR members just like you:

A morning routine clears my head and allows me to get my day aligned.

LORRE W., HUNTINGTON, WV

I especially love the early mornings on the weekends — driving around my farm and placing open house signs. The neighborhood is quiet, so you get a different view. This has helped me succeed, and I believe it can help support the natural tendencies of a morning person.

LEZA G., AUSTIN, TX

A morning routine is essential to success. MEDS: Meditation, Exercise, Diet, and Sleep. These four steps will help you create your morning routine and your success in any business — especially real estate.

WIN K., ST. AUGUSTINE, FL

Creating a morning routine is a must. In fact, make a to-do list the day before so that your morning routine works. When you are organized early in the morning, you can accomplish more. Priorities must be made and each thing that needs to be accomplished must be planned so you do not forget important tasks. Even the things you are going to delegate, you need to know what they are.

MARIA M., MIAMI, FL



A morning routine has made me successful. Start the day positive and the rest of the day will be great.

JILL L., SARASOTA, FL

Routine, in general, is critical to real estate business success.

JESS L., DEERFIELD, WI

When you get off schedule or out of your routine, it can take a while to get back on track. Lost time means lost opportunities for productivity in our business.

EMMY S., AUBURN, AL

Setting intentions in the morning and catching rays from the sun has helped me succeed. It's like receiving my download of energy for the day.

FAWNE W., CHESAPEAKE, VA

Create a daily to-do list and stick to it. Plan ahead and follow through with it. Don't make a promise to someone and not follow up — your word is very important.

CLAUDIA R., ENGLEWOOD, FL

Plan your days and devote time each day to education and prospecting. Be flexible. Your tasks may not be completed everyday but finish as much as possible by the end of the week.

WALTER S., EDISON, NJ

KEY DO'S AND DON'TS

Knowing what you should do and what you should not do in any given situation can mean the difference between success and failure. Here are some key do's and don'ts for building successful habits:

DO:

Do follow the Code of Ethics for REALTORS®, and don't ever compromise on standards.

GEORGE R., ROCHESTER, MN

Habits happen with repetition. Do build a strong foundation for your business. Don't worry about the listing or sale you didn't get. Do develop good habits to get the next one.

KENNETH W., FORT THOMAS, KY



Do continue your education, even when you have enough credits. You can usually take away at least one really important point in any class. Do always treat other agents with respect and courtesy. Although it can be hard at times … never give up.

NATOYA M., BUFORD, GA

Do set goals and stay focused. Before you go to sleep, do write down your plans for the next day.

SHEILA S., OAK CREEK, WI

Do stay true to your strengths, and don't dismiss something without giving it a fair try. Sometimes you'll surprise yourself with how easily you're able to adapt to a new habit.

MARY J., MILWAUKEE, WI

Always keep your mind open to new ways of doing business, and don't put new agents in a "box" based on other people's behavior.

LINDA M., GREENVILLE, SC

Do try something new. Don't give up on the first try. Do push yourself, but don't let it affect your personal life. Family first. Work second.

LINDA B., WILLISTON, ND

Do use a calendar and block off time for yourself, your family, and your business. Don't dwell on failed connections or lost transactions.

ELISE H.-L., BENSALEM, PA



Do set goals. Don't give up.

KELLY E., GREAT FALLS, MT

Do keep a schedule. Don't let yourself get sucked into social media and other distractions.

TIM G., PALMETTO, GA

Do have a morning routine. Do use a daily planner. Don't allow disruptions to derail you. Also, don't allow negative thoughts to deter you from doing the things that will drive your business.

KRESSENT M., UNIVERSITY PLACE, WA

Do follow through. It takes two weeks to develop a routine, but years to sometimes see fruit of the effort.

CRYSTAL L., LEVELLAND, TX

Do give it your best try and don't dwell if something doesn't work. Once you find habits that work, make them your own.

DEE K., YORK COUNTY, VA

DON'T:

Don't get discouraged. Do stay consistent and focused and don't give up on your vision.

MONICA H., POMPANO BEACH, FL

BEST ADVICE YOU EVER RECEIVED

Whether you are a seasoned professional or just starting out, following successful habits can help lead you to your goals more quickly. We asked members like you to share the best advice they have ever received, and here are some of the most useful insights:

Believe in yourself and stay intentional in everything.

SHEILA S., OAK CREEK, WI

Stay consistent with your morning routine, getting up as early possible so you have quiet time to get your busy work done.

MONICA H., POMPANO BEACH, FL

Make yourself known as an expert. Find something to specialize in and master it. Expand that expertise until you master something else. Don't try to be everything to everyone. It will overwhelm you and you will not do anything as well as you could have if you had focused.

MARY-LOU R., ESTWRO, FL



Dress for success. Always be neat and clean. Never go to an appointment without looking in the mirror to see what the client will see.

KENNETH W., FORT THOMAS, KY

Just show up and start working. There is always something you can be doing, such as making calls, market analysis, marketing and networking.

DEBBIE P., TUSCALOOSA, AL

Whether you have buyers or sellers, look at every file, every day! Keep your clients constantly updated (even if nothing has changed from the day before). They want to hear from you.

MICHAEL K., ADRIAN, MI

You absolutely must make time to work on your business, not just in your business.

KELLI W., FREDERICKSBURG, VA

Find what works best for you! For some, it is beneficial to wake up early, but not for others. Everyone's routine is different, and we can all be successful with different routines.

GIAVANNA C., MIAMI, FL

Make time management a daily activity. Schedule the most important tasks for the morning when you are most productive.

LISA W., KEENE, NH

Start each day with fresh eyes, a positive attitude and enthusiasm.

SARAH M., LAS CRUCES, NM

Having a successful business requires work, so create workflows that help you stay focused on your business as a real estate agent!

JENNIFER K., FORT COLLINS, CO

Build your business on a foundation of honest, ethical and effective communication. Don't compromise your ethical practices for short-term gains. Be able to meet any client at any time. Honest service wins in the long run.

KENNETH W., FORT THOMAS, KY

Be positive! You always want others to see you in the best light.

MICHELLE B., TOWN AND COUNTRY, MO

Have a very good working relationship with your Broker, as well as a solid, core group of peer real estate professionals from which to solicit opinions, harvest new ideas and cultivate "the habit" as a best-business practice!

ROBB S., TUCSON, AZ



UNIQUE HABITS, TIPS OR TRICKS

Setting yourself apart from your competition or finding a habit or tool that works for you can make a real difference in the success of your business. Discover the tricks of the trade your fellow NAR members have used to find success:

Try and make someone else smile.

LAURE M., MONTAGUE, NJ

Read the newspaper cover to cover each morning. Local information is hard to come by any other way.

VICKI A., SHREWSBURY, MA

The 6 P's: **P**rior **P**roper **P**lanning **P**revents **P**oor **P**erformance.

CAROL A., BURLINGTON, VT



Drink a big cup of coffee. Keep up with all news, and go over the day's schedule.

DONNA S., TUSTIN, CA

The earlier you get up and do your routine, the better your day will be.

WIN K., ST. AUGUSTINE, FL

Have a talk with yourself in the mirror every morning. Say "I feel healthy, happy and terrific." This especially helps on the mornings when you need a little coaxing.

CARLA L., COAL VALLEY, IL

Check text messages and emails for late-day communications that may need immediate attention.

ELISE H.-L., BENSALEM, PA

Drink coffee first. If I'm feeling discouraged or negative, I call my qualifying broker to chat for five minutes. She pumps me up!

LINDA G., ALBUQUERQUE, NM

Our team has a daily call every morning. We connect and share what is going on in our business.

KIM H., BEN WHEELER, TX

Get up early and at the same time every day. Get 10 hours of sleep. Hydrate and do some kind of exercise that includes walking, yoga or stretches.

DENISE W., LEOMINSTER, MA



CHALLENGES

Some agents have had challenges creating habits for success. Look at the tips the agents provided to see how they overcame challenges and obstacles:

I've had challenges with stress and not wanting to start the day the way the prior day ended.

KAREN P., LOMBARD, IL

It's difficult to stay focused and not get distracted.

SHEILA S., OAK CREEK, WI

Keeping a positive attitude in face of losing a buyer or not getting a listing is difficult. It's important to keep a positive attitude when a transaction falls apart.

DIANE K. H., LEE'S SUMMIT, MO

When real estate gets busy, you can become inconsistent. Be aware of this; reset and start over.

CLAUDIA B., BALTIMORE, MD



It can be easy to get distracted in the office and not work on real estate because of too much socializing.

MICHELE S., BELLAIRE, TX

Allowing urgent, but not high-priority things to divert attention and action away from the schedule can be a challenge.

CECIL P., CENTREVILLE, VA

When reflecting back on the challenges early in your career, be aware that it can really put a damper on your enthusiasm and desire to build solid habits for success. You have to decide if you will let it get to you or if it will drive you to succeed. The choice is yours.

DEANN G., ROSWELL, GA

You must learn to pivot, otherwise you will get sidetracked on a deal or even sidetracked on a busy week that just includes classes and meetings.

SHEILA W., BRUNSWICK, OH

A habit that can be challenging to break is not following up with leads, which could leave money on the table. Set a time one day a week for one hour to follow up on leads.

FAWNE W., CHESAPEAKE, VA

There are so many ideas and suggestions coming at us from every direction. Turn off notifications from platforms and/or people that consume too much of your time and energy.

MARY JANE D., PITTSFIELD, MA

Every day is different so sometimes it can be hard to get into a routine that looks the same every day. Reinventing the wheel every single day takes much more motivation than living by habit, so keeping your days consistent as much as possible is huge.

JESS L., DEERFIELD, WI

ESSENTIAL TOOLS AND RESOURCES

Even the most experienced agent needs to pay attention to the latest tools and resources. Here are some tips to help you weave daily habits into your business practice to be successful:

Continuing education, training and coaching help create success.

GEORGE R., ROCHESTER, MN

Successful habits include writing and following office policies and taking a real estate class at least twice a month.

DONNA S., TUSTIN, CA

Find a great broker and always keep up with the latest information, both on the web and through direct interactions with people.

MAGGIE P., STRATFORD, CT

Go into work every day. Use a contact management system, and get into the habit of working from a CMS.

TIFFANY W., RIVERSIDE, CA

Attend coaching meetings. You can gain valuable information from them. In addition, work with someone who will hold you accountable to your plan and progress.

SHARNELL B., MCDONOUGH, GA

Plan out social media and marketing to-do's a month in advance. Create a year-long marketing timeline to keep on track and accountable.

LISA A., ELGIN, IL

Read books that are recommended at industry events.

DEREK C., DENVER, CO



Use a tool like Excel to keep up with what you are working on. You can use it to track where you are with listings, current pendings, and what buyers are looking for.

BRENT A., DIAMONDHEAD, MS

Look to other agents (who have been doing this longer than you have) as a resource and a wealth of advice on success.

NICKI H., TUCSON, AZ

Go to top-notch seminars, meet with successful real estate agents, and read books from successful NAR members.

MEL B., ELK RIVER, MN

Get a good planner. Write everything down. You think you won't forget, but you will in the course of a busy day. Use NAR resources for marketing and one sheets. They are a wealth of information. Most importantly, always take time to get the designations and certifications that our business and our clients deserve. The more we learn as real estate professionals, the better our profession as a whole will be.

EMMY S., AUBURN, AL

RESOURCES

There are a number of resources and tools from the NATIONAL ASSOCIATION OF REALTORS® that REALTORS® can use in their real estate business to help them create and maintain successful habits. Below is a list of those resources, but new tools are added frequently to the NAR.realtor website, so visit often for the latest information:

NAR Website

NAR's website for members provides information about NAR, member benefits, real estate topics, latest industry news and events.

www.nar.realtor

.realtor™ and .realestate web addresses and professional website

Tell your clients exactly who you are and what you do with a .realtor™ and .realestate web address, now with a free professional website!

www.get.realtor

REALTOR® Store

Gain a competitive edge and find a number of business-boosting products.

www.store.realtor

MVP Value Plus (MVP) Program

Earn a free business-boosting reward and discounts for taking simple actions.

www.mvp.realtor

Right Tools, Right Now

Get savings on select tools, products and resources most beneficial for you and your business for free or at a discounted price.

www.nar.realtor/right-tools-right-now

REALTOR BENEFITS® Program

Your official NAR member benefits resource brings you savings and special offers for REALTORS® from more than 30 carefully selected industry-leading partners, including DocuSign, Back At You Media (social media marketing), DELL, FedEx, Lenovo™, Liberty Mutual, Buffini and more.

www.nar.realtor/realtorbenefits

REALTOR® Magazine, subscribe to the Business Tips Newsletter

The official magazine of the National Association of REALTORS® and the business tool for real estate professionals.

www.nar.realtor/realtor-magazine

Center for REALTOR® Development Podcast

NAR's Center for REALTOR® Development podcast focuses on education in the real estate industry.

www.nar.realtor/center-for-realtor-development-podcast

NAR Library and Archives

NAR's Library & Archives offers a variety of research services and thousands of print and digital resources for use by NAR members and state and local association staff.

www.nar.realtor/library-archives

REALTORS® Commitment to Excellence

Be an advocate for the future of our industry.
Be committed to excellence.

www.nar.realtor/realtors-commitment-to-excellence

Center for Financial Wellness

Helping REALTORS® navigate financial freedom with powerful tools and convenient access.

www.nar.realtor/center-for-realtor-financial-wellness

NOTES FOR CREATING YOUR OWN SUCCESSFUL HABITS

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- **Best Advice You Ever Received**
- **Unique Habits, Tips or Tricks**
- **Challenges**
- **Essential Tools and Resources**

The Little Yellow Book: Successful Habits to Live By for REALTORS® is the seventh in the "Little Book" series, joining *The Little Orange Book: Sales and Marketing Rules to Live By for REALTORS®, The Little Blue Book: Rules to Live By for REALTORS®, The Little Red Book: Safety Rules to Live By for REALTORS®, The Little Green Book: Green Rules to Live By for REALTORS®, The Little Purple Book: International Rules to Live By for REALTORS®, and The Little Black Book: Relationship Rules to Live By For REALTORS®.* These products focus on instructions, philosophies and rules members of NAR utilize to be successful, grow and stay safe in their real estate careers.

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