

10X is Easier Than 2X – For Real Estate Agents

Based on the book by Dan Sullivan and Dr. Benjamin Hardy

Sales Meeting Topic: 10X is Easier Than 2X – For Real Estate Agents

Meeting Number: 049

Category: Professional Development / Motivational

Materials Needed: Handouts Included with Meeting Materials, Flip Chart, Index cards or paper for all participants.

Estimated Time: 15 – 20 Minutes

PowerPoint Available: No

“10X is Easier Than 2X – For Real Estate Agents”

Introduction of Today's Meeting: Tell your team that this meeting is adapted from the book “10X is Easier Than 2X” by Dan Sullivan and Dr. Benjamin Hardy. Encourage your agents to read or listen to the book.

Objective - Help real estate agents understand how aiming for exponential growth (10X) simplifies decision-making, eliminates distractions, and drives more significant results than incremental (2X) growth.

Provide the following example. Or *use the accompanying video where I tell the story to you.*

"Let me explain this idea of 10X being easier than 2X with a real estate example. Imagine you're an agent working hard to close 12 deals a year, and now you decide to double that and close 24 deals next year. That's your 2X goal.

To get there, you'd probably try doing more of what you already do—more cold calls, door-knocking, and open houses. But here's the problem:

doubling your effort means doubling your stress, doubling your time commitment, and doubling your burnout risk. You're just stretching yourself thinner.

Now, let's think 10X. What if you set a goal to close 120 deals next year? That sounds crazy, right? But here's the magic of 10X thinking: you can't just work harder or longer to hit that number. It forces you to think differently. You'd have to ask questions like: 'How can I leverage my time better? How can I build a team to scale my business? What systems or tools can automate parts of my process?'

Maybe you focus exclusively on luxury properties where one deal is worth five smaller ones. Or you could target a specific niche, like relocation clients, and dominate that space. Or you can invest in creating an amazing lead generation funnel that attracts hundreds of qualified buyers.

The point is, when you think 10X, it simplifies your decision-making because you eliminate distractions and only focus on the activities that can truly scale your business. You let go of the 'busy work' that keeps you stuck at 2X and instead concentrate on transformational actions that create exponential growth.

So, what would your business look like if you stopped chasing small, incremental wins and went all-in on a big, bold 10X vision? Today, we'll dive into how you can apply this mindset to your real estate career and take your results to a whole new level."

Ask your team, *"If you had unlimited resources, what would be the boldest real estate goal you could achieve next year?"*

Write responses on a board or flip chart. Keep it light and fun—encourage outrageous dreams!

Transition: Explain that today's session will explore why thinking 10X, not 2X, can transform their businesses.

Discussion: What Does 10X Mean? (15 minutes)

- **Explain the Concept:**
 - "10X thinking forces you to break old habits and rethink your approach to business. You can't achieve exponential growth using the same strategies that got you incremental results."
- **Comparison Activity:**

Create a T-chart with "2X Thinking" vs. "10X Thinking."

Examples

2X Thinking

Trying to do everything yourself.

Scheduling ad hoc meetings.

Juggling multiple apps for tasks.

10X Thinking

Delegating repetitive tasks to assistants or outsourcing to virtual professionals.

Blocking out "power hours" for high-value activities like prospecting or marketing innovation.

Integrating all tools into one platform (like a CRM) to save time and energy.

Option #1: Ask the group for their ideas – Debrief as a Group/Townhall

Option #2: Value-Added Handout Discussion: (20 minutes)

Distribute the Handout (*See below for handout content*).

Interactive Group Work:

Break participants into small groups (3-4 people each).

Ask them to brainstorm:

1. One 10X goal they could achieve in their business (e.g., "Close ten luxury deals this year" – Or, close "X" number of transactions next year).
2. What systems, tools, or resources they'd need to make it happen?
3. What could they stop doing to focus on this goal?

Accountability Follow-Up Plan (10 minutes):

- **Introduce an Accountability Challenge:**
 - Each participant writes down their 10X goal and three steps they will take this week to start achieving it.
 - Collect these goals (or ask them to share in a group accountability app, like Slack or a private Facebook group).
- Set a follow-up meeting in 30 days where everyone will share their progress.

End with a quick roundtable: "What's one thing you'll do differently after today?"

Closing Quote - *"Success is about doing the right thing, not about doing everything."*

HANDOUTS

Option 2 – Group Breakout Questions:

1. One 10X goal they could achieve in their business (e.g., "Close ten luxury deals this year" – Or, close “X” number of transactions next year).
2. What systems, tools, or resources they'd need to make it happen?
3. What could they stop doing to focus on this goal?

Accountability Follow-Up Plan (10 minutes):

- **Introduce an Accountability Challenge:**
 - Write down your 10X goal and three steps you will take this week to start achieving it.
 - If possible, share with a colleague or in a group accountability app, like Slack or a private Facebook group).
- Set a follow-up meeting in 30 days where everyone will share their progress.



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