

REALTOR RESILIENCE — REJECTION MASTERY

Turn Every No Into Your Next Yes

Wealth Horizons Academy | William DeShon

THE REJECTION REALITY

In my first year of real estate I made 500 cold calls. I got rejected 480 times. Most new agents would have quit. I kept going because I understood something most people never learn:

Rejection is not personal. Rejection is a numbers game. And the agent who gets rejected the most wins the most.

PART 1: UNDERSTANDING REJECTION

Why People Say No

Most rejections have nothing to do with you: - They just hired another agent - They are not ready to move yet - They had a bad experience with an agent before - They want to try selling on their own first - They are overwhelmed and pushing everyone away

Only one of those is about you — and it is still not personal.

The Numbers Behind Success

- Average lead-to-client conversion: 3-5%
- This means 95-97% of people will say no
- To get 12 clients you need to contact 240-400 people
- This is not failure — this is math

PART 2: THE RESILIENCE FRAMEWORK

The 24-Hour Recovery Rule

When you get rejected (especially on a big listing or deal): - Allow yourself 24 hours to feel disappointed - After 24 hours, mandatory move-forward mindset - Document what you learned - Apply the lesson to your next attempt

Building an Teflon Mind

Rejection bounces off agents with a Teflon Mind because they have separated their identity from their outcomes.

Your identity: Skilled, prepared, committed real estate professional
Your outcome: Sometimes yes, sometimes no (and that is okay)

When you stop tying your self-worth to each transaction, rejection loses its power.

PART 3: HANDLING SPECIFIC REJECTIONS

"We are going to list with someone else"

Response: "I completely understand. Could I ask who you selected? Not to change your mind — just so I can learn for the future." Then: "If for any reason things don't work out with them, I hope you'll think of me." Follow up: 30 days, 60 days, 90 days. Expired listings are gold.

"We are going to try FSBO first"

Response: "That makes sense. Many sellers try that. Would it be okay if I checked in with you in 30 days? If you're still on the market, I'd love to have a conversation." Reality: 90% of FSBO sellers eventually list with an agent.

"Your commission is too high"

Response: "I understand. Can I ask what makes you feel that way?" Then address the specific concern about value, not just price. Remember: Never negotiate your commission. Negotiate your value.

PART 4: THE REJECTION IMMUNITY TRAINING

Daily Rejection Desensitization

Every day make at least 5 contacts where you might be rejected: - Cold calls to expired listings - Door knocking in your farm area - Calls to FSBO sellers - Follow-up calls to old leads

Over time, rejection becomes routine. Routine is manageable. What you no longer fear, you can conquer.

The Rejection Log

Track every rejection with: - Date - Type of rejection - What you said - What they said - What you will do differently - Follow-up scheduled

Your rejection log becomes your greatest training tool.

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