

I AM A REALTOR — IDENTITY AND MINDSET

Own Your Professional Identity and Dominate Your Market

Wealth Horizons Academy | William DeShon, Ohio Realtor
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THE IDENTITY CRISIS IN REAL ESTATE

After 39 years in this business I have seen brilliant agents quit because they never owned their identity as a Realtor. They treated it like a job instead of a calling.

The agents who build lasting careers — and lasting wealth — are the ones who fully embrace who they are: A trusted advisor. A community builder. A life changer.

CHAPTER 1: REDEFINING WHAT YOU DO

You Are Not a Salesperson

The word "sales" carries baggage. Forget it. You are: - A trusted advisor who guides people through their largest financial transaction - A community expert who knows every street, every school, every local business - A professional who protects families from costly mistakes - A negotiator who fights for your client's best interests every single day

The Professional Identity Statement

Write and memorize this:

"I am [Your Name], a licensed real estate professional. I serve my clients with expertise, integrity and commitment. I know this market better than anyone.

When you work with me, you gain an advocate who will fight for your interests from the first showing to the closing table and beyond."

Practice saying this until it is effortless and genuine.

CHAPTER 2: THE REALTOR CONFIDENCE CODE

Overcoming Imposter Syndrome

89% of new Realtors experience imposter syndrome — the fear of being "found out" as not good enough. Here is the truth:

You passed the state exam. You are legally qualified. Your brokerage trained you. You are professionally prepared. You care about your clients. You are ethically committed.

That makes you MORE qualified than the transaction-mill agent who does not care.

Building Unshakeable Confidence

Confidence is not a trait you are born with. It is a skill you build through preparation.

The Confidence Formula: Preparation + Action + Reflection = Competence = Confidence

Before every listing appointment: - Know the property history - Know the neighborhood comparables - Know your marketing plan cold - Know the answers to the 10 most common objections

You cannot be shaken when you are prepared.

CHAPTER 3: YOUR PERSONAL BRAND

What Do You Want to Be Known For?

Every successful Realtor is known for something specific: - The relocation expert - The first-time buyer specialist - The luxury market agent - The investment property consultant - The neighborhood expert

Choose your niche. Own it completely.

The Personal Brand Pillars

1. Visual identity (headshot, colors, consistent look)
2. Communication voice (formal, casual, educational)
3. Specialty area (what you are the expert in)
4. Value proposition (why should someone choose you over everyone else)
5. Signature service (what do you do that no one else does)

CHAPTER 4: PROFESSIONAL STANDARDS THAT SET YOU APART

The Code of Excellence

- Return every call within 2 hours during business hours
- Return every text within 30 minutes
- Send weekly updates to every active client, every week
- Never miss a showing appointment
- Never miss a deadline
- Always be the most prepared person in the room

Building Your Reputation One Transaction at a Time

Reputation is built in small moments. The agent who shows up early, prepared, and enthusiastic wins more business than the agent who is technically skilled but unreliable.

"Your reputation is the most valuable asset in your real estate career. Guard it with everything you have." — William DeShon

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