

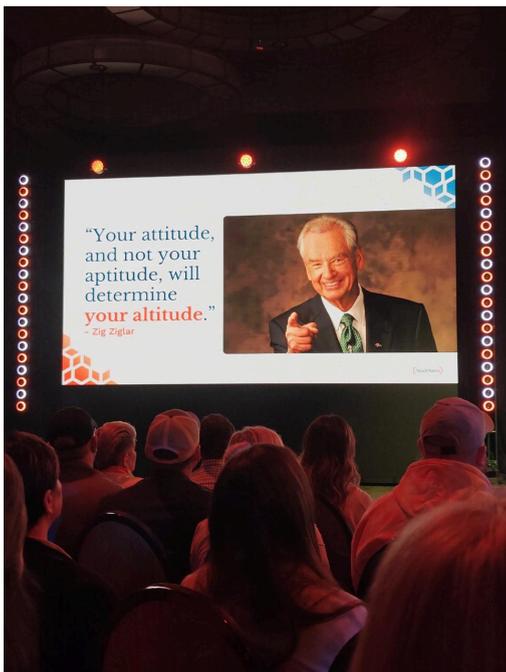
# Jim Fischetti How to get listings Dallas conference 2026-03-16 10:09:04

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Date Time: 2026-03-16 10:09:04

Location: NextHome Conference Dallas TX

Instructor: [Insert Name] : Jim Fischetti



## Summary

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The lecture, titled "Get a Life," delivered by a speaker introduced by James, urges real estate agents to pivot their focus toward listings to build a professional, productive, profitable, and passionate career. The speaker argues that a buyer-based business isn't scalable, while listings are relatively infinite and generate additional business. The core of the talk is structured around four pillars: being professional through constant preparation and study; being productive by generating leads and achieving client results; ensuring the business is profitable to sustain oneself; and using that profitability to live a passionate life. Key takeaways include the importance of preparation to build confidence, mastering lead generation (especially for listings), using effective questioning and objection handling, and consistently investing in one's business and personal development. The speaker also emphasizes that an agent's mindset and work ethic ("Attitude, not your aptitude, will determine your altitude") are crucial for success.

# Knowledge Points

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## 1. The Importance of Focusing on Listings

- **"Get a Life" Philosophy**

- The title is a call to action for agents to stop focusing on trivial matters and redirect efforts to what is important, productive, and powerful: a listing-focused business.
- Becoming a listing agent is presented as the way to "get a life worth living," offering better control over one's business and life.

- **Scalability and Productivity of Listings**

- A buyer-based business is not scalable; the speaker cites personal experience of having 32 settlements in one day as a peak that's difficult to replicate with buyers.
- Listings are described as "relatively infinite," and the business they generate begets other business, making it the most productive activity for an agent.
- The speaker contrasts the appearance of a successful listing agent with the "ugly" reality of not being one, stressing that life and business are better as a listing agent.

- **Market Statistics on Agent Success**

- The top 1.5% of realtors in the United States complete 32 or more transactions in a year.
- In contrast, 75% to 85% of agents take 10 to 12 years to achieve 32 transactions in their entire career.

## 2. The Four Pillars of a Successful Real Estate Career

- **Be Professional**

- The industry is moving toward higher professional standards, and agents must improve their skills to last.
- Professionalism is achieved through preparation, which builds confidence. Confidence comes from both experience and, more importantly, preparation.
- Agents must be students of the industry, understanding the overall market and becoming hyper-local experts.
- It's crucial to know your numbers, such as average days on market and sale price-to-list price ratios, which can demonstrate value (e.g., showing it costs

a FSBO money *not* to hire you).

- Know your client and your presentation, and understand that the primary goal of a listing appointment is to get a signed agreement.
- Treat listing appointments as you interviewing the client, not the other way around. This confidence is attractive to prospects.
- Presentation materials must be first-class. The speaker recommends high-quality materials like Unibind books provided by the company, stating “cool stuff ain’t cheap and cheap stuff ain’t cool.”

- **Be Productive**

- Professionalism is useless without results. Clients want results, and real estate is a meritocracy where agents are paid in direct proportion to their success.
- The number one problem for most agents is not having enough listing leads. The speaker states, “everything else is a distraction” until the lead generation problem is fixed.
- Agents are in the lead generation business; their job is to get a customer, provide an incredible experience, and earn repeat and referral business.
- Master at least three—and preferably five—listing lead generation sources. Examples include: sphere of influence, expireds, builders, developers, investors, FSBOs, direct mail, and open houses.
- The speaker shares an anecdote about getting a listing by approaching a man in a convenience-store parking lot who was looking at foreclosures in a newspaper, demonstrating that “work works.”

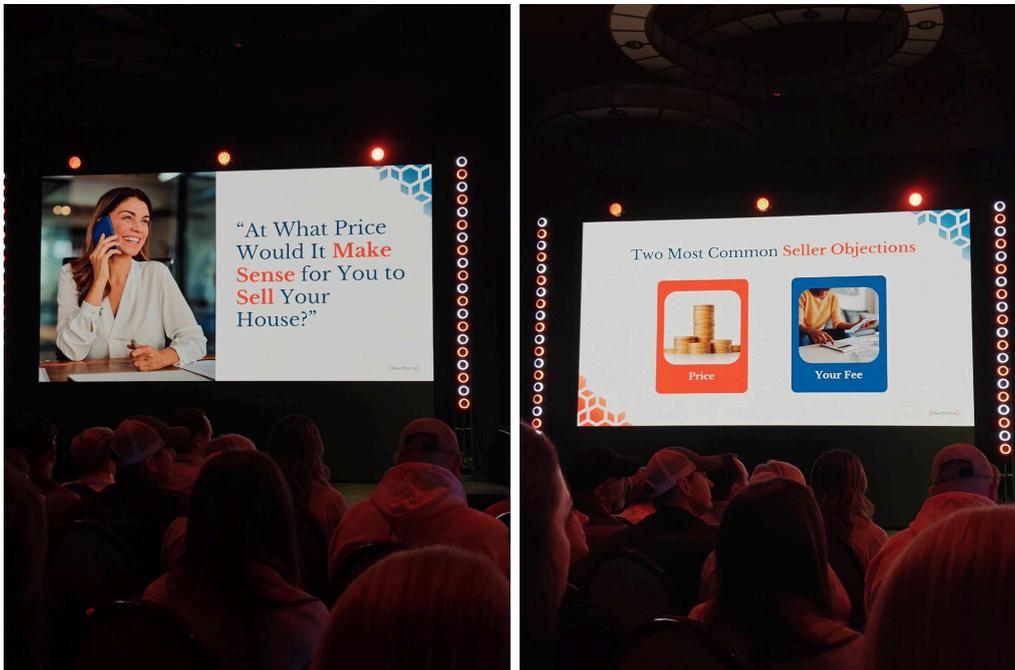
- **Be Profitable**

- Profitability is essential for sustaining a business and personal life. The speaker is on a mission to “make profit sexy again.”
- An agent’s personal profit matters. Brokers are admonished to care about their agents’ profitability.
- Listings are the key to profitability and controlling the market. If there’s no inventory, even qualified buyers cannot purchase a home.
- Listings also control “mind share,” which leads to market share. Listing agents are visible to the public, unlike “secret agents” who primarily work with buyers.

- **Live a Passionate Life**

- The ultimate goal of a profitable business is to enable a passionate personal life.

- Making money is not enough if one's personal life suffers, with issues like divorce or estranged children being common in real estate.
- By creating a scalable, listing-based business, agents can control their time and build a life they enjoy. The speaker managed time by having all listings expire on the 18th of the month.



### 3. Practical Techniques and Scripts

- **Effective Questioning**

- Instead of asking “Are you thinking about selling your house?” (which invites a “no”), ask, “At what price would it make sense for you to sell your house?”
- This question forces the homeowner to contemplate a scenario where they would sell, shifting their mindset from “not moving” to considering a specific price point.

- **Objection Handling**

- **On Commission (“How much do you charge?”):** Recommended response: “You are not paying me to sell your house. You are paying me for the thousands of houses I’ve sold in the past, and all the experience and knowledge I bring to bear on this transaction on your behalf.” New agents can adapt this to refer to their firm’s collective experience.
- **On Price (“Your price is too low”):** Recommended response: “There are only two types of houses on the market: those that sell and those that sell others. Which one do you want to be?” This frames overpriced homes as tools that help sell correctly priced properties.

- **Leveraging Open Houses**

- Open houses are an “audition.” The speaker mentions gaining thousands of listings over 20 years from a builder impressed by how they ran an open house.
- Strongly recommended to use a tablet app (like IRE Bold Trail) for sign-ins, as it has a higher compliance rate (92–95%) than paper sign-in books, captures legible information, and integrates directly into the agent’s database.

- **The Power of Work and Fundamentals**

- The speaker quotes Vince Lombardi: “There is no substitute for work.”
- “The Tortoise and the Hare” is cited as the greatest business book, emphasizing that consistent, fundamental work beats chasing flashy, new distractions.

## Questions

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- [Insert Question/Confusion]

## Assignments

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- [ ] 1. Build your annual business plan based on the number of listing appointments needed to hit your income goal (e.g., one listing appointment per month to make six figures).
- [ ] 2. Identify and focus on three to five specific listing lead generation sources (e.g., farming, direct mail, expireds).
- [ ] 3. Send “just listed” and “just sold” postcards to your sphere of influence.
- [ ] 4. Dedicate time to practicing scripts, dialogues, and objection handling, using resources like the company’s AI bot or role-playing with other agents.
- [ ] 5. Commit 10% of your gross revenue to lead generation and marketing.
- [ ] 6. For brokers: Focus office efforts on listings by creating contests and challenges, and actively recruit listing agents.
- [ ] 7. Track down Heidi Powell and ask for her “sexy look.”