



TRISH FORD





Whatever it *takes*?

Build a career you're proud of.
Results that **last**. Relationships that **matter**.



People
over
properties



Values
over
pressure



Reputation
over
short-term gain



Well-being
over
burnout



How you *show up*
determines what you *close*.

What are you willing to do to *close the deal* — and what *won't* you?

Every decision you make shapes your **reputation**,
your **well-being** and your **long-term success**.



People
over
properties



Values
over
pressure



Reputation
over
quick gain



Well-being
over
burnout

“

People won't remember your biggest sale.
They'll remember *how you made them feel.*”





Two agents. *Two choices.*

Every choice you make today
shapes the agent you become
and the life you live.

The invisible cost
doesn't show up in your
commission statement.
It shows up in your *life*.



AGENT A Always available. Always chasing.

- ✗ Says yes to everything
- ✗ Works weekends
- ✗ Pushes every deal
- ✗ Compromises to close
- ✗ Constant stress
- ✗ No time for self
- ✗ Burnout
- ✗ Short-term wins

MAKES MONEY TODAY. PAYS THE PRICE TOMORROW.



AGENT B Values-driven. Reputation-built.

- ✓ Builds real relationships
- ✓ Acts with integrity
- ✓ Sets healthy boundaries
- ✓ Protects clients' best interests
- ✓ Consistent & focused
- ✓ Referrals & repeat business
- ✓ Balanced life
- ✓ Respected for years

BUILDS TRUST TODAY. CREATES FREEDOM TOMORROW.

“

WHICH AGENT DO YOU WANT TO BECOME?
Your future is built on the choices you make today.

”

THE PRESSURE TEST

Every deal tests more than your sales skills.
It tests YOU.

When pressure increases, *what changes in you?*



Targets
to hit



Difficult
people



Deals that
fall through



Time
pressure



The fear of
not making it

Common reactions under pressure:



I become
reactive



I avoid
difficult
conversations



I lose
structure
and focus



I push too
hard or
withdraw



I take it
personally



I delay
decisions



Under pressure, your brain narrows.
You default to *habits*, not your best intentions.



“
Pressure
reveals your
patterns.
Choice
reveals your
character.
”



The agents who win long term
aren't the ones who avoid pressure.
They master themselves in it.



SELF-REFLECTION MOMENT



What happens in you most often when pressure increases?
Identify it. Own it. Change it.



KEY TRUTH

Your results are usually limited
by 1–2 **habits** you repeat
under pressure.

Strong roots. Steady trunk. Extraordinary *results.*

Everything in your business and life grows from what is happening **beneath the surface.**

Where do you need to strengthen your roots?



EVERYTHING IS CONNECTED

When your inner world is healthy, you can have greater success in your outer world.



OUTER WORLD WELL-BEING



RELATIONAL
Build strong, healthy relationships.



FINANCIAL
Build cash flow & secure your future.



VOCATIONAL
Live your values, fulfil your purpose, show up.



BUSINESS
Plan, balance & build systems.



TEAM
Delegate effectively & empower others.

“ Your results in estate agency are not limited by the market. They are limited by the *strength of your roots.* ”

The person you *become* is your *greatest asset.*

Not your listings. Not your network. Not your sales skills.
YOU.



Clients won't remember your biggest sale.



They'll remember how you treated them.



They'll remember whether they trusted you.



They'll remember whether they would recommend you.



They'll remember the **experience** you created.



SELF-REFLECTION EXERCISE

Complete this sentence:

Who is the person I want to become that clients deserve?



Take
2 minutes
for YOU.

“

Your future success is built on the *daily choices* you make about *who you are* and *how you show up*.



YOUR REPUTATION IS BEING BUILT
IN EVERY INTERACTION – ESPECIALLY
UNDER PRESSURE.



So maybe the question isn't
"Will I do *whatever it takes*?"

But...

What am I unwilling to compromise
to become *successful*?



Stay true to your values. Protect your well-being.
Build relationships that last. Create success *that matters*.

THE AGENT PEOPLE TRUST



Protects
clients' best
interests



Acts with
integrity,
always



Builds relationships
that create repeat
business



Looks after
themselves to
serve others



Creates a legacy
of trust, not just
transactions



Power up your sales by becoming the kind of agent
people trust, respect and recommend – *for a lifetime*.



“

People won't remember
your biggest sale.

They'll remember *how*
you made them feel.

”

You've got this!

Your success story starts with *who you become.*



At **STEP Transformation** we help estate agents become the kind of leaders, professionals and people the market needs and clients trust.



Become

the agent
clients trust
and recommend



Align

your values,
actions and
business goals



Strengthen

your mindset,
resilience and
decision making



Build

relationships
that create
repeat business



Create

a business and
life you're proud
to wake up to

IN BUSINESS. IN LIFE. ON PURPOSE.

That's the STEP forward.



READY TO TAKE THE NEXT STEP?

Let's explore how we can help you become the agent and person you want to be – in business and life.



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Be the agent who builds more
THAN A BUSINESS.
BE THE PERSON WHO CREATES
A LEGACY.





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