




*How to make 100 sales
and live a good life*

ANDREW LUTZE

Cunninghams



CHAOS

Cunninghams



**WHEN AND WHERE
DID I START
MY CAREER?**

Cunninghams

When and where did I start my career?

- Started my career in August 2002 as a cadet for 12 months – 19 years old
- Putting up signboards
- Dropping off Contracts
- 6 days a week
- Grind it out
- Moved to Property Management & Sales for a further 12 months
– Leasing & Trust Accounting – Cadetship
- 21 – John Cunningham PA and mentorship
- Standalone agent at 23
- My turning point

Cunninghams



DUI

Cunninghams

Current team structure



Andrew Lutze
Senior Agent



Ben Jones
Senior Agent



Sam Raso
Senior Agent



Daniel McIntyre
Buyer Specialist



Tonilee Waller
Head of Operations



Macey Nicholls
Marketing & Projects

Cunninghams

My journey in numbers

Age 23:	2006	Sold:	20	Sale price:	\$480,000	GCI:	\$190,000
Age 24:	2007	Sold:	25	Sale price:	\$519,000	GCI:	\$220,000
Age 25:	2008	Sold:	37	Sale price:	\$743,000	GCI:	\$550,000 (took on 1 Associate)
Age 26:	2009	Sold:	48	Sale price:	\$659,000	GCI:	\$632,000
Age 27:	2010	Sold:	57	Sale price:	\$707,000	GCI:	\$770,000 (took on 2 nd Associate)
Age 28:	2011	Sold:	63	Sale price:	\$700,619	GCI:	\$910,000
Age 29:	2012	Sold:	65	Sale price:	\$832,281	GCI:	\$990,000 (Back to 1 Associate)
Age 30:	2013	Sold:	80	Sale price:	\$899,062	GCI:	\$1,554,000 (New 2 nd Associate)
Age 31:	2014	Sold:	100	Sale price:	\$1,158,000	GCI:	\$2,249,000 (2 Associates)
Age 32:	2015	Sold:	109	Sale price:	\$1,336,000	GCI:	\$2,700,000 (3 Associates)
Age 33:	2016	Sold:	113	Sale price:	\$1,420,000	GCI:	\$2,960,000 (3 Associates)
Age 34:	2017	Sold:	121	Sale price:	\$1,538,785	GCI:	\$3,300,000 (4 Associates)
Age 35:	2018	Sold:	107	Sale price:	\$1,500,000	GCI:	\$2,800,000 (5 Associates)
Age 36:	2019	Sold:	112	Sale price:	\$1,456,000	GCI:	\$2,650,000 (4 Associates)
Age 37:	2020	Goal:	126	Sale price:	\$1,526,000	GCI:	\$3,400,000 (4 Associates)
Age 38 :	2021	Goal:	150	Sale price:	\$1,998,000	GCI:	\$4,000,000 (5 Associates)

Cunninghams

Key things I've learnt and implemented

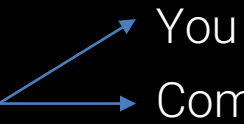
- Losing my first 15 listing presentations & confidence, or lack thereof
- The tenacity & hunger/competitive drive from sports
- Higher profile agents vs. younger enthusiasm
- Product knowledge vs. experience
- “the outside looking in” – joke of the office
- Role play not role serious, mentors – JC, Peter Kakos & Michael Sheargold
- WHO can you be - Marshall White
- If you think you can & if you think you can't you're right!
- Learning the hard way, my own mistakes
- Make a conscious decision to learn
- Business & ethical values – no rockstars
- Aim to be dollar productive on your very first task of the day
- Are you in the wax work or the flame work?

Cunninghams

What key skills were most important to develop when starting in the industry?

- Structure – AM in the office; PM at Appointments
 - No Ad Hoc
 - Time Blocking 45 minute sessions
 - No appointments on Mondays before 5pm (after 3 years experience)
- Product & Patch knowledge
- Skills 1st, then experience 2nd – dialogue, routine, know your street
- Master your listing presentation
- Draw on more experienced salespeople at pointy end of deals

What key skills were most important to develop when starting in the industry?

- 2 Sales  You
Company
- First 3 years is my UNI degree
- Importance of Vendor management
- Get a coach
- Organise your time allocation – habits around dollar productive activity
- Get over rejection quickly and shut the door
- Ask yourself – what's the ultimate outcome?

My tips on high performance

- Starts with a plan and good mindset
 - One off market deal per month → leverage massively
 - Increase average sale price \$200K
 - Increase Fee structure 0.1% to 0.25% per listing → tiered structure
 - Dealing with 2-3 VERY HOT BUYERS per month
 - Tracking Numbers – Goals, Priorities and Measurable numbers
 - 90 Day Fast Start → 30 day reviews
 - Plan → Marketing & Agent Plan
 - Your team structure, lead agent, support agent
 - Simple disciplines practiced each day
- Sales
- Admin/Many hats

Cunninghams

My tips on high performance

- Daily Focus & Ideal Week – highlight your dollar productive time
- Saturday Appraisal Day → targets
- Know your patch & property centric prospecting
- WHY YOU? Dialogue & Pitch; WHY NOT YOU?
- Supersize Campaigns; 20% of commission back to agent & property marketing
- Database focus, control and management

Cunninghams



Life is the journey, not the destination

ANDREW LUTZE

Cunninghams