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A POSITIVE REAL ESTATE
EXPERIENCE

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Workbook: Discovering Your Why

Understanding your "Why" is the foundation of your real estate business. It fuels your passion, guides your decisions, and helps you connect authentically with clients. This workbook will help you uncover your "Why" and translate it into a powerful business strategy.

Step 1: Reflecting on Your Purpose

1) Why Real Estate?: Write 2-3 sentences about what drew you to this profession. Think about what excites you about helping clients and the unique perspective you bring.

- Was there a specific event that inspired you to choose real estate?
- How do you connect this reason to your daily work?

2) Daily Motivation: List 3-5 reasons you get up each day to serve your clients.

- What specific aspects of your job bring you joy?
- How do these motivations align with your long-term goals?

3) Personal Experiences: Reflect on one personal experience that influences how you approach your business. How does this story shape your unique approach?

- How do you leverage this experience in your client interactions?
- Has this experience given you a perspective others may not have?

4) Identifying Emotional Drivers: What emotions fuel your drive in real estate? (e.g., empathy, ambition, pride).

- How do these emotions show up in your daily work?

5) What Would You Change?: If you could change one thing about your career so far, what would it be and why?

Step 2: Defining Your Impact

1) Client Experience: Write down how you want clients to feel after working with you (e.g., supported, confident, excited).

- How do you currently ensure this feeling?
- What more can you do to improve?

2) Unique Value Proposition: Identify what sets you apart from other agents. Use specific examples of how you've gone above and beyond for clients.

- Is there a skill or service you offer that others don't?
- How can you communicate this to potential clients?

3) Measure Your Impact: Think about a time when you made a significant difference in a client's life. Describe that moment and how it reinforces your "Why."

- How can you create more moments like this?
- What feedback have you received from clients that highlights your impact?

4) Your Role in the Community: How does your work contribute to your local community?

- What partnerships or community events do you engage in?

5) Visualizing Success: Picture a day where everything goes perfectly in your business. What does that look like?

- How does it align with your "Why"?

Step 3: Vision Mapping

1) 5-Year Plan: Describe where you see your business in five years. Be specific about milestones you'd like to achieve. Include metrics such as revenue, client volume, or market presence.

- Break this down into yearly goals.
- What steps will you take to get there?

2) Legacy Goals: What lasting impact do you want to leave in the real estate industry? How do you want your name to be remembered?

- Are there programs or mentorships you'd like to start?

3) Stand-Out Qualities: Identify three ways you want your brand to stand out in the market. Be bold in your ambitions.

- What bold steps are you taking to achieve this differentiation?
- Your Ideal Client: Who do you want to work with most?
- How can you attract this specific client type?
- Long-Term Growth Opportunities: What skills or certifications could help you achieve your vision?

Action Plan:

- Craft a personal mission statement summarizing your "Why." Example: "I help families find their perfect home because I believe everyone deserves a space where they can thrive."
- Share your mission statement with a colleague or mentor for feedback.
- Create a visual representation of your goals (vision board or digital graphic).
- Schedule a quarterly check-in to ensure your daily actions align with your vision.
- Identify one immediate step to take toward your 5-year plan and schedule it this week.

Let's Make Your Next Move a *Positive* One!

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