

# BEING THE BEST VERSION OF YOURSELF



**KYLE SEYBOTH**

An Actionable Business Journal



Buyers, Sellers, Agents, Business Coaching Prospects  
call me with any and all questions at 508-726-3492.

A stylized, handwritten signature in black ink, consisting of a large loop followed by a series of connected strokes.

—Kyle Seyboth

# **Being the Best Version of Yourself (Book Excerpt)**

Live to Your Fullest Potential as a Real Estate Agent

**Kyle Seyboth**



**An Actionable Business Journal**

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## **Dedication**

I dedicate this book to the two people that matter most. Me for writing it and you for reading it.

# How to Read a THiNKaha® Book

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The AHAtat/THiNKaha series was crafted to deliver content the way humans process information in today's world: short, sweet, and to the point while delivering powerful, lasting impact.

The content is designed and presented in ways to appeal to visual, auditory, and kinesthetic personality types. Each section contains AHA messages, lines for notes, and a meme that summarizes that section. You should also scan the QR code or click on the link to watch a video of the author talking about that section.

This book is contextual in nature. The words won't change, but every time you read them, their meaning and your context will. Be ready, because you will experience your own AHA moments as you read. The AHA messages are designed to be stand-alone actionable messages that will help you think differently. Items to consider as you're reading include the following:

1. It should take less than an hour to read the first time. When you're reading, write one to three action items that resonate with you in the underlined areas.
2. Mark your calendar to read it again.
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4. Sprinkle credust on both the author and yourself by sharing the AHA messages from this book socially from the AHAtat platform <https://aha.pub/BestVersionOfYourself>.

After reading this THiNKaha book, marking your AHA messages, re-reading it, and marking more AHA messages, you'll begin to see how this book contextually applies to you. As we advocate for continuous, lifelong learning, this book will help you transform your AHAs into action items with tangible results.

Mitchell Levy, Global Credibility Expert  
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## **BOOK EXCERPT Table of Contents**

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## Introduction

The world has dramatically changed. Real estate agents who want to succeed and thrive need to adapt and learn to handle sales more effectively without losing their humanity.

As a salesperson, you must constantly bet on yourself, improve your skills, and hone your capabilities to have a lasting impact on your clients and colleagues.

You can realize your fullest potential as a human being and an exceptional REALTOR when you recognize who you are, what you are passionate about, and how open you are to feedback and mentoring as your journey progresses in becoming the best that you can be.

There's a great deal of wisdom in maintaining a can-do attitude and a positive approach to real estate sales, and you can apply these lessons to your everyday life. To be a successful REALTOR, you need to surround yourself with people who support and encourage you.

How can you transition from being an average agent to an exceptional REALTOR? Real estate agents who are coachable, hungry, and comfortable in their own skin are the ones who stay on top of their game.

It's also essential to establish credibility by presenting yourself as someone whom prospective homebuyers and sellers can know, like, and trust.

This book shares valuable insights and life lessons for new REALTORS and longtime agents (who are humble enough to admit that they need to up their game) on how to be trusted, as well as credible real estate agents committed to providing outstanding service to their clients. It also enlightens salespeople on the impact that they can have with their networks and circles of influence as they become the best versions of themselves that they can possibly be.

Becoming a successful salesperson takes time, effort, and energy. There will be sleepless nights, blood, sweat, and tears -- literally and figuratively. What's winning worth to you? #RealtorSuccess



**Kyle Seyboth**

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## Section I

### Introduction

Many real estate agents are full of themselves and think they know everything. Either they have become so complacent that they're fine with whatever stereotyped impression society has of them, or they are too lazy to work to get things done and get them right.

Knowing their purpose—why they're doing what they do—is a characteristic that any good REALTOR should possess. Once they establish this, they will better understand their prospects' needs and be able to serve them with credibility.

Selling should be done purposefully to help homebuyers and sellers achieve their goals. This means experiencing a paradigm shift—seeing things with a fresh perspective—in overcoming challenges and always presenting your best self to your prospects.

Are you ready to do what it takes to be a successful REALTOR? Learn what drives you, adapt to changes, and never settle for “just enough” as you constantly improve your trade.

Additionally, it is more fulfilling to do business when you're not only growing your own career but also genuinely helping other people—clients and colleagues—along the way.

This section provides the premise for the entire book: how Realtors can be the best versions of themselves by utilizing their strengths and capabilities—mental, emotional, and physical—as guiding principles toward success.



# 1

Achieving #RealtorSuccess is possible. You have all the capabilities to be successful, both in life and in business, within you.

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# 2

When you make the most of the talents and skills that you were blessed with, you can achieve #RealtorSuccess.

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# 3

Eagerness, coachability, attentiveness, and confidence in one's ability -- these are key factors to #RealtorSuccess.

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# 4

A good salesperson has both style and substance; it isn't just smoke and mirrors. #RealtorSuccess

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# 5

A good REALTOR is someone who understands and gets to know people. Putting this understanding into action will determine your success with clients. #RealtorSuccess

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# 6

Knowledge about sales and real estate comes easy. The key to success is putting it to good use. #RealtorSuccess

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# 7

Successful REALTORS are those who always have their clients' best interests at heart. #RealtorSuccess can be achieved when you use your abilities to help, understand, and meet people's needs.

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# 8

Too many salespeople try to fit clients into a one-size-fits-all formula. If you want to be a successful REALTOR, you need to know to avoid this pitfall. #RealtorSuccess

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## 9

Real estate is an asset, and as an agent, you're selling the asset, not just the property. What is the value proposition, and how does it benefit the client?

#RealtorSuccess

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## 10

Intuition is born out of experience. Paying attention keeps it finely tuned and gives you an edge in understanding what your clients really need.

#RealtorSuccess

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# 11

Is the service that you provide worth your clients' precious time and money? 10 out of 10 times, you want the answer to that question to be "yes." #RealtorSuccess

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# 12

"Laziness" is not a word that you'll find in an effective salesperson's dictionary. If you're serious about achieving #RealtorSuccess, do the work and commit to the hustle.

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# 13

Never settle for mediocrity. Like the greats in any sport, you must give your all to realize success.  
#RealtorSuccess

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# 14

A successful REALTOR knows that the ultimate reward of putting in hours of work lies in the fulfillment that comes from helping people. #RealtorSuccess

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# 15

Becoming a successful salesperson takes time, effort, and energy. There will be sleepless nights, blood, sweat, and tears -- literally and figuratively. What's winning worth to you? #RealtorSuccess

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## About the Author



**Kyle Seyboth**, a REALTOR for Century 21, is one of the most trusted and best-selling REALTORS in the Rhode Island area. He utilizes the latest technologies, market research, and business strategies to achieve and maintain success.

Kyle was the #1 REALTOR in the country for Keller Williams four times before accepting a new opportunity with Century 21 to become a multi-office regional broker while developing a coaching program exclusively designed to outline his methods for Century 21 agents across the nation.

His clients and colleagues know and love Kyle for his commitment, stellar reputation, and can-do attitude as an agent and mentor in the local residential and commercial real estate market.

Kyle was nominated as a Top 10 National Real Estate Producer by *The Wall Street Journal* and is consistently named as a top REALTOR nationwide, having sold 144 units with roughly \$16 million in sales in 2014 and reaching more than \$120 million for 509 units in 2018, all while setting new records year after year.

Kyle provides the right guidance and communication to homebuyers and sellers to make the buying and home-selling process as stress-free as possible.

He is a proud father of two beautiful girls, and he loves coaching their sports on the weekends.



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Set your goals and go after them. Your critics might even become your supporters when they witness your integrity and credibility. #RightPeople #RealtorSuccess

Understand your value and credibility. Know who and what you are. This will help you stay in your lane. #RealtorSuccess

#BeingCoachable means listening. When you listen, you learn and get a better understanding of the market and your clients. #RealtorSuccess

Achieving #RealtorSuccess is possible. You have all the capabilities to be successful, both in life and in business, within you.

Once you arrive at the peak of your career, your hunger and desire to be the best in your field will only increase your determination to stay number one. #RealtorSuccess



**Kyle Seyboth**, top 10 individual REALTOR in the country. The Owner and operator of Century 21 Limitless uses the latest technologies, market research, and business strategies to achieve and maintain success.

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