



# **HOW TO BE A SUCCESSFULL REAL ESTATE AGENT**

## **WITHOUT LOSING YOUR MIND?**

**Jan Píbil, PhD, MBA**

**A GUIDE TO REACHING YOUR GOAL AND BECOMING  
A SUCCESSFUL REAL ESTATE AGENT, WHILE  
ALSO ENJOYING ABUNDANCE AND HAVING TIME FOR YOUR FAMILY,  
HOBBIES, FRIENDS, SPORTS, TRAVEL, AND ALL  
THE BEAUTIFUL THINGS LIFE OFFERS.**

**DO YOU WANT TO KNOW HOW?**



**Book How to Be a Successful Real Estate Agent  
Without Losing Your Mind?**

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## A LITTLE ABOUT ME:



**I'm a visionary and a hard worker.**

**I was the first to do video tours of real estate in the Czech Republic and focused on what others weren't doing. I tried to keep up with the pace and address what clients wanted and required.**

I have been involved in the real estate industry for over 17 years, both as a real estate broker and as a manager and owner of a real estate agency. I am the founder and lecturer of VRK Academy, where I teach business skills and try to pass on my experience and knowledge of the real estate industry. I lead team and individual coaching and mentoring. I am also a tutor at LIGS University where I am in charge of the MBA and PhD Real Estate program.

I completed my master's and doctoral studies at LIGS University. I also studied coaching at the Czech Technical University, the School of Feng Shui and other courses and seminars focusing on both business courses and personal development courses. I am still trying to educate myself, work on myself and gain both theoretical and practical knowledge.

I have sold over 750 properties as a real estate agent and over 5,000 property sales and rentals with my team.

I'm a believer that you have to work hard and do your best to achieve your goal, but also have time for yourself, your surroundings and your hobbies and interests.

**Motto:**

**"Failure teaches us to be better and stronger. Those who want to succeed must persevere and not give up on their goal."**

**"Life is a matter of priorities."**

Jan Píbil, PhD, MBA



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## **PREFACE**

When I decided I wanted to be a real estate agent, I had no idea what the job entailed and what I would have to know to be a successful real estate agent.

I started at the age of 23, when the college told me that unfortunately, due to the large number of students, they would not give me a chance to take another exam and I would have to repeat my studies. I felt cheated and I quit my studies.

The world ended for me then, the world of justice. What I believed in - that everybody helps everybody, that truth would prevail, and that it was impossible.

Today I see it as a great positive, and as I say: everything in life has a meaning, and this was the meaning that I had to start working and doing part-time jobs. I had to learn to make money, to appreciate the value of money. I had a dream and I went for it.

If you want to do or do the work of a real estate agent and you feel it internally, you will make an excellent real estate agent. If you don't feel that way, I recommend that you do other work as you will never be as successful as you would like.

## INTRODUCTION

I've read dozens of books about successful people and businessmen, owners of big companies and multinational corporations. Guides on how to actually make millions in a few months.

You see them showing off their big houses, luxury cars, jewelry collections, all of which are very ephemeral and can be limited in time.

However, the road to this success is very long and difficult and you have to work hard and be persistent.

The really successful people usually started from scratch, they couldn't make it, they couldn't make it. They got to the top, then fell back down. They don't brag about houses and money and people admire them for what they can do and what they've done and how many people next to them are successful.

The really successful people stay true to themselves and live an "extraordinary ordinary life." I will explain this in later chapters. I would compare it to Eastern medicine. There, the motto is, the fewer patients a doctor has, the more a better doctor.

In the Western world, it's just the opposite. Here, doctors boast that they have thousands of patients. But if you think about it, in my opinion a successful doctor is the one who cures his patients and gives them instructions on how to live a healthy life. Then they need a doctor the moment they hurt themselves or something or something happens to them.

This is also true in business. A good salesman is one who has good references and sells people the item or service in good faith, and most importantly he must be a true professional in the field.

Again, I'll give you an example : I was constantly hounded by various financial advisors who offered investment programmes and how amazing it is and how much money you can make in investments. Has this happened to you too? I made an appointment with some of them and my first question after their presentation and demonstration of "cakes" was: "And how much do you make on these investments?" What do you think they said?

"Well...I'm just starting out and it must be a long time...well...not yet...because..." So I told everyone to show me specific numbers and the time it took them to achieve this, to come...No one came.

And that's how it is with education.

In later years, when I was writing my doctoral dissertation on education, I studied college concepts. The whole system would have to go through major changes, and then I think people would be more successful. They have to take courses and continue their education, which is good, of course, but the basics could be better, and I hope that in time it will come to that...

Fortunately, I found a college in my later years that made sense and gave me exactly what I needed and I'm happy to recommend it to others, but more on that later.

Anyway, that's my credo. If a financial advisor is going to give financial advice and investments, he should be successful in that field. He should have experience and show that he has. Then you'll be happy to invest the way he advises.

If I'm lecturing on business and economics, I should be successful in that field and then I can advise others.

This is also true in real estate. If you are going to be a true professional in this industry, then you'll be credible and you'll show from your experience that it is possible and the person in question will trust you to sell or buy the property in question. The road to this can be a short one or a long one. Which one you choose is up to you.



## CHAPTER 1

### WHAT DO I REALLY WANT TO ACCOMPLISH IN REAL ESTATE AND LIFE?

