



Exclusive Information from the Vinny Steo Home Selling Team



VINNY STEO

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FREE Consultation
410-793-1616

INSIDE:

Continuous Improvement

The Cycle of Change

Real Estate Investor Corner

Your Referrals Help the Kids!



CORE VALUE #5

Embrace Continuous Improvement

Welcome SPRING!

I couldn't think of anything better to bring you in this season's Inhouse than one of my favorite core values of our great real estate company. Embrace continuous improvement.

Picture for a moment what our world would look like if growth never occurred. In the simplest form of the word, that would be quite a sight. Babies as far as the eye could see and no one to help them grow into the person they were created to be. But what if we carried that same thought past the physicality of growing and viewed the process of growth that occurs in the mind? This growth has a much greater capacity in that it not only can shape the present, but more importantly, the future. The most powerful concept and idea that any person will ever adapt to is the concept of continuous improvement.

This concept is not merely an idea, but should be classified as a universal business principle that has incredible weight and power in our lives. A universal principle should be seen as a controlling factor in any outcome and the more it is known and understood, the more it can be leveraged for one's benefit.

Consider gravity. No matter what I believe about gravity, it is holding my feet to the ground right this second. If I don't know about, or choose not to believe in gravity, it is still holding my feet firmly to the ground. Some other principles and laws will allow me to counteract the effects of gravity.

Knowing and understanding these laws and principles will allow me to use these forces as an advantage as opposed to them becoming a hindrance or impediment in my life.

Author Jim Rohn has said that we are the average of the 5 people that we spend the most time with. Let's carry that further with the idea that you are the average of not just the 5 people, but of the 5 sources that you learn from.



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This is principle number one that I'd like you to connect with. Make a list of the 5 places or sources where you spend the most time and you will find that your thinking will not have the ability to go beyond those things. For most people in America, the list is pretty easy to compile... television, social media, movies, Internet games, magazines. More people can tell me who is married to Brad Pitt than could list the 3 major parts of any business that must exist for it to succeed or the top 3 things you can do to organize your day and minimize stress in your life. But we live each day wondering how is it that some people seem to have success and we seem to be stuck in a rut. If I told you that you could accomplish incredible things in the world, would you believe me? Why is it that many people feel that they are relegated to being average? Why do we end up feeling like just another person lost in the shuffle of life doing the same things every day, over and over and over again? At almost 50 years old, I have to wonder how many times I've brushed my teeth by now. Perhaps one of the greatest obstructions to stepping out of the ordinary and attempting to attain the extraordinary is the common opinion, that perhaps, I already know everything that I need to know. But imagine for a moment that this belief was eradicated from your mind. Picture waking up in the morning with the feeling that you did not know what you needed to know to survive the day. What would you do? How would your day, week, year, and life change? The problem is that once you believe you know everything, you can't learn anything. If you believe you know most of what you need to know to be successful, then you will seek to learn just a little bit.

Leaders are learners... to the extent they believe they need to. Spend a day with the most successful people in the world and you will see a stack of books on their nightstand by their bed... they are forever learning, a belief they only know what they know and need to learn more.

That leads us to the introduction of another universal business principle that will change your future.

The problems that have been created in our lives cannot be solved with the same thinking under which those problems began. New knowledge and information are necessary to effectively resolve those issues.

People tend to look at problems in life and business from one of two perspectives. The first is to throw our hands up in the air and bellow about the miserable hand that we've been dealt and to give in to the depression of our bad luck. The second is to understand that practically every issue that we face can be solved if we go on a mission to find the knowledge and information that will lead us to the solution.

I love what Richard DeVoss says about success. "The only thing that stands between a person and what they want from life is often merely the will to try it and the faith to believe that it is possible." What are you willing to believe about yourself and what are you willing to try to do to make it where you want to go? Most of us understand what wisdom is, but are we willing to choose to set aside the time necessary to attain it? Wisdom is defined as 'the body of knowledge and principles that develops within a specified society or period'. If I asked you if you wanted people to consider you to be wise, of course, the answer would be a resounding yes. So what is the path to attaining this wisdom? That is entirely up to you.

When my first business was failing, I threw my hands up and said "I just can't do it." My Dad said, "... **CAN'T never could because it never had a chance. If you believe you CAN'T, you are right. If you believe you CAN, you are also right.**" That would mark the last time in my life that I ever believed that I couldn't do something. My thought process became more positive.

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I came to believe that in every situation I may not currently know the solution to my problem, but all I need is new knowledge and information. If I am willing to pick up a book then I can attain that knowledge and move forward instead of remaining stuck in the same place for many years. I made a promise to myself that I would read and seek out knowledge and wisdom and the subjects were simply chosen from the issues that existed in my daily life. Psychology. Business. Marketing. Sales. Spirituality. Leadership. The capacity for your life is limitless when you decide to take control and choose what you will put into your mind and when you will do it. It is an impossibility to make this choice and for your life to stay the same. You will grow and attain the life that you will build with what you have chosen to put inside your mind.

When I decided to start learning to be the person that I desired to become, I developed a new desire for reading and surrounding myself with the people who could help me achieve what I wanted in life. One of the first books I read was *Think and Grow Rich* by Napoleon Hill which primed my mind to start thinking differently. I moved on to one of my favorite authors, Andy Stanley. In his book *Visioneering*, he details the idea of preparing for the success you would like to achieve even before any opportunity has presented itself.

One of my favorite quotes from Andy is, "Direction, not intention, determines your destination... You cannot get to California from the Midwest by going east unless you want to fly around the world." All of the best intentions will never get you to where you want to go in life. This is why many of us end up fighting what we feel is an uphill battle to achieve success and never fully find what we are looking for. How many people can you name who are highly successful in doing what you want to achieve? How many of those people are you around consistently that you learn from? "We don't rise to the level of our expectations, we fall to the level of our training."

Although frequently credited to a Navy Seal Commander, we can originally attribute this quote to the Greek lyrical poet, Archilochus.

What quotes do you have written on the walls of your office? How do you keep your mind focused on the right things? Who are the five people that you are spending time with and learning from? What are the five sources that you are choosing to draw from as the foundation for your future? Pick up a pen right now and start writing. Put in place the plan for your future by changing your current surroundings and situation. This is the only way to break the cycle that you have been stuck in for most of your life.

So how does the cycle of change begin?

First, it starts with changing your mindset. Decide to learn everything you can so that you can be the best at what you do. Fully internalize and believe what Jim Collins said, "Good is the Enemy of Great." That belief will prime your mind and set your intentions into action.

Second, make a plan. Set your schedule daily to include time for personal growth. Morning or evening doesn't matter. Just choose the time that you are most alert and ready to absorb something new.

Third, find people who are ahead of you on the path and walk with them in the same direction. Continuous improvement is not a fad or a passing trend. It is a way of life that you will implement to achieve the confidence and success that you've always wanted. Decide to start your journey today. I can guarantee that you will love the results.

Go Serve Big!!!



Vinny Steo, CEO/Broker

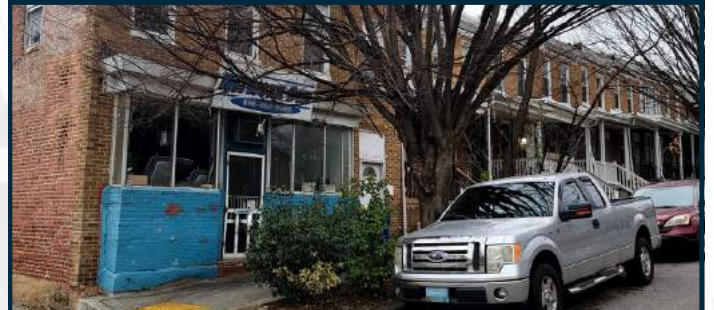
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Thank you!

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WHAT OUR CLIENTS HAVE TO SAY

Winning Stories



We met with Aaron, one of Vinny's agents; he shared with us the ins and outs of how they have become the top agency in Harford County. Once our home was on the market, we had several showings and received multiple offers. We accepted an offer; however, that buyer soon dropped out through no fault of ours or Aaron's. Aaron immediately reached out to one of the backup offers, and they were still interested. Within a few short hours, we were under contract again. The process and support from Aaron and the team were great. I am glad to have them get our home sold!

- Jack & Eileen R.



The team was able to connect me with vendors they use regularly to help get my home ready, and they were a huge help! We went on the market, and after a lot of showings, we were able to get an offer that was acceptable to accomplish my goals and include the 'as is' inspections I needed. Great job to the team and their marketing plan that helped me have as many buyers as possible see the home and help get the offer I wanted.

- Keith N.

Lauren McNamara and the whole team helped facilitate a smooth and stress-free purchase. The Home Hunter's service was extremely helpful in finding homes that suited my needs. My very first offer was accepted despite the property being off-market! Lauren negotiated over \$12,000 off the purchase price and a 1-year home warranty paid for by the seller for my new home! This team has gone above and beyond to make sure I am fully informed and making sure I'm getting good value on the home and am not overpaying.

- Robin J.



Aaron, one of Vinny's associates, met with me and my brother and gave us insight into how they utilize many different marketing campaigns and unique buyer incentives to get homes sold. This gave me the confidence to move forward, and I'm glad we did. Over 25 families came to the open house, and multiple offers came in with just 3 days on the market. I was shocked and amazed when Aaron presented an offer that was \$85,000 over our asking price.

- Linda F.

YOU ALWAYS HAVE THE BEST OFFERS WITH YOUR HOME SOLD GUARANTEED REALTY - VINNY STEO

CALL 410-793-1616



INSTANT CASH OFFER!

With our Cash Offer program, you bypass all the traditional ways of selling your home. You won't have to prepare your home to be sold and you won't have to do any showings. All you have to do is fill out the appropriate paperwork, take a few photos of your home, and we will submit the offer on your home. We will then present you with a cash offer which you may accept immediately! The best part is you get to decide when to close and when to move.



TRADITIONAL OFFER!

You will receive offers from our powerful homebuyer programs. These exclusive programs drive high demand from homebuyers who are looking for a home to live in and call it their own. This type of offer is the highest magnitude when it comes to a timing and price. Most often, our programs generate offers over asking price and deliver top dollar to their homesellers.



GUARANTEE OFFER!

If you choose to sell your home traditionally, our guarantee is there in the unlikely event that your home does not sell to one of our buyers within the agreed-upon timeframe. In that case, we will buy your home for the upfront guaranteed sale price we set together. Also, you're doubly protected because if you receive an offer on your home that is higher than the guaranteed sale price, you get the higher offer. Think of this as a risk-free insurance policy.



100% ASKING PRICE!

You never have to worry about leaving money on the table. Our team will pay you the difference if the buyer is not willing to give you your asking price. This excellent guarantee is in writing and agreed upon between you, the home seller, and Vinny Steo. There is no better security in the industry to protect your asking price when selling your home. Your asset is always protected with our 100% Asking Price Guarantee!

*6 Big
Reasons*

TO CALL VINNY STEO TO SELL YOUR HOME!

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Your Home will Sell for \$15,000 More*

We sell our clients' homes for an average of 4.1% more money when compared to the average area agent. On a \$365,000 home, that's an extra \$15,000 more in your pocket.

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YOUR REFERRALS HELP THE KIDS!



As you may have heard, **Johns Hopkins Children's Center** is front and center in the fight against nasty diseases that destroy or cut short the lives of children. We are thankful to have such a wonderful facility close by, doing such great work to help heal and save young people. So even as we are eager to enjoy life, others are simply hoping they can be here to live it. This is why we here at Your Home Sold Guaranteed Realty have resolved to do what we can to help. For homes we sell this year, we are donating a portion of our income to Johns Hopkins Children's Center. Our goal is to raise another \$25,000 to help them in their quest to heal, save, cure, and comfort children under their care.

This is Where You Can Help!

Who do you know considering making a move that you could refer to my award-winning real estate sales team? For anyone considering a move that we help, you can rest assured that not only will they get the award-winning service we are known for, but that a portion of the income we receive from the transaction will go toward a very worthy cause.

I want to make it easy for you to refer your friends, neighbors, associates, or family members considering making a move. That's why I have enclosed a couple of business cards in this newsletter. Of course, you can always call me direct as well at [410-793-1616](tel:410-793-1616).

You and your referrals mean more than ever to my team and I. As we move forward in this new season, please know we are extremely thankful for you and your referral being a special part of our business.

With all my appreciation,

Vinny Steo

Your Home Sold Guaranteed Realty - Vinny Steo

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