

"The Real Estate Manifesto"

By: Greg Luther

Can 20 Pages Transform Your Financial Destiny?

Imagine sitting down for 30 minutes here and reading this manifesto, then immediately changing the outcome of your real estate career, the number of homes you sell and your total net worth.

I would be reluctant to make that claim but after over a quarter of a century of me changing the actions of real estate agents, that's what we've seen happen over and over. The success of the real estate agents we've helped is a matter of public record.

This real estate manifesto will create more success stories too. You have a copy yourself, so congrats on that. But you'll need to put it to use for profit.

So print this report, find a good chair and let's spend a few minutes working on your business to create a meaningful impact.

The Middle-Class Real Estate Agent Went Extinct

The so-called "average" real estate agent never earned a very good net income, but that hearty middle has been gutted from our industry.

Agents these days are either earning a fortune, or they are struggling, in desperate need of their next closing.

January of 2025 marked the largest walk-out we've ever seen from the real estate profession. It's certainly understandable. After the real estate freeze, higher mortgage rates and the disaster that was created from the NAR lawsuit, it became too much to bear for a huge percentage of agents.

Public perception was at an all-time low and it was up to each individual agent to figure out how to save their own tail when it comes to the perception of the people they work with.

For those that survived the 2025 gutting of the industry, it's the scenario they've always dreamed of. A huge percentage of licensees give up, combined with years of pent-up demand from buyers and sellers that have been abstaining from the market for far too long.

The opportunity to grow your real estate business and increase your income is bigger than ever before.

Sadly, most agents won't make the changes needed for immediate profit.

But think about how silly it is to know that ALL agents are getting either A's and B's, or they are getting D's and F's, yet the bottom level is trying to make incremental changes to get them up to a C grade. In reality, when they realize C doesn't exist in real estate anymore, they'll instead make exponential changes to get to the A's and B's.

The Hard Truth Most Agents Won't Recognize

I've proven for decades that it's much easier to increase an agent's income by \$300,000 than it is to increase it by \$30,000.

Read that again.

Think about it for a moment. For countless numbers of agents, they are trying all sorts of random and sporadic tactics, buying "programs" for \$79.00 and sitting on webinars every day hoping for incremental changes.

For some reason, agents believe their business will increase in a staircase fashion, slowly growing one step at a time. Though they've seen that this NEVER happens, for some reason they keep trying.

Those getting D's and F's on their overall business model consistently ask how much something costs, rather than how much it earns.

The truth is, if something is going to make you \$300,000 or more in commissions, a price of \$75,000 or less is what you'd classify as "less than a referral fee". So when you see something where the investment is only a few thousand dollars, you need to ask yourself how much you can earn with it. More importantly, what has to happen for you to not LOSE money on this investment?

With that in mind, some agents still plug along daily, looking for little adjustments and hoping to see little results. They never go big. They are trying to eek out an additional \$30,000 for the year.

If you weigh 320 pounds, you don't need something that will cause you to lose 10 pounds. Nobody notices, including you. And your knees and back are still going to fail after you live that miserable life.

The same is true for your real estate business if you aren't yet earning the income you deserve. Little adjustments won't make a difference. It just keeps you in struggle and survival mode.

We just need to create a completely different approach. Not minor adjustments.

It's far easier to leapfrog to a monstrously successful and profitable real estate business by creating massive change to your daily actions.

You Are Already A Great Agent...But

Most agents realize that they are actually very good at what they do.

You care about your client's best interest; you fight hard for them and you always do the right thing.

Your morals and ethics always come first, and you feel great when you help a buyer or seller to experience their dream of homeownership.

Your problem is, you aren't helping enough people and you aren't doing so on a consistent basis.

You don't need to become a better agent...You need to become a better marketer.

When you get in front of someone, you do great. But you don't get in front of enough prospects. You definitely don't need to get better as an agent.

The Most Valuable Report You'll Ever Own

I'm known as the No B.S. Real Estate Coach for a reason. I don't sugarcoat the truth, and I don't care how you "feel" about the advice I give.

You'll get the raw, naked truth from me with specific advice on what to do to get results as a real estate agent. Oftentimes, that includes telling you what not to do. Sometimes that truth hurts people's feelings.

I see agents doing lots of stupid things, personally and professionally. And once I point that out to them and they see it as an outsider looking in, they make changes and they see results.

You will get results too, if you are coachable and you want the sage advice you truly need.



Who Is Greg Luther And Why Should You Listen To Him?

The real estate market changes consistently. I got licensed in the 1900's (that's what the college kids call it) and became a top agent in my area, then state, then US within 4 years. I then started teaching other agents how to fix their business and earn more income. That's what I've done for over 25 years now.

A quarter of a decade, working with over 35,000 agents at all different levels.

Most agents come to me and they are saddled with debt, IRS problems, inconsistent numbers of closings and a burning desire to repair their business.

An uncountable number of those agents saw huge turn-arounds and several have become certified multi-millionaires, walking across our stage at our annual event, telling their story about how they paid all of their debts down to zero, settled with the IRS, started acquiring assets and retirement accounts and finally feel SECURE and CONFIDENT as a real estate agent.

My hope is to do the same for you.

The truth is, this career called "real estate agent" is under attack. After all the NAR lawsuits and the smear campaigns against agents that was spread all over the internet and social media, agents didn't feel very good about themselves.

Attorneys were mailing out postcards to all of your past clients, calling them "victims" and saying if they paid an agent, they are entitled to compensation because all real estate agents conspired against them.

All of the agents that follow me are encouraged to put their head down and press forward, communicating at a MUCH higher level with your sphere of influence and the people on your list.

Every one of our members and followers was taught how to create educational and helpful content that would assist buyers and sellers in understanding the changes, the reality of what's going on and most importantly, the guidance they need to move forward with their real estate goals.

We found that their business grew. Those changes and the public perception caused most agents to freeze in place. But for many of our agents, especially those in our Inner Circle Coaching, they experienced a new record year for themselves.

Let's Build Your Business

What you are holding in your hands is coming after over 25 years of intensive research with tens of thousands of real estate agents.

The market changes, the approaches change and there's always a concern of the next greatest website or app trying to take over the job called real estate.

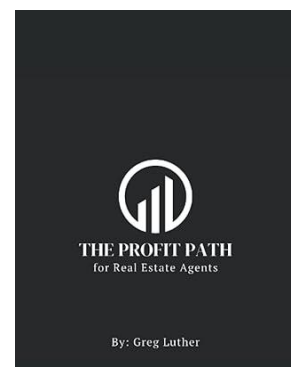
It's all bullshit. For almost 20 years now, I've been hearing Zillow is immediately taking over the real estate world and agents will no longer be needed.

It's been basically two decades and all I've seen is them earning 100% of their money from real estate agents, selling to all of them, then when they run out of agents, they change their approach or program to sell to the same people again.

I don't know, maybe I'm wrong about them. But that's what I've seen.

Kind of hard to get rid of real estate agents if all of your income is taken from real estate agents.

If you've bought my books and read them (just look up Greg Luther on Amazon) you've seen the true **Profit Path for Real Estate Agents**. While that book talks about my life story and what real estate sales did for me, it also talks about the struggles of real estate and what I did to overcome adversity.



Most of my success, your success and thousands of other agents' success will come from a clear understanding of marketing. The truth is, this business isn't won by being a great agent and caring about your client. You are good and you certainly care about your people. The problem is, you don't have enough people to help.

That's where marketing comes in. If you can create a marketing campaign that starts with free approaches, generates big revenue and allows you to really go big, I believe you can earn anything you want in this business.

You should be clear that you are an independent contractor. It's not a broker's job to teach you or to supply you with what you need or even to train you other than being legal and compliant. I don't care what your opinion is on that. It's not their job. It's yours. You own your business and you are the CEO.

Switch to as many different brokerages as you want. That doesn't work. Tens of thousands of agents nationwide have shown us that it just creates the illusion of movement.

Now you may get an extra closing or two, but you will never create a real turn-around. Only YOU can make that happen for yourself, seeking out the marketing knowledge that you need.

Don't Confuse Media With Message

The first problem for most agents is that they believe a media is the thing that will cause them to win or lose.

Saying something like "postcards don't work" is absolute ignorance. Maybe take a look at the message on that postcard to see what the problem is.

As a matter of fact, if you spend five million dollars to run that message as a Super Bowl ad, hundreds of millions of people will see that message and they still don't want the stupid offer you have on your postcard.

So maybe address the real issue. That message won't work on a postcard, on a billboard, on a radio ad or a YouTube video or even a TikTok with you mastering the latest dance to look like an idiot online in an effort to garner attention.

The problem is the message, not the media.

Then you have agents buying leads from various sources and saying silly things like “the leads are no good”.

Let’s make sure we understand that these are buyers and sellers that are shopping for homes online. They are so motivated that they are leaving their contact information about buying and selling homes.

Just because they don’t want what you offer, doesn’t make them weak leads. Maybe it’s the message?

If you remember back in the day when there used to be Singles Bars, you could go there to have a few drinks and mingle with dozens of people you may be interested in. If I am a man and I go there to see dozens of women that each spent 2 hours getting ready, getting their makeup perfect, changing their clothes 3 times to find something that looks great on them, then finally coming to that location, I’d be an idiot to walk through there, get rejected by every one of them then say the women aren’t serious about meeting a man.

No dummy, your breath stinks and you have no idea how to create a conversation. That’s why none of them want you. Trust me, they’ll get with someone.

Blame the leads all you want.

Agents struggle because they offer things that the buyer or seller don’t have any interest in. No matter how badly you think they need it, or you think you can help them, they’d rather do it themselves than deal with you.

- I can represent your best interest.
- I am a good negotiator.
- I can make sure you don’t get in legal trouble.
- I can handle all of the complicated things needed in a transaction.
- I answer my phone.

All those things may sound great to an industry pro, but it sounds horrible to the general public. Don’t believe me? Offer it to them and watch them run away.

Fix your message and you'll quickly see that there are plenty of clients in your marketplace and you can easily attract them because the competing agents in town are offering silly offers too.

You can instantly attract more than your fair share of clients.

The Internet Is Your Tool, Not Your Enemy

You found me from the internet.

You gain knowledge from the internet.

You run searches on the internet and your prospects do too.

I will assure you that you aren't being replaced by the internet.

Quite the contrary, you can earn more money than you ever imagined because of it being available to you.

But be clear, there's only two types of people when it comes to the internet. Creators and consumers.

Ooooooh, you better read that again.

Which one are you?

Wanna fix your business? That's the key right there.

By the way, I am not educating you or communicating with you right now using video. So don't give me some crap about you not knowing how to do video.

I'm communicating with you without video.

Do you know how to type?

Yes you should do video too but you don't have to.

But let's pretend I can get you to do video for a moment.

Let me guess...

If I said to do a video, your first question would be "how long should it be?"

If I said to create a report, you'd ask "how long should it be?"

When I tell you the truth... like the best videos are 30 to 50 minutes and the best reports, emails, sales letters or other printed material is 12 to 17 pages, you'd say "Isn't that too long? Nobody is going to read that".

Your belief is that nobody will watch anything more than two minutes and nobody will read anything more than one page.

Oh yeah?

What page are you on right now?

And we are just getting started here baby!!!

I think maybe you've listened to the wrong people for far too long.

He Who Builds The Biggest List, Wins

When you understand marketing, you realize that a lot of the things you've heard over the years are actually true, but you simply didn't understand what it meant.

As an example, we are in the "people" business and we are in the communication business and we need to make lots of friends and the agents with the largest sphere of influence always sell the most houses. Yada, yada, yada.

Yep... that's all true. Let's call them followers.

By the way, I'm glad you are following me. I'm glad I'm giving you helpful and educational advice. I'm glad that every time you consume content from me, you feel closer to me, like you know me more and you trust me more.

Is that what your prospects say about you? Or are you talking to people cold?

It's a far cry easier for a real estate agent to create followers than it is for someone like me that educates on a national level.

Think about how many things you can "educate and entertain" on when it comes to real estate.

If I joined your email list, I'm sure I'd learn about the funniest thing a buyer ever asked of you... Right?

Obviously, I'd get to see your YouTube video of what you believe to be the best area in town and your favorite restaurant and where you always tell people they have to go at least one time to experience it.

I'm sure you have a video, recording with your phone out the passenger window of a car showing me your favorite golf course community in your marketplace and why you like it.

I'm anxious to see your thoughts about the new build community and I'm sure you've got a few tips on the difference between luxury housing and typical, average priced homes.

What's the name of that community you always recommend for first time buyers again? What's unique about it?

I can't wait to learn all that you are teaching and I bet you put out new reports, emails, videos and more on a weekly basis.

Combining that with the fact that I am riveted to my chair each month when I check the mail and I get your monthly newsletter, it will almost feel like we are best friends even if I've never met you.



How do I opt-in with you so I can gain all that knowledge from you?

Oh wait...That's not what you are doing?

Ok, what are you doing? Buying contact info for prospects and asking if they'd like an agent to help them?

Huh?

Don't tell me you ask them if they'd like you to email them the homes that Zillow emails them?

Really?

Your job is to build a following. In my world, we call that your Universe.

It's absolutely anyone you get contact info for, and you then provide helpful, educational based content as often as you can, using multiple types of media.

You don't have to type, you don't have to do video, you don't have to mail, you don't have to text, you don't have to call and you don't have to retarget them on Facebook.

But damn it, do something. Maybe do 2 things, or even 3 if you are feeling froggy.

Do something.

What happens is once you start creating content, it feels silly to write a whole educational based email and send it to only 23 people. So you then start thinking about getting more people to opt in with you.

That becomes 100 people in your local market. Then it's 350. Then you start getting hundreds of followers on Facebook and YouTube.

Then something you create gets forwarded to others and you grab another 500 people.

Next thing you know, you are the real estate kingpin in your area, simply because you are now sharing your knowledge and helpful info to more people in town than any other agent is.

But you have to start by creating something helpful for those first 23 people.

I give a whole slew of ideas and topics to our Inner Circle Coaching members, so they absolutely never run out of ideas.

Oh, by the way...that works even if you are 83 years old this year. Your age doesn't matter.

Frankly, it would work better than someone trying to do it as a kid in their 30's or 40's.



REST STOP: Don't get yourself overwhelmed here.

We are starting to talk about "work" and some NEW things for you so this is where you'll shut down.

Don't feel like it's hard to write an email or to create a report or to click record on your smartphone.

You'll sabotage your own success here.

You always have the option of going back to what you've been doing and getting the results you've been getting.

You can stop reading here if that's the case.

You just wasted all your time reading this and didn't commit to making changes to improve your income. That's an option for you.

Or, you can make those changes. That's what I want you to do. I want you to succeed.

So stick this out.

You can do it in a clunky and uncomfortable way until you get good at it. And you can make a lot more money.

So let's focus on making that happen.

You have to get uncomfortable to get rich. Do new things and try new stuff.

Most importantly, start talking to your list and building it as big as possible, adding at least a couple of new opt-ins every single day.

I teach this stuff all the time. If for some reason you aren't getting email invitations to all of our free agents trainings, you can go to www.GregsPriorityList.com and you will be able to enter your email address to get notifications on upcoming events you can watch.

I teach this kind of stuff consistently. But you have to participate.

When you see how easy these frameworks are to copy, you'll be able to start attracting a lot more clients locally and you can create a boatload of closings for yourself.

As the saying goes... show me your database and how well you communicate with it, and I can guess your annual income.

For most agents, this is their Achilles Heel. It's the reason they feel like they are always chasing their next prospect and begging to convert someone.

For those that start building their audience and cultivating it properly, I've seen those businesses go from \$40,000 and \$60,000 per year to 8X and 10X those numbers, sometimes reaching even \$700,000 per year and more.

How fast do you see measurable results? Tomorrow.

Your list grows every single day that you are alive. Just like mine does.

And that means that every single year you are selling real estate is more profitable than the last.

I'm serious when I tell you that your list builds bigger every day of your life.

Go ahead and look at my Facebook page or YouTube channel. Write down how many people are on my list.

I'll guarantee you it will be more tomorrow.

You should be doing exactly the same thing, even in the offline approach with your database.

Coupling that consistent growth with all you'll do to generate consistent referrals and you can imagine what happens to your business then.

It's the snowball effect.

After all, you get a lot more referrals if you quintuple the number of clients you have in the first place.

Five times the clients is five times the referrals.

How To Make It Happen For Yourself, NOW

As with anything else in life, the key is consistency.

But starting today is crucial.

You have to continuously learn and continuously implement.

You can't do one of those tasks but ignore the other. Both are mandatory.

#1 Continuously learn. #2 Continuously implement.

We are in the real estate business which means we are in the people business but more importantly...the attention business.

Your income will be in direct proportion to the amount of attention you can get in your marketplace.

Your competition is not “other agents.” Your competition is obscurity.

The problem is that you are a really good agent and not enough people know about you.

I always knew I was one of the best real estate coaches on the planet but not a lot of agents had heard of Greg Luther in the beginning. 25 years ago, I was new and unknown.

Over the course of years and years, I had to show the results of my students and continuously grow my list. Every single day got bigger than the next and with every successful agent that joined my Inner Circle Coaching, it created a bigger splash in the market because I could show how well they were doing.

You should do the same for local buyers and sellers within your marketplace. Show off your successful clients. It's so easy to press record on your phone at the final walkthrough.

Capture that excitement and anticipation. Let them talk about how wonderful the process was and how safe they felt with you. Talk about anything specific to that transaction.

But the key is to understand that video does no good sitting in your phone. It needs to get out to the world so that more people want to learn from you, follow you and gain the knowledge needed for them to move forward.

Where The Rubber Meets The Road

I teach lots of tactics and strategies that can get an agent some immediate closings.

It's not uncommon for us to get a couple of new clients attracted and in-contract during the very first month an agent is a member with me. But again, the key is consistency.

Anyone can generate a few closings. But generating a few closings consistently requires systems and processes.

You need to start thinking about the individual niches you want to work with and how you can have consistent and exclusive messages going to them on a regular basis.

It's never been this easy and it's never been this cheap to make it happen. Remember, the internet world has made our life SO much better when used correctly.

You are a creator, not a consumer.

As long as you get my emails and you actually participate in the trainings I provide, you'll get plenty of content to help you along this path. If you don't get my emails, you can get them started at www.GregsPriorityList.com and you can turn them off at any time.

That's how you'll get invitations to free training calls and examples.

Most generally, I'll offer advance coaching or training for a fee which will help you tremendously to eliminate the learning curve and give you tools and direction to make money faster.

But ultimately, you are the CEO of your business and you get to decide how fast you want to scale your business up, how much money you want to earn and how you will increase the percentage chance of that happening.

I'll assure you that "waiting for a better time" will put your chances near 0%.

You have to make a decision that you are going to improve your business and you are going to start today.

Getting direction and instruction will not only shorten the learning curve, but will completely erase it so that you can get right to making money immediately.

There are several easy-to-implement approaches that can get you in front of clients in under 48 hours so stop wasting your time thinking that “time” will change things.

You don’t need a better market or lower home prices or lower mortgage rates or more motivated clients or any of that crap.

Deals are closing all around you every day. They are just using other agents instead of you. And truth be told? Many of those agents suck.

So we need to start getting you some attention immediately.

I’d recommend you at least subscribe to our YouTube Channel and Facebook page because both are free and have THOUSANDS of helpful tips, videos and examples.

You’ll find both by going there and simply searching Greg Luther Coaching.

But again, not only do you need to subscribe, but you must participate and you must implement.

Kind of explains why people buy an exercise machine but they keep getting fatter and it keeps getting dustier. Gotta use that thing.

I want to be extremely clear with you here. If you are going to fix your real estate business and earn more money as a real estate agent, it happens immediately. It does not happen over time.

You get instant results or you don’t survive. It’s that simple. Good effort creates good results.

There’s no way you can believe that using all of the free marketing approaches just skips past the hundreds of people buying this month but in 3 or 4 months, the next group of buyers and sellers will actually respond.

If the fish is hungry and swimming by your bait, they either bite or they don’t. You aren’t going to find that the fish keep eating elsewhere, then after a few months they agree to bite your bait.

Fix your damn business right now. Stop bullshitting yourself and be careful with the things you tell yourself because you believe you. That self-talk matters.

The rubber meets the road where you are ready to take action. Not a moment before then. So let's get started.



Online Vs. Offline Approaches

The fastest and easiest approach to generate immediate business will come from the internet.

Social media works great if you utilize it for advertising purposes, not for social purposes.

I don't post anything personal at all. As a matter of fact, if you look at my personal page on Facebook, I have zero followers and zero posts. I've never even looked at it myself.

I use my business page to post ads and to create a following through business information.

You should do the same. You can start for free and can scale up to generate revenue, then invest bigger.

You'd be surprised how quickly a brand-new YouTube page can take off in a local market as well.

Posting helpful videos is always a great way to get people's interest and attention.

Within our Greg Luther Coaching approach, we show agents how to use faceless videos to generate new clients.

A faceless video is just an audio sales presentation, but it has “B Roll” generic video footage to keep their interest and keep them engaged while they listen to the sales message.

This is great for those that aren’t comfortable being on video but want to give presentations to buyers and sellers in an effort to get them to want to work with you.

If you are within our community, you’ve heard from countless agents that have used these videos we’ve made for them and they’ve generated consistent clients on a regular basis.

Also, it’s free to post those things on YouTube.

Then you can text that link or email that link to anyone that you think would want to watch it.

It’s a great conversion tool for old leads that you never spoke with or random contacts that you get, showing they are interested in buying or selling.

Offline is a profitable approach too.

That may be postcards or sales letters or any other type of print media.

The Covid Pandemic brought QR Codes to the mainstream marketing world and now everyone scans a code to watch whatever you are sending them to.

You can do that without even having a website!

The Cold Hard Truth

I think we are close enough that I can tell you the truth now...

It doesn’t really matter if you agree with the coming statement or not. It’s true.

I’ve coached tens of thousands of agents and I’ve been involved with brokerages all over the country. I’ve seen top producers and those that are struggling. I’ve seen veteran agents and those that were just licensed yesterday. I’ve worked with agents on teams and the lone wolf and I’ve had agents with large, major brokerages and others with a mom and pop.

Here's the truth...

Your income won't increase unless your expenses increase.

Read it again. Highlight it. Cut it out and frame it.

This is the one key factor that you'll find every reason in the world not to believe, then as each month...then each year goes by, you'll realize it's true.

Go fix your business.

Get the data you need, the direction and focus and most importantly, the coaching, systems and processes that can make it happen.

I don't care if you hire someone, you bring them on as a partner, you get a consultant that works for equity or you find some sort of trade for services. Maybe you go get a loan for business or a lottery ticket that wins and gives you the resources required to get the resources you need.

But do something. Make it happen right now.

There's danger in you putting this down and going back to the same approach you've been using.

That will allow you to blame it on outside sources and think that it will get better when the market changes or the President of The United States changes or NAR gets their poop in a group or whatever.

Ain't gonna happen Bubba. Your business will change when you understand it's your responsibility and it can happen TODAY if you decide to make it happen.

You have to control what goes into your mind and what you focus on.

Tell your spouse to stop asking you how your day was. Change that question to "what was the best part of your day?".

These little changes will get you on a more positive focus and mindset and you'll start taking the actions needed to succeed.

Flood your mind with good ideas, good people and good intentions. This business is truly a head game because if you don't have your head in it, you'll never take the actions required to win.

There's no such thing as thinking to grow rich. You can't just "will" it into existence. But thinking correctly will allow you to ACT correctly which does in fact create riches.

Don't depend on dumb luck or market changes for your business to improve. You are a real estate salesperson. People ALWAYS need a place to live. If the economy is really good, people are selling to buy bigger. If the economy is really bad, people are selling to buy smaller.

Figure out where you fit in and then start hustling.

Get involved with a community that can help you to find yourself and find your calling inside the real estate world.

If you subscribed to our email notifications at www.GregsPriorityList.com and you checked us out at www.GregLutherCoaching.com you can simply watch your email for future info from us.

I want you to succeed but the bad news is that won't happen unless you take MASSIVE and DECISIVE action.

You need a mentor that has the ability to get you where you want to be, but also will call you out on your BS and doesn't accept your excuses. That's how you win.

When the student is ready....