

Al Ring

Century 21 Joe Guy Hagan Realtors

Golden Pacer

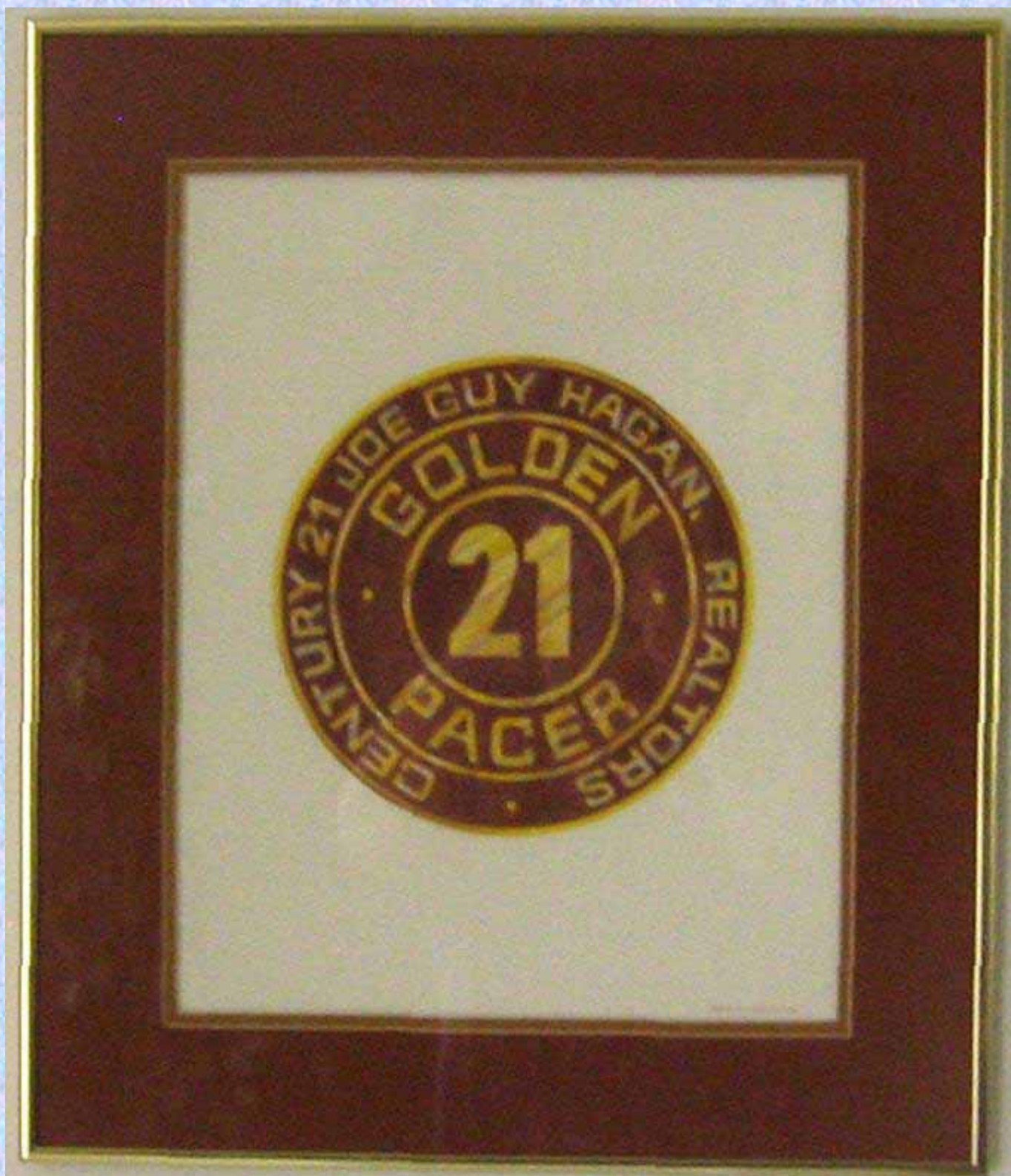
1986 to 1988

119 Hurstbourne Lane, Suite 201
Louisville, KY 40222

By Al Ring, 2007

October & November 1986 I taught the first class of Golden Pacer. This was a course I spent about 6 months writing, perfecting and just plain getting ready. It was an eight week, comprehensive, work-oriented, habit-forming and result-producing training program. A lot of ra ra, cheers, we wrote our own song, had to sign pledges, do homework, make calls, etc. The first class was at Breckenridge Inn Hotel, with well over 120 attending. They had hats, T shirts, flags and all the extras including a special lapel pin when they graduated. I designed the whole program. (Note, I borrowed, stole, and anything else you want to call it from every sales class I or anyone else I had ever attended. I took what I felt were the best parts that would work in our area and built the program.)

I was real sic the first day, but had to put on a dynamic performance for 3 hours. It went ok but was not up to snuff. However each week got better, and over all the class was a smashing success. I taught this 3 more times while with the company. Marian Harrell worked with me on this program and I will forever be indebted to her. Part of the program was to get them to make changes, be tough, take charge, etc. so I constantly referred to General Patton and gave his famous speech at the end on one of the courses. Of course, the subject was changed to real estate instead of war. This and the computer class I taught are two of the best teaching endeavors that I have been involved with. I can truly say I loved teaching, seeing the spark in the eye when someone caught on and seeing agents succeed.



Present to me from one of the classes



WORKING TOGETHER

Your Career Is As
Good As . . .

GOLD



Won't you come
Join us . . .

Al Ring
Marion Harrell

Joe Guy Hagan &
his entire Leadership
Team pledge to the
Associate:

To offer the finest
training program
possible, in the most
appropriate physical/
positive environment.

Each Leadership Team
member will work hand
in hand with other
managers and all
associates to facilitate
this program.

With the combined
effort of the Leadership
Team and the
Associates, we will all
benefit and obtain
our GOALS.



Joe Guy Hagan,
Realtors

Proudly Presents

GOLDEN PACER

Training Program

Put Number 1 to work
for you.

A PACER IS ONE WHO:

- takes the lead
- sets an example
- controls his destiny
- sets the trend
- is a mover and a doer
- achieves his own success
- followers look to for guidance
- shines golden as a pace setter

THE OBJECTIVE:

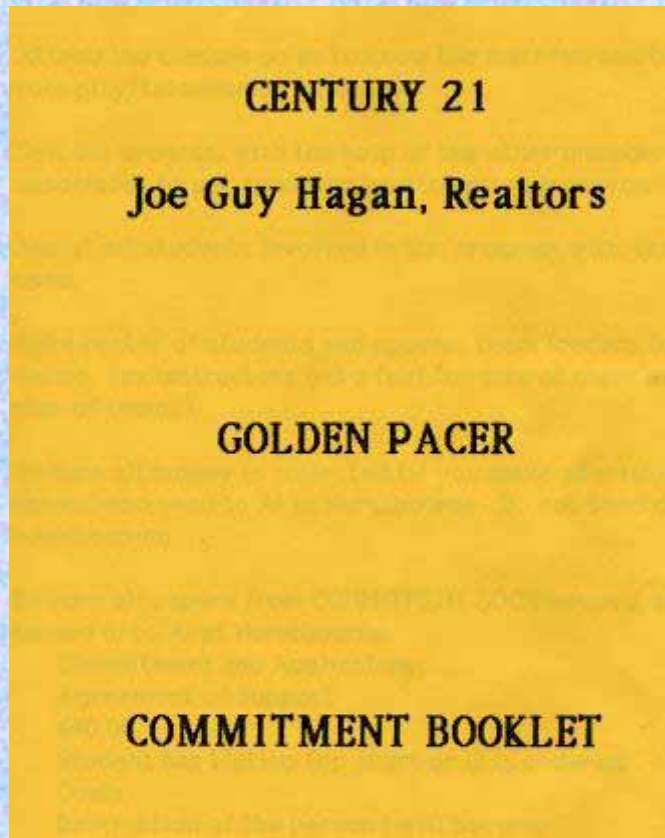
**TO BECOME A-
LISTING COMPANY
LISTING ASSOCIATE**

This will be an eight week, comprehensive, work-oriented, habit-forming and result producing training program. It is designed to develop the skills necessary to become a top producer in the Real Estate industry.

During this eight week training program, the associate will be required to devote 110% effort in prospecting and attending listing and showing appointments. The GOLDEN PACER will be expected to maintain a high degree of enthusiasm and effort during the eight week period, as well as attend office meetings and tours.

With completion, the associate will have confidence & be skilled in:

- Being a listing agent!!!
- 6 major & many minor Prospecting techniques
- Mastering the telephone
- Handling objections
- Handling ad calls
- Time management
- Obtaining 6 month saleable listings in one stop using a professional listing presentation
- Will have made their own--
 - Goals and affirmations
 - Objection handling tech.
 - Client Qualifier questions
 - Marketing plan
 - Personal Brochure
 - Listing folders
 - Presentation book
 - Personal resume
 - Professional CMA cover
 - Master Action Plan
 - Positive attitude
- And much more!!!!



OPEN LETTER TO ASSOCIATES

We certainly are glad that you are considering the Golden Pacer training program. A tremendous amount of time has gone in to the writing and preparation of this training program to make it the finest in the country. Because of this and the commitment it will take from you, we would like to mention a few things right up front.

This is an eight week, **COMPREHENSIVE, WORK-ORIENTED** habit-forming and **RESULT-producing** training program.

There are many things that you will be committing to do and try, and there are no excuses, you will be expected to do them.

Your objective should be to become a listing agent with the know-how to prospect in the fastest and best ways. One of these being the telephone, which you will be expected to use almost every day during the eight week course. You also should want to make a lot of money with this course helping you obtain the means to do that.

As instructors of this program and managers, we pledge to you to offer the finest training program possible. We will work hard and hand in hand with you to help you make it through this program.

We certainly hope your decision is to join the Golden Pacer training program and become one of us. If you're still interested please read on and get with your manager.

Thank you,

*Al Ring
Marian Harrell*

**COMMITMENT and APPLICATION for the
"JOE GUY HAGAN GOLDEN PACER" PROGRAM**

- | | | |
|--|-----|----|
| 1. I have completed Career Development training. | yes | no |
| 2. I understand that I will take no other major training program while attending Golden Pacer. | yes | no |
| 3. I am full time in real estate and agree to work a minimum of 5 1/2 days a week during the program. | yes | no |
| 4. I agree to participate 110% in the program. This includes completing all assignments, and making all the phone calls as directed by instructors. | yes | no |
| 5. I agree to apply the techniques taught in the program and not share these techniques with others outside of the program until completion. | yes | no |
| 6. I understand that failure to attend, arriving late, and failure to complete assignment or make phone calls will earn me strikes, as follows:

Failure to attend.....2 strikes
Arriving late.....1 strike
Incomplete assignment...1 strike
Not making phone calls...1 strike
Being negative.....1 strike | | |
| I understand that "3 strikes and I'm out of the program" with no reimbursement of expenses. | yes | no |
| 7. I agree to remain with Century 21 Joe Guy Hagan, and in the same office, for the duration of the program. | yes | no |
| 8. I understand the program will run for 8 consecutive weeks. | yes | no |

Signature _____ Date _____

AGREEMENT OF SUPPORT

It is understood and agreed, by the undersigned that during the next fifty-six days, _____ will be involved in a comprehensive, work-oriented, habit-forming and results producing program designed to develop the skills necessary to become a top producer in the Real Estate industry.

It is further understood, that during the fifty-six day period, under the direction of the instructors, the "Golden Pacer" will be required to devote 110% effort in prospecting and attending listing and showing appointments, and will not attend another major training program during this time period. (At a minimum, a "Golden Pacer" must arrive at the office promptly at 9:00a.m., three mornings each week and will be required to make calls until they obtain a bona fide listing appointment that day). "Golden Pacer" will also be expected to maintain a high degree of enthusiasm and effort during the fifty-six day period as well as attend office meetings and tours.

It is further understood, that "Golden Pacers" are not allowed to share techniques and information received until completion of said program. Failure to abide by this rule will result in expulsion from said program.

"Golden Pacers" will be required to work a minimum of five and a half days each week and must take one day off during the week at which time devotion to themselves and family become the highest priority.

The undersigned understands the above conditions and agrees to provide the necessary encouragement, faith, positive input, and patience needed by any person during a growth period. This agreement is not valid unless signed by all in home family members, manager, and in-office non-Golden Pacer associates.

FAMILY		OFFICE	
signature:	relationship:	signature:	title:
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

ACKNOWLEDGED: _____ "Golden Pacer" DATE: _____

HOW THE CLASS WILL OPERATE

CLASSES WILL BE APPROXIMATELY 3 HOURS IN LENGTH (may run a little over if time is needed) 9 AM TO APPROXIMATELY 12 NOON

THERE WILL BE TEAMS, AS MUCH AS POSSIBLE WITH FELLOW OFFICE ASSOCIATES, AND A TEAM LEADER WILL BE APPOINTED BY THE MANAGERS.

TEAMS MAY BE CREATIVE. Such as: each team may want to design a hat or something, to wear each week in the office until that agent get's their listing for the week, etc.

WE WILL HAVE A HUG AND SING OUR SONG AT THE START AND FINISH OF EACH DAY'S CLASS.

WHEN WE SAY GOLDEN, YOU WILL SAY PACER AND BE QUIET.

WE WILL QUICKLY AT THE START OF EACH DAY CHECK OUT OUR PRODUCTION, HOMEWORK, SUCCESS STORIES AND BROKERS EVALUATION.

YOU WILL WEAR THE GOLDEN PACER T SHIRT IN CLASS.

THERE WILL BE HOMEWORK, HARD HOMEWORK, AND YOU WILL BE EXPECTED TO COMPLETE IT, ALONG WITH MAKING THE TELEPHONE CALLS.

WE WILL HAVE ROLE PLAY AND CLASS PARTICIPATION.

WE WILL HAVE GRADUATION AND RECOGNITION.

WE WILL ALL GROW TOGETHER.

Remember you are about to make a commitment!!!

Be sure you have thought it over completely. The following pages will give you an outline of each day's class and the homework you MUST do. Talk with your manager, talk with yourself.

YOUR COMMITTING TO:

Financial, \$40.00 + listing flip chart + time

Telephone calling, you MUST use the phone and call each day trying for 3 listing appointments a week and 1 listing a week.

Homework, each day homework besides the telephoning will be given, and you will be expected to complete it each week.

You are committing to attend each class, on time, and not to be negative, but be positive and enthusiastic.

You are committing not to be involved in any other major training program during this training program.

You also must continue to do the other things both at home and at the office that you are involved in, such as office meetings and home tours.

The desire to become a LISTING AGENT.

DAY ONE

OBJECTIVE: The objective of this day is to get the program off to a positive start, cover general prospecting (telephoning) and mastering the phone. Major emphasis will be placed on the GOAL of 1 listing per week.

1. Introductions
2. Why are you here?
3. How are we going to do that?
4. Weekly goal?
5. A pacer is one who:
6. General items.
7. Tips on program.
8. Why list?
9. Mastering the phone
10. Fair trade items
11. 5 step track
12. Who should I call
13. All phone approaches
14. Idea book
15. Video
16. Role Play

HOMEWORK:

Spend at least 3 days a week starting at 9a.m. making phone calls. Want 3 appointments a week, and 1 listing a week.

Read 5 pages from Attitudes to Success at least 3 times

Bring in 3 to 5 Fair Trade items that you are ready to use.

Re read all this day's material.

Bring telephone to class

Bring in signed broker evaluation and report form.

DAY TWO

OBJECTIVE: The objective of day two is to cover the prospecting techniques of expired and fsbo and to cover handling objections. There also will be heavy emphasis on telephoning role play.

1. Statistics
2. Prospecting
3. Prospecting expireds
4. Prospecting fsbo
5. Handling objections
6. Video
7. Role play

HOMEWORK

Spend at least 3 days a week starting at 9a.m. making phone calls. Want 3 appointments a week, and 1 listing a week.

Fill in Master Action Plan form on expireds.

Fill in Master Action Plan form on fsbo's.

Start building a collection and must have at least 4, Objection Handling techniques.

Re read all this day's material.

Bring telephone to class.

Bring in signed broker evaluation and report form.

DAY THREE

OBJECTIVE: The objective of day three is to prepare the student for taking the listing. Having client qualifier list, listing folders, marketing plans, personal brochure and company benefits in their tool box ready for use.

1. Statistics
2. Don't let anyone slap me around anymore
3. Thoughts on listings & being a listing agent
4. One stop listing presentation
5. Six month listings
6. Can I refuse a listing
7. Client qualifier
8. Listing folder
9. Personal brochure
10. Marketing plan
11. Salability checklist
12. Centurian Home Protection Plan
13. Play video

HOMEWORK:

Spend at least 3 days a week starting at 9am and call until you get an appointment. You must have at least 3 bonafide listing appointments a week, and one listing.

Develop your own Client Qualifier that you're comfortable with.

Make up a few of your own listing folders.

Bring in your listing presentation book.

Design your own marketing plan & personal resume.

Re read all this day's material.

Make a decision this week wether or not you are going to make your own personal brochure after this program, if time start on it now. (if you make one, we would like a copy.

Bring in signed broker evaluation and report form.

DAY FOUR

OBJECTIVE: The objective of day four is to finish preparing for the listing presentation, get the student personally ready for a listing presentation and then learn to give listing presentations.

1. Statistics
2. CMA
3. Listing flip chart
4. Are you ready for a listing presentation
5. Listing presentation process track
6. Listing presentation track
7. General listing talk (servicing listing)
8. Video
9. Role Play

HOMEWORK:

Spend at least 3 days a week starting at 9am and call until you get appointment. You must have at least 3 bonafide listing appointments a week and one listing.

You have until the end of this program to put together you listing flip chart and practice it.

Design your personal CMA opening and closing and commit to using it.

Keep working on your personal resume, personal brochure, and marketing plan

Re read all this day's material.

Bring telephone to class.

Bring in signed broker evaluation and report.

Bring in BROKER COMMENT SHEET.

DAY FIVE

OBJECTIVE: The objective of day five will be to finish the six major prospecting techniques and cover a few others. In detail we will cover, farming, circle of influence, and getting listings from listings.

1. Statistics
2. Review of prospecting techniques
3. farming
4. Circle of influence
5. Getting listings from listings
6. Other prospecting
7. Video
8. Role Play

HOMEWORK:

Spend at least 3 days a week starting at 9am and call until you get appointment. You must have at least 3 bonafide listing appointments a week and one listing.

Fill in Master Action Plan form on farming.

Fill in Master Action Plan form on circle of influence.

Have all Master Action Plans with you next week.

Keep working on your personal resume, brochure, marketing plan and Flip Chart presentation.

Re read all this day's material.

Bring phone to class.

Bring in signed broker evaluation and report.

DAY SIX

OBJECTIVE: The objective of day six is to cover time management, pre-filled out appointment book, and prioritizing. The Master Action Plan will be discussed in detail, which will guide the student in prospecting for one year.

1. Statistics
2. Time Management
3. Master Action Plan
4. Video
5. Role Play

HOMEWORK:

Spend at least 3 days a week starting at 9am and call until you get appointment. You must have a least 3 bonafide listing appointments a week and one listing.

Fill in Master Action Plan forms and make a commitment.

Start working on your yearly appointment book.

Read and study the Time Management material.

Re read all this day's material.

Bring telephone to class.

Bring in signed broker evaluation and report.

DAY SEVEN

OBJECTIVE: The objective of day seven is to spend time discussing buyers and working with them. We also will spend time on ad calls followed by video and role play.

1. Statistics
2. Working with buyers
3. Handling ad calls
4. Video
5. Role Play

HOMEWORK:

Spend at least 3 days a week starting at 9am and call until you get appointment. You must have at least 3 bonafide listing appointments a week and one listing.

Finish your MASTER PLAN OF ACTION.

Try and finish your personal resume, brochure, marketing plan, and flip chart.

Re read all this day's material.

Bring in signed broker evaluation and report.

DAY EIGHT

OBJECTIVE: The objective of day eight is to cover the subject of negotiating and helpful hints in selling listings. We then will cover statistics of the class and have graduation.

1. Statistics
2. Negotiating
3. Hints on selling
4. Review
5. FINAL STATISTICS, AWARDS, ETC.
6. GRADUATION

We hope that if you are reading this page you have made a decision to become a GOLDEN PACER. Below is a check list to be sure you do everything necessary to be involved in the GOLDEN PACER program.

1. Made the commitment in your own mind.
2. Signed and given a copy of the Commitment and Application to your manager.
3. Given your manager a check to Century 21 Joe Guy Hagan for \$40.00.
4. Have or have ordered a Listing Flip Chart.
5. Signed and gotten signatures on AGREEMENT OF SUPPORT, and turned in to manager.
6. Had an interview (class) with your manager and gone over all the rules, policies, etc. on the program.
7. Turned in to your manager written goals:
 1. Spiritual, physical, recreational, family, educational, and financial. Financial to be in detail.
 2. A description of the person I will become.
8. Turn in copy of this page with signatures.

Associate: _____ Date: _____

Manager: _____ Date: _____

Golden Pacer Song, "REACH OUT"

From "THE OFFICIAL MUSIC OF THE XXIIIIRD OLYMPIAD, LOS ANGELES 1984" Performed by-Giorgio Moroder/Vocal: Paul Engemann (Track Theme)

Reach out, reach out for the medal
Reach out, reach out for the gold

Come play to win, never give in, the time is right for you to
come and make your stand

Reach out
Reach out

You now hold the future in your hands
You have come from everywhere across the lands

The stars are shining bright, make it yours tonight
You know every wish you have is at your command

Reach out, reach out for the medal
Reach out, reach out for the gold

Come play to win never give in
The time is right for you to come and make your stand

Reach out
Reach out

Now's the time to take hold of your dream
You are standing on the edge of history
So let the games begin, may the best man win
Give your all, for all the world to see

Reach out, reach out for the medal
Reach out, reach out for the gold

Come play to win never give in
The time is right for you to come and make your stand

Reach out, reach out for the medal
Reach out, reach out for the gold

Reach out, reach out for the medal
Reach out, reach out for the gold

First Golden Pacer — October/November 1986



First Golden Pacer — October/November 1986



First Golden Pacer — October/November 1986



First Golden Pacer — October/November 1986



First Golden Pacer — October/November 1986



First Golden Pacer — October/November 1986



First Golden Pacer — October/November 1986



A few Golden Pacer comments!!!!

Al-

I just wanted to take a moment to tell you how much I enjoyed Golden Pacer. You did a great job for us. Nothing less than 110%! I know it's the best thing that could have happened to me for my career.

Thank you for all the good laughs too! You made it fun to come to class. It's the best training program I've ever attended!

Mary Holt

Dear Al,

3-26-86

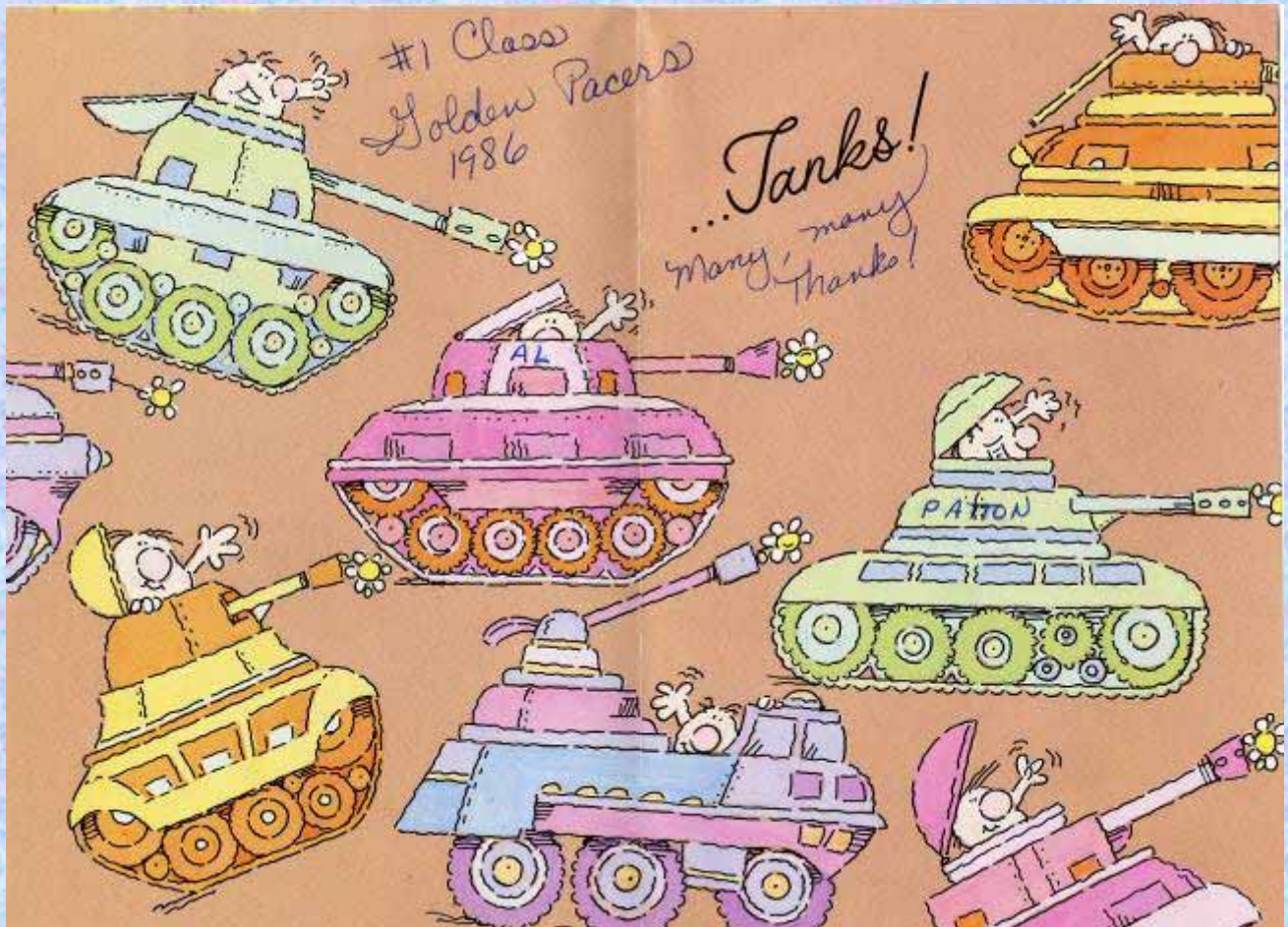
I feel I'm a real "pacer person" now. I had my first closing from a listing I obtained from sending post cards. I got to sell it also. It was small but the cards did their job. Also I have a new listing on Hubbards because of sending post cards. Thanks for your support and help.

Judy Jenkins

A few Golden Pacer comments!!!!

Al,
I want to let you know how very much I appreciate the 110% effort you put into the Golden Pacer program. I have already used some of the things I learned and many of the others will give me the extra edge an old woman needs to start a new career.
Most of all thanks for being my friend.
Thanks
Sue

Just a special little note
To thank you and to say,
"You always do the nicest things
In just the nicest way!"



Second Golden Pacer, April/May 1987



Second Golden Pacer, April/May 1987



Second Golden Pacer, April/May 1987



Second Golden Pacer, April/May 1987



Second Golden Pacer, April/May 1987



Second Golden Pacer, April/May 1987



1986/1987 Golden Pacer Program

GOLDEN PACER

**1987 Speech Al Gave At Graduation, Al Was Dressed As General Patton, Who He Had
Used As An Example Many Times During The Training Program.
TAKEN FROM GENERAL PATTON'S FAMOUS SPEECH**

Be Seated:

I want you to remember that no GOLDEN PACER ever got a listing by dying for his office. He got it by making the other poor dumb agent die for his office.

All this stuff you've heard about listings being hard to get, and working with buyers being fun, is a lot of horse dung.

GOLDEN PACERS traditionally love to list, all real GOLDEN PACERS love the sting of a listing presentation.

When you were new, -- you all admired the champion lister, the fastest seller, the biggest producer, the toughest competitor. GOLDEN PACERS love a good lister, and will not tolerate a non lister. GOLDEN PACERS plan to list all the time. I wouldn't give a hoot in hell for a man who lost a listing and laughed. That's why GOLDEN PACERS have never lost a listing and will never lose a listing; why the very thought of losing a listing is hateful to a GOLDEN PACER.

The GOLDEN PACER is a lister, they live, eat, sleep, & fight to get listings. This working with buyers stuff is a bunch of crap. The bilious idiots who wrote that stuff about working with buyers for the Saturday Evening Post don't know anymore about a real listing presentation than they do about writing.

Now we have the finest tools and equipment, the best image, and the best Company in the world, -- you know by God, I actually pity those poor sellers we're going up against. By God, I do.

Were not just going to list one house, were going to list every house in the neighborhood, and use the commissions to build more houses to list, and we're going to murder those other FOR SALE BY OWNER'S by the bushel.

Now some of you GOLDEN PACERS I know are wondering whether or not you will chicken out under fire, don't worry about it.

I can assure you that you will all do a great listing presentation. The Paul Semonins the Bass & Weisburgs & the McGimsey's, are the enemy. You've got to spill their blood, shoot them in the belly. When you put your hand onto one of their listings that's in your listing farm, you'll know what to do.

Now there is another thing I want you to remember.

I don't want to get any messages that we're not listing everything. We're not missing anything, let the other agents do that. We are listing constantly, and we're not interested in missing any listings, including other agent's listings. We're going to kick the competition in the ass. We're going to kick the hell out of the competition all the time, and were going to go through them like crap through a goose.

There's one thing that you GOLDEN PACERS will be able to say when you get back home, and you may thank God for it. 30 years from now when your sitting around your fire side with your grandson on your knee and he asks you what did you do in the great listings campaign in the 80s, you won't have to say "well I sold other agents listings because I didn't have any."

Alright now you GOLDEN PACERS you know How I feel, ---"OH"--- I will be proud to lead you wonderful PACERS into ANY LISTING PRESENTATION anytime, any where!!

That's All