

Wake-Up w/YPN 2026 Quarterly Series

The Three P's of Success:

People, Platforms, & Processes

June 25, 2026:

Processes: The Business Behind the Business



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Panelists: Brian Clinger, Michelle Costa, and Rachael Fountain
Moderator: David Buko

Notes:

PROCESSES: THE BUSINESS BEHIND THE BUSINESS

Success in real estate requires more than market knowledge and sales skills - it depends on the systems, habits, and strategies that keep a business running efficiently behind the scenes. Our panel of industry professionals will share practical insights on generating referrals authentically, creating systems that reduce chaos and improve consistency, navigating mistakes and difficult transactions, and implementing smart tax strategies for self-employed real estate professionals. Whether you're new to the industry or looking to refine your operations, this discussion will provide ideas to help you build a stronger, more sustainable business.

In advance of today's session, we invited our guest speakers to share a favorite quote, tip, book, or podcast that has been helpful to them when building systems and strong habits. They shared some great tidbits! Please see their submissions below:

David Buko (davidbuko@greencrowngr.com):

Favorite Book: The Go-Giver by Bob Burg and John David Mann is a book I turn to whenever I'm going through a difficult month or quarter - especially when I've given my time, information, or effort and still face rejection, or when someone I know chooses to work with another agent. This book has taught me to keep giving, and giving, and giving, trusting that it will all pay off in the end.

Tip from David: I was always afraid to get into sales. Before I became a REALTOR®, I met my now broker, Cory Maguire, and told him about this fear. He said, "Sales is just having a conversation," and that has stuck with me ever since. I have no more fear and don't feel nervous when meeting new people, having a conversation, or talking about real estate.

Michelle Costa (michellecosta.realtor@gmail.com):

Favorite Quotes:

'Someone is sitting in the shade today because someone planted a tree a long time ago.' ~ Warren Buffet

'You do not rise to the level of your goals. You fall to the level of your systems.' ~ James Clear

Tip from Michelle: I truly believe every follow-up call, client event, handwritten note, and relationship investment pays off years later, and a true referral business thrives on systems and not motivation.

Rachael Fountain (rachael@stevevolkersgroup.com):

Favorite Quote: One of the best lessons came from my Grandpa. He said, *'If you're really that good at something, you don't have to tell everyone about it.'* He used this advice to keep us humble in sports, but I've carried it with me into real estate. Reputation is built through results, consistency, and how you treat and take care of people, not by talking about yourself.

Tip from Rachael: Referrals come from getting involved in your community, not from trying so hard to sell yourself. Instead, focus on genuinely getting to know people. Over the years, I've stopped sponsoring things that simply put my name or face on a banner with little opportunity to make a direct impact on something that matters to me or to build relationships. It's easy to spend a lot of money that way without creating any meaningful connections. Instead, look for opportunities that allow you to engage with people, contribute to the community, and build relationships over time. Those connections are what lead to trust, referrals, lasting business relationships, and friendships!

SAVE THE DATE FOR OUR NEXT EVENT:

SEPTEMBER 24 (SAME TIME AND PLACE) - PLATFORMS: THE TOOLS OF THE TRADE