



SESSION 1

UNREAL LIFE WORKSHOP

Determining Your Unreal Life Core Values
& Building A Business Around Them



KATE SIMON

YOUR COACH —

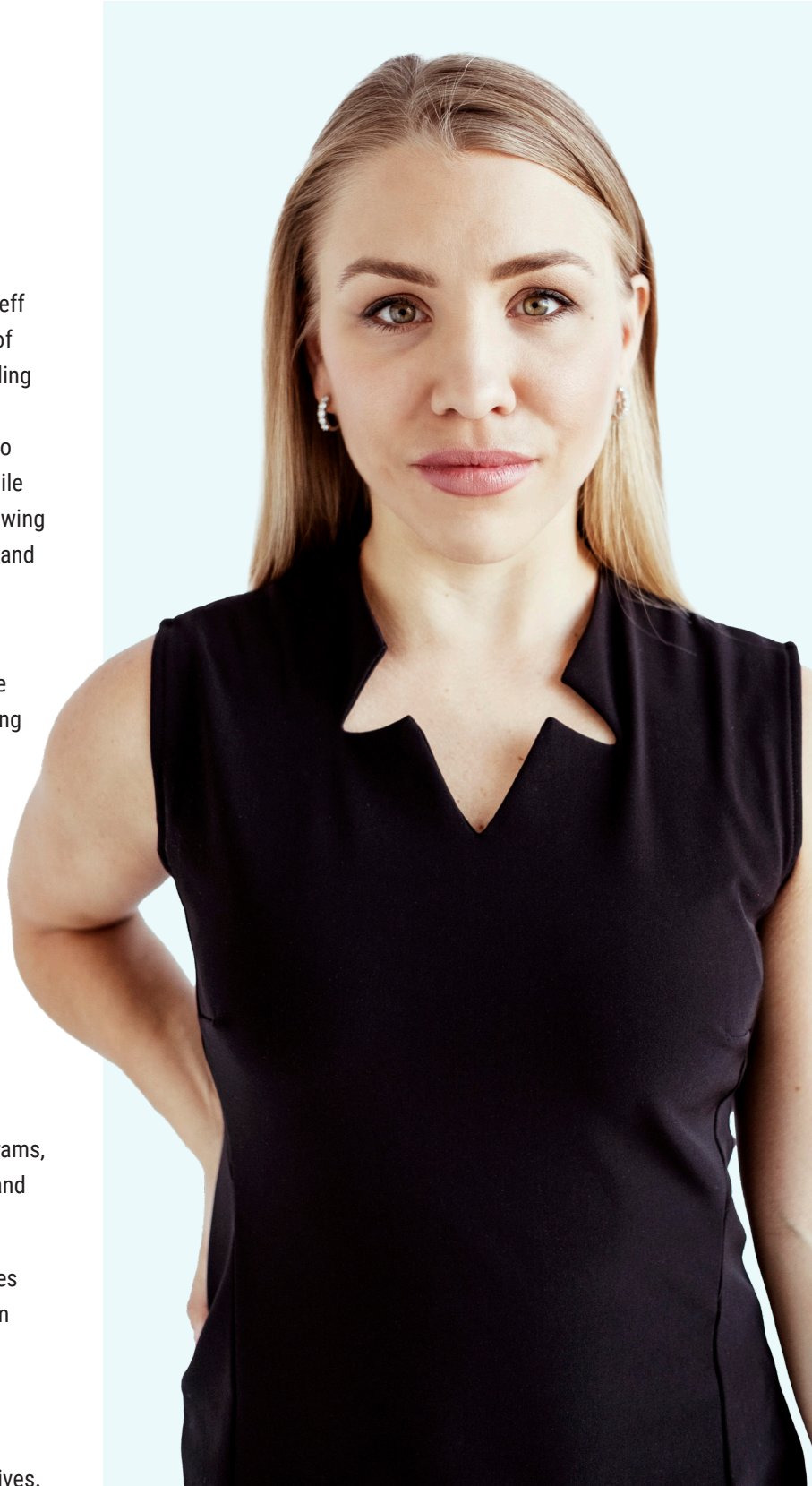
KATE SIMON

As a devout follower of the models and systems taught by Jeff Glover, Kate was introduced to real estate at the young age of 19, as one of Jeff Glover's first Inside Sales Associates, leading the charge of the inside sales team in early 2008-2009. Kate immersed herself in Jeff's coaching, training and approach to high-volume selling, and closed 30 deals her rookie year. While working for Jeff, Kate learned the value of discipline by following a proven model, and soon found her passion in the systems and models taught by Jeff Glover.

In 2013, Kate took the invaluable lessons taught by Jeff and rebuilt her real estate business from the ground up in Orange County, California, where she continued to be a high producing agent, building a \$10m+ business as a solo agent, by simply knocking doors and cold calling. Kate's introduction to her coaching career happened in early 2013, when she found herself having weekly conversations with agents regarding how to take their business to the next level through effective prospecting, presenting and accountability. Since then, Kate has remained in coaching roles throughout her sales career, only making the shift to full time coaching in 2018 when the opportunity of Head Coach with Glover U was given to her. Since taking that opportunity in 2018, Kate has taken Glover U from a "1 client, 1 coach" company to a coaching company that now has 6 specialized training programs, 3 different 1:1 coaching products, and 20+ skilled coaches and speakers.

Kate believes strongly in developing others through the values and systems taught by Jeff to help agents not only transform their business, but transform their lives.

Kate has logged over 7,500 1:1 coaching hours, over 1,000 speaking and training hours, and countless life changing testimonies of how her approach to coaching has changed lives.





FREE RESOURCES

FREE IN THE APP!



BUYING POWER CHECKLIST

Master this 22-point checklist and serve your buyers better by helping them put together offers that simply cannot be overlooked.



JEFF'S SCRIPT BOOK

Jeff's exact script book, including scripts for expireds, FSBOs, past clients, listing presentation, objection handlers and more!



JEFF'S MORNING MESSAGE

A daily (Mon-Fri) message from Jeff himself, focusing on real estate sales and business tactics.



QUARTERLY DATABASE PLAN

Earn more business and referrals throughout the year with our quarterly database plan template.



LIVE UNREAL PODCAST

Tune in weekly to hear from Jeff Glover and other top producing real estate agents and leaders from across North America.



5-STAR REVIEW TEMPLATE

Build your own 5-Star Review program and watch your online reviews skyrocket. Boost your SEO and help more people find you.




SOCIAL MEDIA GUIDE

Free social media guide and content calendar, full of content ideas specifically curated for real estate agents.



GLOVER U INNER CIRCLE

Join our Private Facebook Group for agent referrals, roleplay partners, exclusive content and a direct line to our Glover U coaches.



YOUTUBE CHANNEL

Subscribe to the Glover U YouTube Channel to gain access to skill building content, webinar replays and more!

All free resources are available online: gloveru.com



Accountability	Curiosity	Hope	Patriotism	Travel
Adaptability	Dignity	Humility	Peace	Trust
Achievement	Diversity	Humor	Perseverance	Truth
Authenticity	Discipline	Inclusion	Personal Fulfillment	Understanding
Adventure	Environment	Independence	Power	Uniqueness
Altruism	Efficiency	Initiative	Pride	Usefulness
Ambition	Equality	Integrity	Recognition	Vision
Balance	Ethics	Intuition	Reliability	Vulnerability
Beauty	Excellence	Job Security	Resourcefulness	Wealth
Being the best	Fairness	Joy	Respect	Wellbeing
Belonging	Faith	Justice	Responsibility	Wholeheartedness
Career	Family	Kindness	Risk-taking	Wisdom
Caring	Financial Stability	Knowledge	Safety	WRITE YOUR OWN:
Collaboration	Forgiveness	Leadership	Security	
Commitment	Freedom	Learning	Self-expression	
Community	Friendship	Legacy	Self-Respect	
Compassion	Fun	Learning	Serenity	
Competence	Generosity	Love	Service	
Confidence	Giving back	Loyalty	Stability	
Connection	Grace	Making a difference	Simplicity	
Contentment	Gratitude	Nature	Spirituality	
Contribution	Growth	Openness	Success	
Cooperation	Harmony	Optimism	Team work	
Courage	Health	Order	Thrift	
Creativity	Home	Parenting	Time	
Consistency	Honesty	Patience	Tradition	



CORE VALUE #1:

WHY?

CORE VALUE #2:

WHY?

CORE VALUE #3:

WHY?

CORE VALUE #4:

WHY?

CORE VALUE #5:

WHY?



My core value #1 is _____ and in this season of my life, success with that value means:

My core value #2 is _____ and in this season of my life, success with that value means:

My core value #3 is _____ and in this season of my life, success with that value means:

My core value #4 is _____ and in this season of my life, success with that value means:

My core value #5 is _____ and in this season of my life, success with that value means:



CORE VALUE #1:

The boundary, conversation, or parameter I need to set in order to live by this value would be...

CORE VALUE #2:

The boundary, conversation, or parameter I need to set in order to live by this value would be...

CORE VALUE #3:

The boundary, conversation, or parameter I need to set in order to live by this value would be...

CORE VALUE #4:

The boundary, conversation, or parameter I need to set in order to live by this value would be...

CORE VALUE #5:

The boundary, conversation, or parameter I need to set in order to live by this value would be...



CORE VALUE #1:

The support, structure, leverage or help I need in order to uphold my unreal life values is...

CORE VALUE #2:

The support, structure, leverage or help I need in order to uphold my unreal life values is...

CORE VALUE #3:

The support, structure, leverage or help I need in order to uphold my unreal life values is...

CORE VALUE #4:

The support, structure, leverage or help I need in order to uphold my unreal life values is...

CORE VALUE #5:

The support, structure, leverage or help I need in order to uphold my unreal life values is...



CORE VALUE #1:

The business adjustments I need to make to uphold this value is...

CORE VALUE #2:

The business adjustments I need to make to uphold this value is...

CORE VALUE #3:

The business adjustments I need to make to uphold this value is...

CORE VALUE #4:

The business adjustments I need to make to uphold this value is...

CORE VALUE #5:

The business adjustments I need to make to uphold this value is...



GET THE
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Gain **FREE** access to all of our Premium Resources, including Jeff's Morning Message!

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