

THE AGENT'S LIST.

Build the avatar of the client
you are building your empire for.

*"The list is a private pact between you
and the universe... it forces you to
get honest about your true desires."*

ELENA CARDONE · BUILD AN EMPIRE · CH. 02

01 — THE LIST

Your ideal client.

Elena wrote 100+ items on her list — Cartier-watch specific. Most agents have a vague 'I work with families' avatar and wonder why they chase everyone. Be specific. Sentence fragments are fine. No hedging.

01 Household income

02 Net worth band

03 Stage of life

04 Profession or industry

05 Family structure

06 Submarket or school district

07 Price band

08 Timeline to close

09 Financing posture

10 Property type

11 Builder preference

12 Top three values

13 Hot buttons & deal-breakers

14 Decision style

15 Trigger event

16 Where you reach them

NOW

Reread your list. If two items are vague, go back and make them specific. Elena wrote 100. Make your 16 unmistakable.

02 — THE FLIP

Their list of you.

This is where Elena's framework cuts. She wrote what HE would want in a partner — and saw the gap between who she was and who she needed to be. Most agents skip this part. Don't. Write the agent THEY would put on their list. Objectively.

01 Years of experience required

02 Specialty or proof of expertise

03 Response time expected

04 Communication channel

05 Track record they want to see

06 Tech stack expected

07 Negotiation evidence

08 How they want to be educated

09 Social proof and referrals

10 Boundaries they expect

REFLECTION

Read both lists side by side. Where is the gap between who you are today and who they would choose?

03 — THE GAP

Close the gap.

If your list of you doesn't match their list of you, you are not their agent. Yet. Pick one thing to fix in the next 90 days. Then build the empire to back it.

01 Where you already over-deliver

02 Where you fall short of their list

03 The ONE skill or asset to build in the next 90 days

04 Who you will learn it from

05 Date you will have it built by

THE COMMITMENT

I am building the empire that _____ would hire.

SIGNED _____ DATE _____