Still in the Ring

*How to Reclaim the Rest of the Year and **Finish Strong***

By: Mie Yamashita

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INTRODUCTION

Let's just get this out of the way...

The year isn't over. But most agents are acting like it is.

We hit July, and suddenly the excuses show up:

"It's been a weird market..."
"The good buyers aren't out right now..."
"People are on vacation..."
"I'll reset in Q4..."

Stop. You're still in the ring. And you've still got time.

This is the moment where momentum is made or missed.

Because how you finish the second half of the year will determine how you start the next one.

This isn't a motivational talk.
This is a reset button.

A strategy to help you shift your mindset, your habits, and your performance.

Let's get to work,

Mie Yamashita

Mie Yamashita
Head of Team Productivity

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MINDSET IS THE MULTIPLIER

Success has less to do with the market and more to do with how you think inside it.

The mistake most people make? They start grading the year too early. They look at what they've done so far and assume that's all they're capable of.

But this isn't the finish line. It's just halftime.

You don't walk off the field at halftime. You regroup. You realign. You recommit.

And here's the kicker: most people aren't losing because of lack of talent.

They're losing because of a story they've told themselves.

So here's the truth:

- You're not behind, **you're just in the middle**.
- You're not failing, **you're just adjusting**.
- You're not done, **unless you decide to be**.

Your second half can be better than your first, if you don't check out early.

PART 1

GET CLEAR. GET HONEST. GET MOVING.

Here's the deal...your business doesn't need more inspiration.

It needs more ***truth***.

Time to ask the hard questions:

- Where did you play small this year?
- What are you avoiding?
- What do you say you want... but your calendar doesn't reflect?

The most dangerous thing isn't what you don't know.

It's what you're pretending **not to know**.

That gap, between what you say and what you do, is costing you momentum.

Clarity is earned through honesty.

You don't need to burn everything down and start over.

You need to re-commit to what already works, and move on it.

PART 2

FOCUS ON YOUR CONTROLLABLES

Here's what the world wants you to believe:

"It's just not a good time."

Rates. Headlines. Uncertainty. There's always a reason to sit back. But pros don't react to markets. **They lead in them**.

Your power is in your inputs:

- How many people do you talk to
- How well you follow up
- What content do you post
- What systems do you build
- How often do you show up

You don't need to "feel like it."

You need to build habits that execute whether you're in the mood or not.

Momentum is a math problem:

Consistent inputs over time = results.

PART 3

SIMPLIFY TO MULTIPLY

Let's talk simplicity, because complexity kills consistency.

If your strategy is 17 steps long and needs five platforms to run, you won't stick with it.

And if you're constantly jumping between new systems, new coaches, and new trends, nothing gets time to work.

Results don't come from chasing more.
They come from mastering less.

Here's your filter:

- What's *actually* working right now?
- What's just noise?
- What's distracting you from doing the basics?

Get ruthless. Cut the fluff.

Build a repeatable routine around your core activities, and do it again next week.

Simplicity scales. Drama doesn't.

PART 4

THE 90-DAY RESET STRATEGY

This is the part most agents skip: **A real, tangible reset.**

Let's break it down into 3 steps:

1. Reset Your Rhythm

Pull up your calendar.

Does it reflect your goals, *or your excuses*?

Block time for:

- Daily lead generation
- Active follow-up
- Client experience and conversion

If your time isn't invested in income-producing work, don't be surprised when income doesn't show up.

PART 5

THE 90-DAY RESET STRATEGY

2. Track What You Control

Track activities, not just outcomes:

- Conversations
- Appointments set
- Offers written
- Listings taken

Your inputs are the signal. The results are the echo.

3. Lock in Accountability

Declare your goals out loud.
Tell someone who will hold you to them.

Or better yet, post your plan where your future clients can see it.

Accountability isn't pressure. **It's alignment.**

PART 5

FINISH WHAT YOU STARTED

CONCLUSION

You don't need to restart.

You just need to re-engage.

Forget the slow start.

Forget the missed goals.

Forget the what-ifs.

The next six months are still yours to claim.

You are still in the ring.

And what you do next determines how this year ends...

and how the next one begins.

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YOUR 90-DAY ACTION PLAN

Let's make this simple:

Step 1: Clean the Calendar

- Cut the clutter.
- Protect the hours that move your business forward.

Step 2: Build Your Daily 3

Each day, do these three:

1. Talk to new people
2. Follow up with someone in your pipeline
3. Post something that shows your value

Step 3: Run a Weekly Reset

Every Sunday:

- What worked?
- What didn't?
- What's next?

Step 4: Get Accountable

Text your goals to a partner. Set a check-in. Track progress publicly.

You don't need a miracle.

You just need a window of focus.
That window is now.

Six months left.

Still in the ring. Let's finish STRONG.

– Mie Yamashita

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