

CHAPTER 4: YOU NEED TO BE A HYBRID

A Hybrid is a person with a wider span of knowledge and skills. There are great advantages to specializing. Being the master of a certain craft or industry or skill. Yet, above that level of success that comes with specialization is the Hybrid.

Famous Hybrids from history include the likes of Benjamin Franklin and Leonardo Da Vinci. More recently names like Steve Jobs, Mark Cuban and Elon Musk may spring to mind.

For those that are wary of being that diversified, there is the hybrid approach. An intelligent and more sustainable approach to diversifying income and going bigger, but within the same overarching theme. In this case, all within real estate.

It's about benefiting from the best of both worlds (investing and agent), without spreading yourself too thin.

The Hybrid Investor Agent

The Hybrid Investor Agent is a real estate professional who is engaging the industry in multiple ways.

There is great overlap in what they do on both sides. Even often blending both simultaneously. It is all real estate. Yet, the Hybrid Investor Agent can generate exponentially greater results. Typically generating far better ROI on their time and business and professional investments made. As well as enjoying far greater incomes, real wealth, and sustainability and longevity. Plus, for those that crave being challenged, and pushing to realize their full potential and possible impact, this is a far more stimulating and engaging choice.

Why You Need To Be A Hybrid Investor Agent

As we'll expand on more in a moment, there are lots of advantages and benefits of taking the hybrid approach to being in real estate. Yet, it is more than that. It is a must. It is essential.

You can't afford not to be one. At least not if you want to generate a serious income, have a good quality of life, and be able to maintain that for more than just a couple of years. Plus, there are strong legal reasons making this a must as well.

What Is A Hybrid Investor Agent?

A Hybrid Investor Agent, or Hybrid Agent Investor is a real estate pro who is both a licensed real estate agent, and an active real estate investor.

They help others buy and sell, and may be even lease and manage properties as a Realtor. Many of their clients are probably investors too. Though not exclusively. They also invest in real estate for themselves, and profit from doing real estate deals, while helping others.

Sometimes, even often, this may involve listing and flipping your own real estate deals as an agent, and then helping those buyers to manage and ultimately resell those properties and refill their portfolios again.

You may do this individually as a Realtor, who also happens to make far more than your peers by doubling or quadrupling your take on properties as an investor. As well as working with clients who are far more active in buying and selling and referring others each month.

Or you can scale this up by running your own real estate team, and operating a real investment business too.

The Advantages Of Being A Hybrid Investor Agent

We've already alluded to many of the perks and benefits of becoming a hybrid. It's the silver bullet to all of the problems and challenges that investors and agents struggle with that we've covered so far.

You may already be knee or neck deep in these issues. You may have quit for a while because you didn't have this information. Or maybe you are just getting started and want to supersize and speed up your results.

Here are just some of the benefits of this hybrid approach.

Business Continuity

Hybrid investor agents enjoy far greater business continuity. That means staying power, and not having to switch and find a whole new career in a year or five from now. It also means consistency in results, and creating cash flows you can count on and plan around.

Income Size

Hybrid investor agents enjoy 2-4 times more income than their counterparts who only do one or the other. Some make 10x or more.

ROI On Time & Energy

As a hybrid, you not only make a lot more, you can make those multiples of your old income without doing much more than you are now. That means a whole lot more transactions and income for the same amount of time and energy invested. That's just working smart.

Time Freedom & Quality Of Life

This is the path for gaining true time freedom, more flexible time and being able to actually enjoy the quality of life you go into real estate for in the first

place. This may have been elusive so far, but it is possible if you work it right.

Differentiating Yourself From The Herd

Hybrid Investor Agents can occupy a special place in the market and the minds of their clients. This means commanding a much more valuable and lasting market position to help you stand out, be the top choice, and continue to be chosen through all phases of the market.

Ability To Have A Greater Impact

If you want to go beyond just making money and piling up personal wealth and fame, then the hybrid approach is also the faster track that will empower you to have a greater positive impact on the things you care about most, and at a much higher level.

Staying Excited About What You Do

Once you get into real estate you can quickly blow through your big goals. You may pretty quickly realize that in real estate \$1M isn't actually very much at all. You can get bored doing one thing, day in and out, especially if it comes easy. Going hybrid is ideal for helping you to stay stimulated, challenged and engaged in what you are doing.

Access

Hybrid investor agents enjoy much greater access. That ranges from investors being able to access the MLS and other forms, data, events and resources solely reserved for Realtors. To being able to gain greater access to players, financiers and clients at the top on the investment side. This not only opens up a lot more deal flow, but bigger and better deals, as well as powerful relationships that open up many more doors.

Why You Must Become A Hybrid Agent Investor

We've covered a lot of the superior and highly valuable benefits and advantages of becoming a hybrid already. Though it goes a lot deeper than that. It is not just a nice to have tweak that comes with a ton of perks. It is going to be a necessity for you, if it isn't already. The sooner you make the switch, the easier it will come and more profitable it will be.

Constant Market Changes

The real estate market and dynamics around it are constantly changing. They will be permanently in flux. The vast majority of investors and agents in the business today haven't really experienced this for themselves yet. Only a handful have stuck it out since before 2008. Maybe a handful who have experienced more than one full cycle.

Most just weren't prepared. The vast majority of investors and agents in the market now aren't prepared for what's next at all. Most are even completely oblivious to the need to be ready to adjust.

We're not just talking about highly debatable rotating market cycles either. Change has been accelerating on many fronts. Not only from big players showing more interest in this space, beyond hedge funds to the likes of Amazon. Then there are all of the technology applications that are evolving the space from AI to the blockchain and more.

Neither agents or investors will be eliminated, but their jobs will keep evolving. Even fewer will be dominating the market and enjoying the lion's share of the deals. As these things shift and morph the marketplace, being a hybrid who can work the most profitable angles at any given time is going to be vital.

Licensing

More states and cities in the US are requiring investors to have a real estate license. This is a trend that only seems to be spreading and that will stay long term. The Realtors association is a

very powerful organization, and wields their political connections and millions of dollars in lobbying money to ensure they remain a staple of the industry, if not only more needed as time passes.

To invest or be an agent, you will have to be licensed. You probably already need a license, even if you didn't realize it.