

OPENING · 0:00 to 1:05

BE WORTH REFERRING.

DELIVERY CUE · FOR YOU ONLY

Introduce yourself once. Pause after Rich's role. Continue straight into the purpose of the room. No audience response.

I'm Tyler Lopez, author of **The Best Way to Do Everything Wrong**, a team leader at Lopez & Lopez, REALTORS® with Long Realty, and a real estate investor. I also build the ventures and tools behind **thebestway.tv** and **mlslistings.app**. Most of you know me through real estate. Rich represents our team in this room. My contribution here is the thinking and the tools that help all of us make better use of the time we spend together.

I built this space because a good meeting should keep working after everybody leaves. The people, the knowledge, the conversations, the introductions. There is too much **value** here to let it disappear when we walk out the door.

The five lessons already on the site are part of that. Today I want to give you the beliefs behind them. These are things I come back to when I am building, leading, investing, or trying to get something right after getting it wrong.

UNDERSTOOD · 1:05 to 2:10

EASY TO REFER.

DELIVERY CUE · FOR YOU ONLY

Let the saying land. Use the price to value reveal yourself if it helps the point. Keep speaking.

People know the price of everything and the value of nothing.

A price is easy to compare. Value takes a little more understanding. Somebody can know what you charge and still have no idea what gets better because you are involved.

A contractor may keep a small repair from becoming a bigger problem. A bookkeeper may give an owner enough clarity to make a decision they have been avoiding. The work has a price. The time, the confidence, and the mistake avoided are part of the value.

That is where **Easy to Refer** begins. A job title introduces a category. A clear result gives another person something they can recognize and repeat.

I want this room to understand each other well enough that an introduction feels natural. The right problem comes up, the right person comes to mind, and there are useful words to explain why.

TRUSTED · 2:10 to 3:15

PROTECT THE HANDOFF.

DELIVERY CUE · FOR YOU ONLY

Pause after the saying. Give the photo example plainly. There is no question for the room.

If you will take care of you for me, I will take care of me for you.

To me, that is **responsibility**. I owe the people around me a prepared version of myself. Someone who listens, answers, keeps his word, and tells the truth about what he can do.

A referral carries **two reputations**. There is the person doing the work, and there is the person who trusted them enough to make the introduction. **Protect the Handoff** is about respecting both.

Last month I wanted a current photo at check in so people could recognize each other. You wanted the option to upload a photo you already had. That feedback made the next version more useful. The purpose stayed the same. The way we served it got better.

That is a standard I want to stand behind. **Listen. Improve.** Make the next step clear. Then do what you said you would do.

REMEMBERED · 3:15 to 4:20

WORK THE ROOM.

DELIVERY CUE · FOR YOU ONLY

Slow down on the saying. Leave a breath between the hard day example and the steady standard.

Never make permanent decisions on temporary emotions.

That belongs in a networking room just as much as it belongs in an investment or a difficult business decision. A hard day can make somebody stop showing up. A bruised ego can make them stop listening. A message sent in anger can outlast the feeling that wrote it.

People learn who we are through repetition. They remember how we treated them when there was no immediate opportunity. They remember whether we followed through when the energy from the meeting was gone.

Work the Room gives that consistency somewhere to go. Learn the people. Understand their work. Be interested. Give first. Keep the relationship moving.

The standard can stay steady even when the mood changes. That is how familiarity becomes confidence. Over time, people know what to expect from you. That is worth far more than having the best introduction one morning.

PROFITABLE · 4:20 to 5:25

BACKSOLVE THE MONEY.

DELIVERY CUE · FOR YOU ONLY

Introduce the money map. Keep the full calculator for independent use after the talk.

The easiest money to spend is someone else's.

I use that as a reminder to respect the cost of my advice. It is easy to have an opinion when another person has to pay for it, carry the risk, and live with the result.

As an investor and a team leader, I have to think past the appealing idea. **The cost matters. The work matters.** So does the time somebody is taking away from something else.

The same discipline makes our own goals more useful. **Backsolve the Money** starts with the result and works backward. What remains after the cost of doing the work. How much work the goal requires. Which conversations and actions need a place in the week.

The numbers are there to make the next decision clearer. A room like this can be part of a business plan when the relationships get the attention and follow through that the plan assumes.

COMPOUNDING · 5:25 to 6:30

THE 3 · 1 · 1 RULE.

DELIVERY CUE · FOR YOU ONLY

Land each part of the saying separately. Explain the rule as a tool for later, with no live exercise.

Do it, do it right, do it right now.

Do it means take **responsibility**. Do it right means give the work the attention it deserves. Do it right now means take the next useful step while the person and the purpose are still clear.

That is the thinking behind the 3 · 1 · 1 Rule. **Three people** to know better. **One warm introduction**, with permission. **One follow up** within twenty four hours.

It gives the energy from a meeting somewhere to go. A name becomes a relationship. A conversation becomes an introduction. An intention becomes something that actually happened.

I believe **consistent activity** creates more opportunity than occasional enthusiasm. The small things count because we repeat them. A saved contact, a kept promise, a thoughtful introduction. The lesson gives those small things a simple structure, so the **value** of being here has a chance to keep growing.

THE TOOLS · 6:30 to 7:30

THE ROOM KEEPS WORKING.

DELIVERY CUE · FOR YOU ONLY

Explain the site without asking anyone to scan, pair up, answer, or do an activity. Keep the slide on screen.

That is why I created the tools around this meeting. The check in puts a face with the work. The room screen helps us connect a person to what they do. The shared contact gives the conversation somewhere to continue.

The five full lessons are still there. This presentation adds the beliefs behind them. Each lesson has more depth and its own tools, available when somebody has the time and the reason to use them.

I want what we build here to earn its place. A useful tool saves time, clears up a decision, or helps somebody follow through. The point of the technology is the advantage it gives the person using it.

We already have people worth knowing in this room. This gives that knowledge a little more staying power.

MY ROLE · 7:30 to 8:35

BUILD SOMETHING USEFUL.

DELIVERY CUE · FOR YOU ONLY

Keep this personal and brief. Rich is the team referral contact in this room. Do not give the old 85750 seller pitch.

My book, **The Best Way to Do Everything Wrong**, comes from that same place. There is **value** in what experience teaches us when we are willing to use it. Getting something wrong can become the material for doing the next thing better.

That thinking runs through **thebestway.tv**, the ventures I build, and the tools at **mlslistings.app**. Different uses, with the same expectation: **make something useful** and stand behind it.

Rich is here to develop the relationships and real estate opportunities for our team. My role today is to help the whole room get stronger at the things that make those relationships work.

I can contribute what I have learned and build it into something other people can use. That is how I want my experience to help this room. More clarity. Better use of our time. More of the right things carried through.

CLOSE · 8:35 to 9:15

TAKE THE ROOM WITH YOU.

DELIVERY CUE · FOR YOU ONLY

Let the final saying finish the speech. Then return to the attendee screen. No audience question or assignment.

Get understood. Earn trust. Stay remembered. Know the numbers. Follow through. Those are the five lessons, and those are standards worth returning to.

I believe in giving people something they can use. Grace while we learn. Gratitude for the people who take the time to show up and build alongside us.

That is what I want this room to carry forward. The value is in the people. The tools help us remember it, connect it, and do something worthwhile with it.

Do it, do it right, do it right now. Thank you.