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▶ publisher's note

# The Unemployed Mindset



In the world of real estate, success hinges not just on market knowledge or negotiation skills, but on adopting the right mindset. One powerful concept for entrepreneurial real estate agents is cultivating an “unemployed mindset.” This may sound counterintuitive at first—who wants to think like someone without a job? But in reality, embracing this mentality can be the key to driving your motivation, productivity, and ultimately, your success.

An “unemployed mindset” doesn’t mean thinking like you have nothing to offer. Instead, it means approaching each day with the hunger and urgency of someone who is relentlessly pursuing their next opportunity. When you’re “unemployed,” you’re focused, driven, and determined to make something happen. There’s no safety net, no fallback plan—only the necessity to create value, generate leads, and close deals. This mindset pushes you to take action every day, knowing that the only thing standing between you and your goals is your willingness to work for them.

For a real estate agent, this mindset can transform the way you view your business. Rather than waiting for opportunities to come your way, you create them. You understand that no one owes you a paycheck; it’s up to you to earn it. With this perspective, you become more proactive in building relationships, networking, and finding creative ways to reach potential clients. You start seeing every conversation as a potential lead, every setback as a chance to learn, and every rejection as a stepping stone toward eventual success.

An “unemployed mindset” also fosters resilience. In real estate, the road to success is often paved with challenges—deals that fall through, clients who change their minds, or markets that fluctuate unexpectedly. When you adopt the mentality of someone who is tirelessly searching for their next opportunity, you become less daunted by these obstacles. Instead, you develop the resilience to bounce back, adapt, and keep moving forward.

Furthermore, this mindset nurtures a sense of humility and gratitude. It reminds you to stay grounded, focused, and grateful for every opportunity that comes your way. You don’t take success for granted because you know it’s something you have to earn every single day.

Ultimately, embracing an “unemployed mindset” means you never get too comfortable. You remain driven, innovative, and focused on growth, always looking for new ways to create value and expand your reach. In the fast-paced and competitive world of real

estate, this mindset could be your most valuable asset, keeping you sharp, motivated, and ready for whatever challenges lie ahead.



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# Martin Tirado

» top agent

## REAL Brokerage

TO HEAR THE PRIDE IN MARTIN TIRADO'S VOICE WHEN HE SPEAKS OF SAN ANTONIO, YOU CAN TELL IT'S MORE THAN A CITY TO HIM, IT'S A PIECE OF HIS HEART.

Like many of the city's true natives, Martin was born at the CHRISTUS Santa Rosa Hospital downtown. Raised on the northside, his parents exemplified a strong work ethic, integrity, and an entrepreneurial spirit. They owned and operated a custom build business, mostly ranches and the occasional urban build, and since 4 years old, Martin grew up on job sites.

Just prior to Martin beginning his education at UTSA in pursuit of a business degree, the housing market crashed. With the banks no longer providing loans and funding, his parents used their personal credit to complete all the projects they'd already started, ensuring they fulfilled their promises and obligations. Seeing that level of integrity stuck with Martin, and it's a standard to which he holds himself to this day.

In 2013, as business began to return to usual, a loan officer suggested to the Tirado's that someone ought to get their real estate license as a way to leverage opportunity and get a leg up on the competition. Martin took it upon himself to be that individual,

and in November 2013, while still in college, he obtained his license.

For those initial six months in real estate, Martin floundered. On the advice of a senior agent, he met with a local builder and asked if he could sit in on their days off or just generally help out. Recognizing his hunger, the builder agreed and thus began Martin's true education into the business. Already well versed in the construction side of the industry, it was the salesmanship side where he needed improvement. By volunteering his time, he soon began to understand how to read people and gained an eye for true buyers. From there, he started gaining momentum.

A true believer in the power of mentorship, Martin continued to learn from those with more experience. Not only did he want to understand the business side on a deeper level, but as Martin's clout grew, he wanted to understand how to balance life to promote efficiency, prosperity, and most importantly, joy. He dedicated himself to



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“ I COME FROM HISPANIC HERITAGE, BUT I FEEL LIKE SAN ANTONIO ITSELF IS ITS OWN HERITAGE, AND THE PEOPLE HERE FEEL THAT. THERE IS NO COLOR HERE AND I LOVE THAT. HERE, WE TAKE CARE OF EACH OTHER. ”

self-improvement and, in doing so, began making a name for himself..

In 2015, he was named the BHHS Rookie of the Year before making RE/MAX’s Hall of Fame for reaching \$1 million in GCI in the shortest time frame on record. He was ranked #1 in the city at RE/MAX from 2019-2021 and has consistently been named Top 10 by NAHREP for the past 8 years. Now with Real Brokerage, he’s continually earning their Elite Agent Reward.

With all the accolades, it would appear that Martin’s time is completely wrapped up in work, but that isn’t the case. Beyond being a successful part of his clients’ lives, Martin is dedicated to promoting the success of San Antonio and is constantly finding ways to give back. For years, Martin and his wife have been supporting scholarships and back to school drives. Recently, they partnered with the McKinney program to provide the city’s at-risk youth experiencing homelessness with meals, school supplies, and after-school care. Martin also recently partnered with Ferrari Kids, an inspiring program that finds ways to empower terminally ill children with joy and excitement, whether that’s by picking them up in Ferraris to take them to and from the hospital, or bringing them to concerts, movie premieres, or on shopping sprees. The city’s ill and struggling youth are near and dear to Martin, and he does what’s within his power to support them and improve their circumstances.

From a business perspective, Martin is proud of what he’s accomplished, but he knows there’s always room for growth. He’s part of a joint venture partnership with a ONE REAL title company, and his goal in the coming years is to reach a million in revenue per month. Invested in promoting and



protecting his clients investments, he’s in development of a property management company that will oversee clients’ assets to aid in their journeys of building wealth and leaving legacies. Martin also recognizes that there’s so many new agents still fumbling with blank stares the way he once did, and he promises to always be a source of knowledge and to continue paying it forward.

Wellness- that’s all that Martin wants for all within his sphere of influence. Whether it’s a client, a fellow agent, or the city itself. “San Antonio is big, but it’s intimate,” he says in an interview, “I come from Hispanic heritage, but I feel like San Antonio itself is its own heritage, and the people here feel that. There is no color here and I love that. Here, we take care of each other.”

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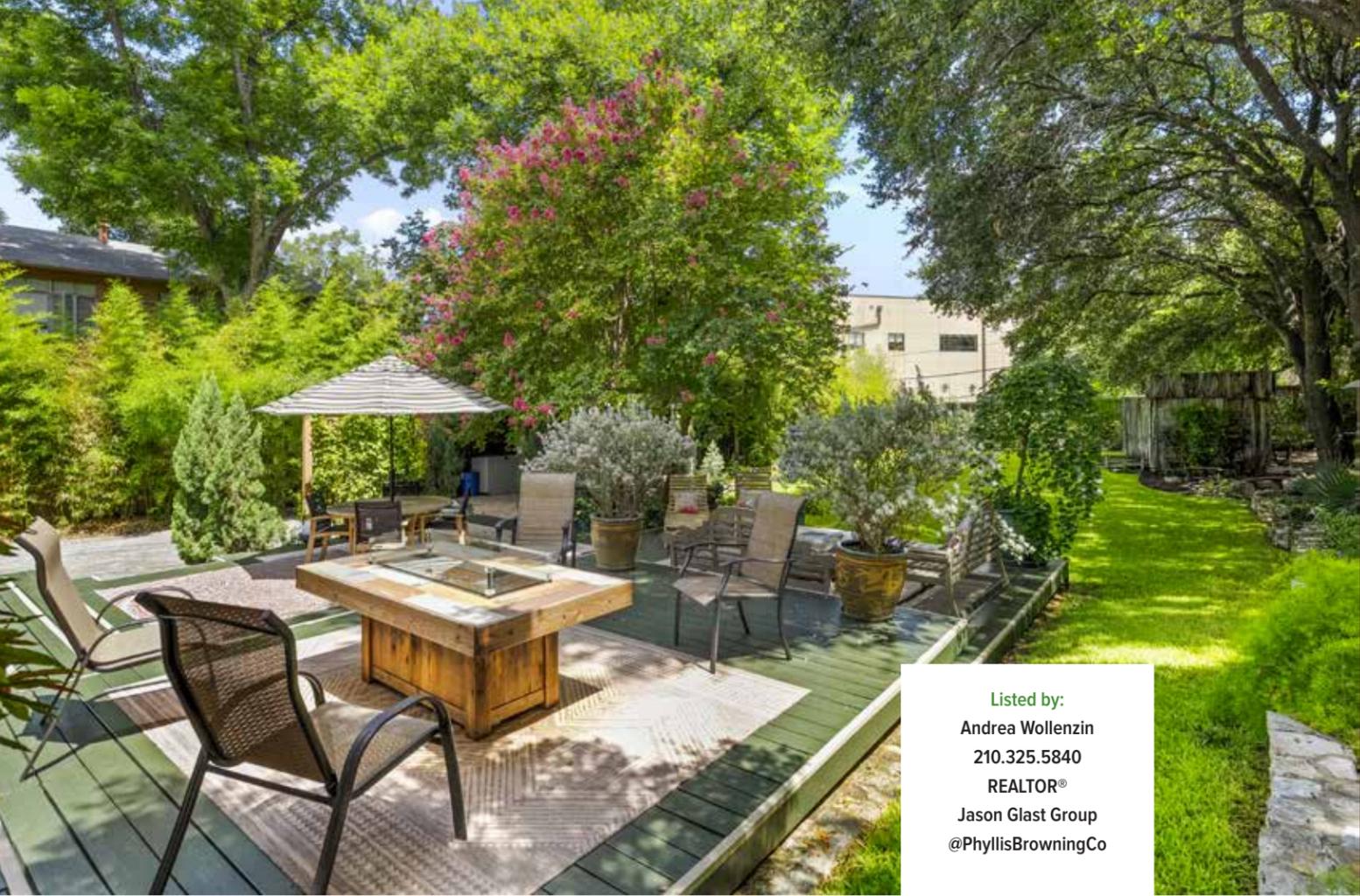


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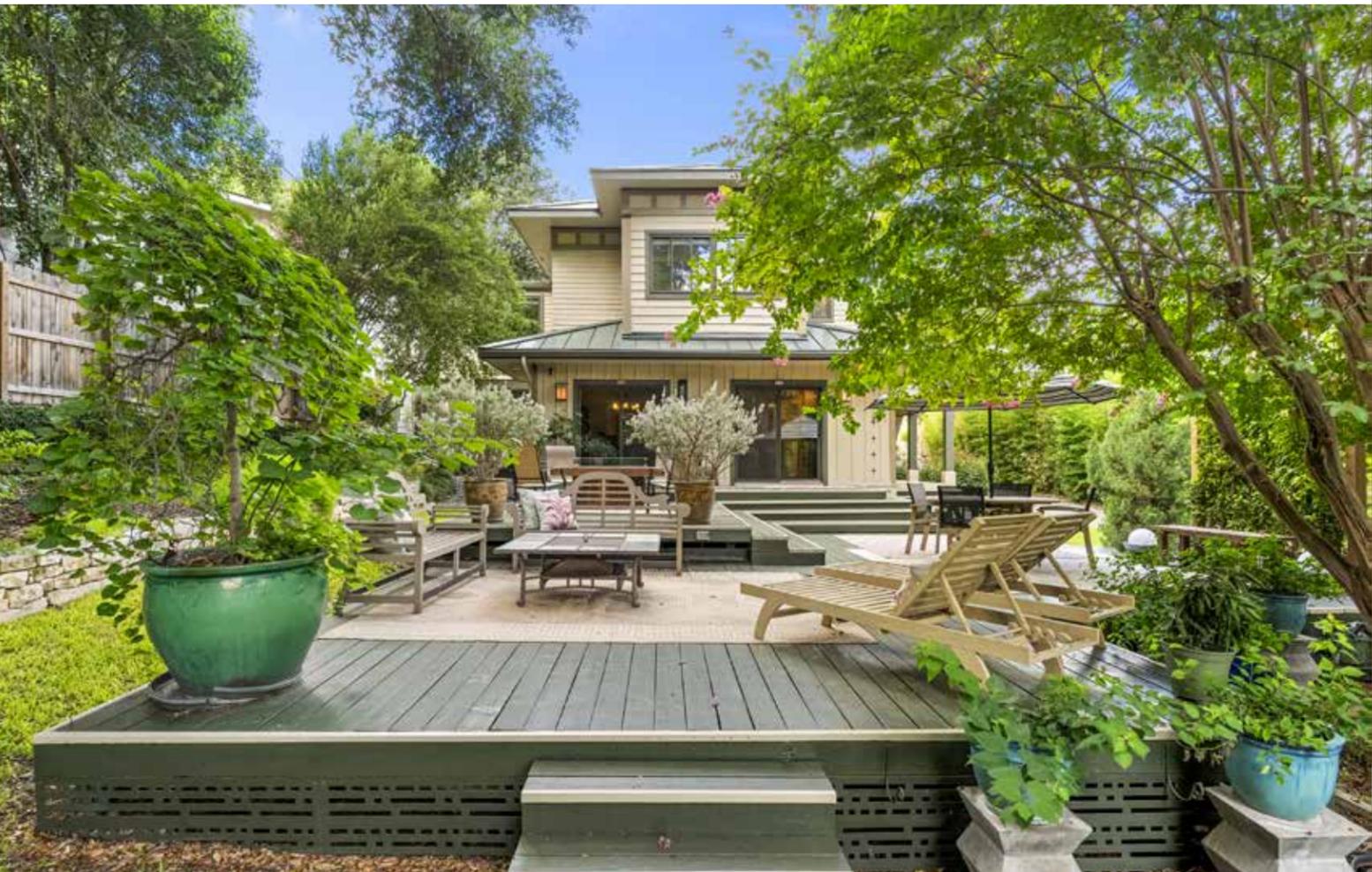
This three-story Craftsman home, constructed in 1922, nestles seamlessly into the heart of Alamo Heights, surrounded by extensive landscaping and gardens that create a private, park-like oasis.

The front patio ushers into a freshly painted interior where original oak floors lay a warm, inviting foundation, complemented by high-end details throughout. The great room, bathed in natural light from large windows, features an untouched oak coffered ceiling and French doors with Phantom screens that open to an expansive patio, seamlessly blending indoor comfort with outdoor allure. A charming den offers tranquil garden vistas, while the kitchen, a vibrant culinary workspace, boasts Shaker-style cabinets, a quartzite island with a copper sink, and a “Grand View” of the private deck and meticulously landscaped backyard. The secluded upstairs primary suite includes dual walk-in closets, an en suite bath with stone countertops, Kohler crystal raised-basin sinks, a luxurious steam shower, and extends to a large porch for a private retreat. Secondary bedrooms capture “tree-house like” views of the yard, and the third floor features a versatile bonus room with a closet, adding extra space for various needs.

Outdoors, the property extends into a sprawling back deck and a private yard with mature landscaping, including a walk-through bamboo garden, completing this sanctuary of tranquility.



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