

AGENT TIPS

DO YOU KNOW WHAT YOU WILL NEED TO DO?

When a ship is at sea in a great storm it looks for the light house to guide it home. Focusing on the tried and true steady security of the light, it patiently moves through the rough water to safe harbor. The real estate industry is in such a storm right now.

Many agents are doing just fine, all they need to do is to keep doing what they have been doing. Work their systems and benefit from their years of consistent focused action. Their bottom line might be a bit lower but it will remain reasonable. They keep their focus on the light.

Other agents are going into debt to stay in the business, they are too far out to see the light, they might be well advised to look for a new job.

Most agents are some where in the middle. They understand that this is not going to last for ever, but they are struggling right now. They see the light but it is flickering in and out. Some aren't working the systems the way they used to and some are simply frustrated because this is not what they planned for. These agents need to regroup! They need to sit down, relax and remember everything they have learned during the good years. They need focus on the light.

Different state laws, different market conditions, different companies, different personalities - all of these factors and more play a role in what will work best to keep you focused on your light. There are a few things that are universal.

Focus - (THE KEY) Have you ever noticed how little you get done when you jump from one task to another, then back again. You lose the light! Plan your day - your week - your month. Don't forget to leave time for the unexpected, that is the nature of this business. But plan, and when you prepare your to do list make it reasonable and focused. Have a vision and keep moving toward it.

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Market Knowledge - no matter what your market conditions are, you must know the truth and be able to show evidence. You must deliver the message with confidence and compassion.

Communication - the only thing worse than delivering bad news is not delivering it. You can easily lose the trust of a client you have worked so hard secure.

Integrity - Be the person people can trust. Be the professional before people need your service. Keep in touch with past, present and future clients. If you keep them informed before they need you, they will think of you when they do and they all have friends.

Referrals - The very best clients are the one's who have been referred to you and the best way to have a client refer someone to you is to treat them as if they were your only client.

THE QUESTION NOW BECOMES:

How do I put this information together in such a way that it will work for me in my current market?

1. SCHEDULE A MEETING WITH YOURSELF.
2. WRITE DOWN ALL THE THINGS YOU USED TO DO, OR KNOW WOULD BE GOOD TO DO.
3. CREATE A VISION OF WHAT YOU WANT YOUR BUSINESS TO LOOK LIKE.
4. THINK ABOUT THREE THINGS THAT YOU WILL HAVE TO CHANGE.
5. E-MAIL ME TO SET UP A COMPLIMENTARY COACHING CONSULTATION.

THERE REALLY IS NO OBLIGATION - JUST INFORMATION AND AN OPPORTUNITY SO SEE HOW COACHING WORKS!