



REAL ESTATE BUSINESS SUCCESS - TIPS

1. One of the real estate industry advantages is that you can do whatever fits you best. **Have an honest self-discovery conversation with yourself.** What behavior and lifestyle patterns make you the happiest? If you prefer to work amongst the school PTA, then focus on that resource. If you don't like spreading yourself too far, then don't do REOs. If you're not confrontation and don't like rejection, then don't cold call. Go for a referral-high touch-high interaction business. Before you find the right business model – **go find what makes you tick.** Join a team so you can learn and possibly go on your own and build a great business yourself. If not a team, **pick a top producer's brain** for their mentoring and do open houses for others.
2. **Write your goals down – personal and professional.** Get a game plan. Be specific. Put it on paper. A 6-month plan, 1-year plan, 5-year plan, etc. with inspirational photos. With the power of visualization, you will achieve where you want to go. Work your marketplace. Identify the areas you're going to work in. What's the turnover rate? Figure out where you're going to fit to start or re-start your business. Get where the sales are. Get a coach. Find someone/something that's going to keep you on track and inspire you – mentally, emotionally, physically, and spiritually. **Practice your trade consistently and persistently.** Read your different statistical information, housing market reviews, etc. so you know your #s and strong firm on your #s and know more than your prospects and clients.
3. **Start with your SOI.** Give up every weekend. Create a business plan. Make a budget. **Put some time into getting organized.**
4. **Learn the market.** Spend time previewing all new homes on the market. **Do open houses for others.** Advertising on the Internet. Putting open house rider on for open house 1-4pm on Friday night to build momentum. Preview all homes in the area for sale before open house so you are knowledgeable enough. Have statistics, open house book, questionnaire for prospects, etc.
5. **Put your picture with your name on everything.** Watch success videos or listen to tapes from top producers. Work hard. Work every day. **Be consistent.** Know who you are and what you stand for – your core values, vision, and mission. **Take commission out of the**



equation and make the right decision. Be humble.

6. **Prospect, prospect, prospect.** Get in front of SOI, title reps, lenders, people who are buying and selling real estate. **The more contacts the more contracts.** It's a contact/touch game.
7. **Get direct sales training.** In addition to training on disclosures, sales tools, contracts, etc. get sales training so you don't pick up bad habits. Be prepared on any buyer/seller presentation. Rehearse what you're going to say and know your customized script forwards and backwards. **Have a professional attitude and appearance always.** Strong and positive mindset always – good things will happen.
8. **Treat everybody better than you treat yourself.** Become a great co-op agent and more people are going to want to work with you. This will pay off. Don't take short cuts.
9. 88% of your buyers are on the internet and understand technology. Get yourself a great online presence. Market yourself as an expert. Ask other ERM agents if you can market their listings on your website. We are a team. Ask to do open houses. Get your name out there. Stay away from print advertising. Understand and use technology. Find out what other agents are doing then **adapt and apply.**
10. **Get practice.** Step up to the plate. Learn from a successful agent or team. Do as many open houses.
11. Go into your area and make it look like you run the show. **Make yourself seen.** Start marketing. Let them see you on the newspaper, magazines, Internet, at open houses, carts, buses, mailers. Show them that you own the market and have passion for the area and your business. **Have passion for what you do.** Show that you care. Do what's right. Have a good attitude. And it will all come back to you.