

I Don't Have Enough Time

Ever hear yourself saying this? Do you hear yourself saying this often? You may have a serious challenge moving forward in your real estate career if your programmed response is "I don't have enough time."

It's no news that the real estate market is in a slump in most markets. It's no news that the number of sales is down and the amount of commissions that agents are earning is also down.

The newsflash should be "I have the time now that I've not had before."

Think about that. If you don't have the time to build your business, attend necessary training, and even attend events and networking functions in today's market, how are you going to get things done when the market return to previous levels and you're really busy?



There are programmed responses that we all use too often, like:

- I don't have the money
- I can't lose weight
- I never have time for my family
- I'm always late
- I don't have a life

Are they true or a reflex response you give without really considering all the facts of the situation?

We work with a lot of real estate agents all over the United States. Many are in very challenging areas where real estate is really suffering. In every area of the country real estate associates should be spending their excess time, yes you do have excess time, in preparing to make it through this down market and make sure you're using the time preparing to be a better agent tomorrow. **Here are just a few things you should be doing now:**

- Building a personal website or make yours better
- Attend educational events to expand your ability to get and keep more customers
- Earn a new designation
- Hire a personal assistant and train them the right way
- Join networks and clubs to obtain more referrals

- Go back to the basics that make you successful when you started in real estate
- Spend time calling on For Sale By Owners and Expired Listings
- Never miss a sales meeting
- Hold more open houses
- Offer buyer and seller seminars at your office often
- Learn more about creative financing and buy downs
- Learn more about foreclosures and short sales
- Volunteer your time helping people a lot less fortunate than you are

Now what were you thinking as you read this list?

**If you were thinking of all the reasons you couldn't do
some of the items on the list,
you're just programming that computer
between your ears a bunch of garbage.**

There is a lot of business out there that is just waiting for you to go out and help people get what they want. For Sale by Owners need you more now than ever. Expired Listings need a professional that will get their home priced right and sold. Buyers and sellers need a professional, they need to know about staging, they don't even know what they don't know and that's why they need you!



Wake up tomorrow with a new fresh attitude on how to turn lemons into lemonade. Put on a great looking dress or sports jacket with your name tag on and get out and meet people that need your help and advice. Everyone wants to talk about real estate so make sure you're talking about the positives of buying now and the positives of the great selection that buyers have and make sure you're not one of the negative talkers that can't seem to see anything but negatives. There is

an excellent future for those that sharpen their saw and prepare for a great real estate market ahead of us.



Your thoughts are up to you. It's a choice and I hope you make the right choice as you build the paths to your future.

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