

Now is The Time

Interesting times in the world of real estate, isn't it? As we're still being bombarded with negative press about the state of real estate, and many markets are well below previous year's numbers, we're seeing sales associates questioning what their company is doing to help them through these challenging times. Some companies are just holding on waiting for buyers to return to the market. Others are downsizing and cutting out everything they can think of. Even the national franchises are slashing jobs, eliminating various products, services and events they have offered their members in the past years. Yes, if you look at what's being done with many companies, no wonder there is unrest within the industry.

So what's the best solution to make sure both the company and sales associates are going to make it to the end of this re-adjustment?

Let me first tell you what it's not the time to be doing.

- It's not the time to be taking away result producing services you've been offering to your associates.
- It's not the time to cut back on training.
- It's not the time to decrease the frequency of sales meeting and company events.
- It's not the time to remove key office personnel.
- It's not the time to drop membership in the franchise you've been with.

What should you be doing?

- It's time to focus on the most important asset any company has, their sales associates.
- It's time to offer training that will re-think the way to get and keep customers.
- It's the time to start coaching sales associates to find out their goals, their constraints, their fears, and their concerns.
- It's the time for sales associates to ask for meetings, coaching sessions, additional training and support.

If you're a broker/manager you should be doing the following as fast as you can.

- At a company meeting explain how the company is planning to still be in business for many years to come.
- Do a questionnaire on what your sales associates are looking for help with.
- Demonstrate that you are a leader and are taking proactive steps to help all associates.

- Start coaching one sales associate per day, meeting with them weekly for at least six weeks. Move to two per day as soon as you can. After six weeks, move the associates to every other week and fill in your time with more associates.
- If you don't know how to coach or have a coaching process to use, now is the time to obtain training you need to lead your company in good and bad times.
- Become an excellent listener and look for opportunities to listen your people to higher levels of productivity.

If you're a sales associate, here are some additional items for you to consider.

- Look for sales training to feed your mind, change your behaviors, and have processes to build you from the inside out. You don't need training on activities, contract writing, legal aspects, or other intellectual subjects that don't support your emotional needs.
- Encourage positive discussions when you're with fellow associates. Don't allow yourself to be caught up in discussions about how bad the market is or what your broker is not doing that he/she should.
- Build your Internet based marketing systems. If you don't have a personal website, have one built for you. I'm not talking about a single page that is all about you. I'm talking about a real website that is all about information and valuable services for buyers and sellers.
- Start an electronic newsletter. Sit down and make a list of everyone you know and start gathering their email addresses. Just Google newsletters and you'll get several ideas of how to get started.
- Continue to focus on obtaining saleable listing. I know, you've been slammed with phone calls from you current sellers wanting to know why their house hasn't sold, but you'd much rather have those calls than no calls at all. He who controls the listings, still controls the marketplace.
- Spend more time with your buyers to truly discover what they are looking for, what needs they have, what their future situation looks like and how they want to be worked with. Be sure and ask if they find the right home, are they ready to make an offer. Many people are enjoying looking but have no intention of buying. You don't have the time to be a tour guide.
- Now is not the time to leave a full service company to join a limited service firm. You need the support, the team spirit, the company training and sales meetings more now than ever.
- Show you're a professional and have frank discussions with sellers on how to price, stage, and plan for a successful sale of their home. If you can't sell it, don't list it. Having vines growing up the side of your yard signs is not the kind of advertising you need.

I've been in real estate for over 30 years and been through tough markets. There are more positives than negatives in most markets throughout the country. Focus on the historic low interest rates we currently have. Focus on the great selection of homes buyers have to choose from and the great pricing in some markets.

I believe that Integrity Coaching® is the best coaching program to build agents in this market. Not just because I facilitate the process, but because it is all about discovering the needs, wants, and desires of people and looking for strengths and qualities they don't even see in themselves. Now is not a time to be a dictator, it's a time to be a consultant.

I also believe that Integrity Selling® is the best process to change behaviors and learn how to work with people the way they want to be worked with. It's working in 80 plus countries and in all industries. This is the best I've seen to focus on building people and positive processes that really work with all types of people.

Total Success in Real Estate® is the best online solution that goes beyond sales and addresses life balance and financial freedom. Twelve areas that all real estate sales associates really need to be in the top 20% that are doing 80% of the business.

And yes, we do work with all of these programs because they're just the best. We've seen production and enjoyment for life changes that no other program is achieving.

I'd love to discuss with you your personal and company needs. That's what we do for a living and today's market requires professionals to solve our challenging situations.

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