

Ways To Win The Real Estate Race

Feel Like You're Always Running a Race?

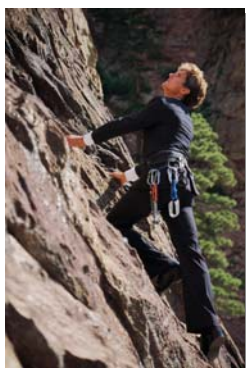
You Probably Are!

The top real estate agent has little time for sitting back and enjoying the good life. In fact they are wondering if there is a good life somewhere down the road.



The top Sales Associates tend to view their lives as mountains. They view a never-ending series of struggles, and believe they are always growing, but never have time to slow down or stop.

Laid back Sales Associates see their lives as a plateau, where they wander around just waiting for something to happen. As a result the production stays fairly level.



The reality is that *life is a series of plateaus and mountains*. Each step is a critical part of growth.

Are you on a plateau or climbing to the next peak in your career?

Difficult question isn't? We estimate that about 85% of all sales people are on some levels of a plateau. They get up each morning and challenge themselves to go to work. If they look at their year to date production, as compared to what it was last year, there are few changes. Most blame the flat line or decrease on the market and take spend little time looking at themselves and what they're doing to boost production.

6 Steps To Reduce Stress And Stay In The Race

1. **Delegate:** What are you doing that you can have someone else do? Do you have a personal assistant? Should you?
2. **Slow Down:** Are you trying to do too much too fast? When was the last time you said "No." You may be setting deadlines that are impossible to meet. You may be trying to cram too much into your day, and finding that you have no time for yourself.
3. **Exercise:** Exercise is a proven stress-reducing factor, and some healthy exercise each day can help both physically and mentally. Just take a walk if nothing else, anything is better than nothing.

4. **Enjoy yourself:** You need to focus on you every now and then. Get back into your hobbies or have lunch with friends.
5. **Diet:** The food you eat can contribute towards stress levels and the way that you handle stress. A balanced diet can help you to feel better about yourself, your buyers and sellers and less sluggish and more energized. Cutting down on smoking, alcohol and caffeine can also help.
6. **Enjoy Some Time Off:** Take a little time each day to enjoy some real indulgence and pure relaxation. If you don't think you have the time, then find it – your health is a priority.

Promote Yourself 24/7

That may not sound like slowing down or taking time for yourself, but it really is. You've all heard that 85% of all buyers go to the Internet first in looking for a new home. Think about that! They are not calling you, calling the Realtor that has a home listed their interested in, or even in some cases talking to their spouse about their desire to look for another home. They are taking a few minutes and going to the Internet for ideas or to see what's the market offering. So the real question is ***how many websites do you have all of your listings on and will they find it?***

Oh, I know that all of you that don't have a personal website say things like; "my company does", or "my franchise does," or



even worse, "Realtor.com has all of my listings on it." If you want to remain in the 90% that does 10% of the business, just keep saying those answers to yourself. You must have a personal website and a personal URL, that's the Internet address, to be a top agent in today's market. Spend a few minutes looking at some of the top agent websites. The best ways to find them is looking at sites like Realtor.com and follow the links to their personal sites. Look at how they promote themselves, their team, their services, and even their listings.

He or She With The Most Pictures Win

Yes, that's what they go to the Internet to look at! Most sites can take several pictures of a house and you should be putting as many as the site will allow. Featured Tours or 360° Tours are even better. Especially with Realtor.com as the buyer can choose to have those first come up first. If your new listing isn't worth spending the time or minor investment to have good quality pictures, maybe it's not worth taking the listing.

Great Idea!

An agent the other day told me as a closing gift they gave the new homeowner a picture album with all the pictures of their new house. What a great way to set into motion for you to be their Realtor for Life.

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