



**Coaches Corner™ - Tips, Tools, News and Articles for Real Estate Professionals**

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**Words from the President**



Life gives you many opportunities to ponder; to evaluate your progress and see the results of your labor.

I was recently reflecting on the question, "What is the one characteristic that makes someone successful?" It is in these moments that you struggle to boil all of your knowledge down into one distilled thought; to remove all the dross of your thoughts to one true nugget of incredible value to all who come in contact with it. My mind zeroed in on the concept of how our effort dictates our reward in life . . . our effort being our work or what we do. In life, we create our reward, whether it is financial or relational, by what we do. It's not based on intent or what we plan to do but, ultimately, what we actually do.

While pondering, I realized that we do many things, and some of those things have more value than others. We can often select the wrong thing to do and complete, thereby creating a lot of effort but very little result. Ultimately, results are the name of the game. We can easily get faked out with regard to what has the most value. The key characteristic of successful people is the skill and ability to focus intensely on the most important task and do it to completion with excellence before moving on to the next task. If you work at mastering this one skill, or ability, it will transform your life. This skill will also transform your relationships in your life. Your business will explode to new heights. There will be no limits to the exceptional life that you can create.

There is an ancient saying, "Don't put all of your eggs into one basket." My mother would use that old axiom quite a

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bit when I was growing up. She would also say to me, "You must keep your options open." Today, I realize that these sayings are dated and inappropriate to one who seeks success. You must put your focus and effort into the "one basket." You must zero in on the one task (or most important task) that must be done right now. Single-mindedly doing what will have the biggest impact and taking it to completion is essential to success. What is the one basket that you need to work on right now? What is the one thing that will create the biggest impact on your business? Only when it is done can you look for another "basket" to work on.

Too often, we have 10-15 baskets open with our hands, efforts, and focus going into all of them at once. We can often move them along, but we never get them done or completed and then moved off our agenda. The skill to select the most important task right now and take it to completion is the difference between massive success and failure.

So, I ask again, what is your one basket right now? What is the one task or activity that you need laser-minded focus on to complete? What must be done and completed today? What can't wait and will bring you the biggest return? Set some time aside to do it now. Then, before you leave today, select the one thing to focus on for tomorrow. Prepare your day for tomorrow before you leave today. Create the order of how tomorrow will unfold in the calmness of today. Select the one thing you will focus on right now. Then, resolve to not quit until it's done!

This one skill will enable you to craft the life that you desire. Don't wait to start learning the skill, start today!

To your Success,

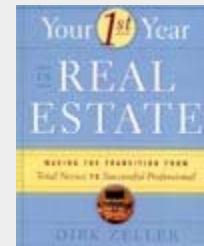


**Dirk Zeller**  
CEO  
Real Estate Champions

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#### Tele-Seminars

- ♦ Conquering Realtor® Sales Call Reluctance® - June 22<sup>nd</sup> & 23<sup>rd</sup>
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Thursday, June 22<sup>nd</sup> and  
Friday, June 23<sup>rd</sup>  
10:00am PT • 11:00am MT •  
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Run Time: 90 min, including **LIVE**  
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one."*

~ Dirk Zeller, CEO  
Real Estate Champions, Inc

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## First Step to Listing Success

The need for Agents to focus more on securing listings is at hand. It is impossible to become a great listing Agent without investing time in prospecting for listings and practicing your qualifying and presentation skills.

One of the main reasons few Agents become successful as listing Agents is the fact that the amount of time they must invest into the listing side of the business is significant initially. So, as Agents, we spend far too much time working with buyers, longing for more listings to come our way. We hope and pray that listings will magically appear because we wish to be that Agent with 6, 10, or even 20 active listings.

If you are feeling that I am describing you, take heart. There is a way out.

### Step #1 – Check your time allocation:

For the next week, track your time invested into the listing side of the business versus the buyer side of your business. In most cases, it will become obvious why your revenue is skewed to the buyer side. Most Agents invest fewer than ten hours a week toward the listing side of their business. They are often shocked and amazed when they figure out they spend 75%, 85%, or even 95% of their time finding, converting, and servicing buyers and wonder why 75% + of their revenue comes from buyers. The first step is to check your time against your revenue mix. It will most likely match up.

### Step #2 – Invest for the future:

Anytime you make a shift in your business, the payoff will never be instantaneous. You have to expect a transition time of 60 to 90 days. This is the period of time that causes most Agents to never enact the change. They are too immediate in their expectations of revenue needs.



### Newsletter PDF Archive

- ♦ [May 16th](#)
- ♦ [May 9th](#)
- ♦ [May 2nd](#)
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- ♦ [March 22nd](#)
- ♦ [March 15th](#)
- ♦ [March 8th](#)
- ♦ [March 1st](#)

They can't afford to do even one less deal a month for 60 days to fund the future. Changing your business from a buyer based business to a seller based business will take time. The truth is there are only two options I can see for the 60 day to 90 day transition period.

**Option A – Accept the transition period and likely revenue reduction because you are investing in a new business opportunity.**

Anyone who is truly growing, improving, and investing in themselves and their business must do this periodically. I once gave up golf for a year to write my first book. I recently limited my speaking schedule to create two new programs and write two new books. To grow, we often need to give up short term revenue for long term success.

**Option B – Ask for permission to go out of balance**

Sometimes the Champion Performer must make the tougher decision that they must put in the extra effort necessary to move through the learning curve to success. There are times in business when you are up against a changing marketplace or increased competition, or a unique opportunity has been revealed. Often, these unique opportunities are time sensitive. In these situations, a 40 hour work week might not be enough to continue to complete your normal business and access the opportunity, as well.

That is why option B exists: to, in effect, re-allocate time from another area of your life to work. It is also why I say to ask permission. You first have to ask permission of yourself. Are you willing to put in the extra effort to receive the new and greater listing inventory? Once you are willing, then ask other people who would be affected. Ask your spouse or significant other, children, anyone who will get less of you. When the whole team is on board in your personal life, the need to be out of balance is easier for everyone.

Set up a time limit for the duration of your out of balance time. Most people and loved ones can endure being out of balance for 30 or 60 days; as long as they know how long it will be. This enables everyone to share in the common goal and look forward to sharing in the greater success. You might even set up a special reward for everyone to participate in who helped or contributed. Maybe it's a special weekend away for the family when the cell phone and pager are left behind. There must be a reward for going out of balance.

♦ [February 22nd](#)

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Thanks for reading!

Being a great listing Agent starts with the right strategy and right mix of time. It is impossible to become a dominant listing Agent without your time and focus being invested there.

For related articles, go to:

[http://www.realestatechampions.com/realestatetraining\\_articles/](http://www.realestatechampions.com/realestatetraining_articles/)

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