



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

In This Issue...

- [Words from the President](#)
- [Why Do They Do It?](#)

Words from the President



I watched an interesting interview with Tiger Woods a while ago where he was fielding questions from the audience. One person asked Tiger what he thought about in his routine when he was setting up a shot. Tiger paused; you could see the gears turning, and he responded quite simply. Tiger said that his process was not at all elaborate, like most people. He said he really only thinks about two things. First, he thinks about exactly where he wants the ball to go and fixates that clearly in his mind. Then, once he has the target clearly identified and locked in, he thinks about how he is going to get the ball there.

The simplicity of those thoughts is the brilliant element to them. When he said those words, I leapt out of my chair to write them down. The question is do we have the clarity of thought on the target that we are aiming for right now? Do you know, absolutely, at every moment of everyday what the target is for you at that moment? We must realize that there are not multiple targets, merely one. You can only hold one target clearly in your mind at a time. You can't have five different targets at once, you can only have one. What is the target for this very moment? That is a question that we should be asking ourselves hundreds of times during the course of our day.

Once we know the target, we can move onto the second part of Tiger's strategy. How am I going to get to my target? Which begs the question, what do I need to do to get there? We need to clearly know the actions that must happen to

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reach our target. We have to be able to make the direct connection between the activity we must do at this moment and achieving the results we want. For too many of us, we have not made the commitment to the activities we must do daily to achieve success. We have to eliminate the activities that are not part of how we are going to get there. I truly believe you have the ability and the power to eliminate these out of your life. You can get rid of the non-productive activities. We often create elaborate creative avoidance activities that we engage in that stop us from hitting the target. We need to keep this process simple. Success is not complicated; it is a simple process that is available to all.

Make the commitment today to set the target and focus on how you are getting there. You too will become a Champion Performer like Tiger.

To your Success,



Dirk Zeller
CEO
Real Estate Champions

P.S. If you haven't already checked out our **Conquering REALTOR® Sales Call Reluctance®** tele-seminar, I ask that you please investigate it further below. It **WILL** make the difference between Success and Failure for many of the agents that attend.

[Top](#)

A Sobering Message For All Real Estate Agents...

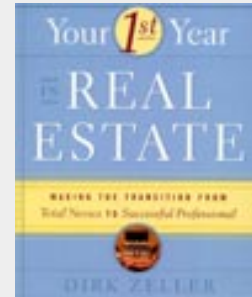
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~ Dirk Zeller, CEO
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Why Do They Do It?

There are many things that Agents do regularly that puzzle me. In this article, we are going to look at two practices,

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- ♦ Conquering Realtor[®] Sales Call Reluctance[®] - June 22nd & 23rd
- ♦ Getting the Listing on the First Appointment - July
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standard for many Agents, that don't make sense. My hope is that if you recognize yourself, you can change your practices now and improve your business in the process.

Why do Agents take listings for less time than six months?

We see Agents regularly taking 30, 60, and 90-day listings. They take these listings when the average time on the market in their area is, for example, 107 days. Do these Agents truly believe that they can beat the market? Beating the real estate market is like beating the "house" in Las Vegas. What are the odds of beating the house in Vegas? There is a reason why the casinos are so big and opulent -- the casinos regularly win. Taking a listing for less time than your market average is like going to Las Vegas and thinking that you are going to win big. The odds of even a highly skilled Agent regularly beating the market are very low. Don't let your desire to take the listing interfere with your desire to turn a profit.

Set a standard, based on your market, for length of listings, and stick to it. Tell the seller that a shorter time frame won't work for you. Walk away from the listing if necessary. It's better to do it now than 90 days from now when the listing expires. In 90 days, you will have invested that amount of time, money, and emotion. Cut your losses now . . . at the listing appointment.

Your other option is to have the seller give you a 90-day price. A 90-day price, to me, is a price that would guarantee a sale within 45 days even if swarms of locusts took over your town or if the region were hit with an earthquake, flood, fire, famine, or other Biblical disaster. In other words, the chance is 100% that the home would sell fast . . . no matter what. My philosophy was always 90-day listing / 90-day price. Give the seller the option to choose one. Don't allow them to have the 6-month price with the 60-day listing.

Why do Agents spend two hours on a listing presentation?

Think about it: what are we saying in all that time? Do you think the client is really interested in spending two hours listening to us? Shouldn't we be more prepared and get to the point going in? My belief was always the less said, the better. The longer my presentation went, the weaker it became. I think that most people would rather be spending time with their families than talking with a REALTOR®.

Here are the four things to focus on in a presentation. Share them; ask for the order; and get out.

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1. Find out the client's desires and expectations.
2. Convey the value of the home.
3. Show the client the value and benefit of working with you.
4. Ask for the order.

There is truly no reason to be there the amount of time that we are. If we spent even 15 minutes on each section -- which is too long -- we would be out in an hour. I can't tell you how often the seller thanked me for being in and out in 30 minutes or less. I had people who listed with me because of my respect for their time. A week rarely went by that I did not hear, "The last guy was here for two hours. I appreciate your respect for our time." Most sellers are not interested in the fluff and hype. Leave that for the other, less skilled, Agents. Find out their desires and motivation. Tell them the truth on the price of their homes. Tell them what you are going to do. Ask for the business. It truly is that simple. Condense your presentation and stay on track.

These are just two practices that have puzzled me for a while. If you see yourself doing either of these, I urge you to change. For the sake of your clients and your time, commit to changing today. You will get more listings sold if you have a longer listing period. You can take more listings if you spend less time making the presentation for each one.

For related articles, go to:
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[Top](#)

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- ♦ [May 23rd](#)
- ♦ [May 16th](#)
- ♦ [May 9th](#)
- ♦ [May 2nd](#)
- ♦ [April 26th](#)
- ♦ [April 19th](#)
- ♦ [April 12th](#)
- ♦ [April 5th](#)
- ♦ [March 29th](#)
- ♦ [March 22nd](#)
- ♦ [March 15th](#)
- ♦ [March 8th](#)
- ♦ [March 1st](#)

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