



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

[Home](#) [Training](#) [Coaching](#) [Free Resources](#) [Articles](#)

In This Issue...

- [You Can Learn A Lot From - A TIGER](#)
- [Projecting Trends and Putting Your Findings to Work - Differentiate](#)
- [Lead Generation Machine - The Best of Both Worlds](#)

 You Can Learn A Lot From - **A TIGER**


I often spend the weekend keeping one eye on what I need to accomplish and one eye on Tiger Woods. Tiger is the consummate champion. Not only does he have unbelievable talent, but he also has an amazing work ethic. Most of us only see the talent, not the work ethic. We, as professionals who are trying to be the best, would be hard pressed to emulate his talent. That level of talent is a gift from God. **The work ethic is something we can achieve.** Tiger's work ethic has led to his greatness. Tiger is often out on the driving range alone on Saturday night until after 9:00 pm. Here is one of the most dominant players in golf, and he is on the driving range at 9 pm. Imagine – the clubhouse is dark; the crowds are gone; the pros are gone. No one is around, and there is Tiger hitting golf balls to perfect his swing. And we wonder why he won the two PGA championships this year and is dominating golf?

During one game, after 5 lack-luster holes and dropping a few strokes, Tiger looked done. You could see it in his eyes; he was laboring with his game. Even the very best players struggle with finding their game at times. He could have easily packed it up for the day and gone home. Many of you are facing that right now. **You are not where you wanted to be for the first 9 months of the year.** Tiger was more than $\frac{3}{4}$ of the way through the tournament and was not

 - [**Training Spotlight**] -

The Success Trio



**Includes: 12
 Audio CDs, 3
 Multi-Media CD-
 ROM
 Workbooks &
 Tools for \$589...
 \$297**

[I Want to Learn
 More](#)

Coming Up

Tele-Seminars
 • November

**Champion Performer
 Series**

- How Failure Can Bring Greater Success

playing to his standard. What did he do? He just birdied 8 out of the next 13 holes. The question is: **What are you going to do? Are you going to decide right now to go out and get more listings and sales than ever before, or are you going to pack it up and go home?** Champions face adversity head on. They clearly decide to stay and fight for the win. If Tiger can make the great comeback in the 11th hour, so can you. We have the same incredible gifting as he does; the difference is some of us don't know it yet. We haven't fully developed it yet, but it's there. There is also one other key difference between Tiger and most of us.

Tiger also has had a coach to help him along the way. He and his coach, Hank Haney, have created dominance in golf together. Do you have a coach? Do you need the edge of a coach like Tiger does? We at Real Estate Champions are committed to your success. We wouldn't invest this time in our weekly Coaches Corner if we weren't focused on your success. Call us right now and see how we can help you succeed. Call now, so you can perform like Tiger. Your ability to be a Champion is closer than you think. Call right now at (541)383-8833. Become the Champion you can be.

To your Success,

Dirk Zeller

CEO

Real Estate Champions, Inc

P.S. For more information on Coaching Opportunities, click [here](#).

Top

Projecting Trends and Putting Your Findings to Work - Differentiate

Most real estate trends are a reaction to the law of supply and demand. As you project trends, study your market analysis for hints of changes in your market's inventory. At the same time, study your region's economic growth and stability for hints at what is taking place to influence consumer demand.

In general, a low inventory of homes will lead to increased appreciation and more competition for "high demand"

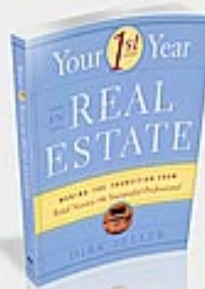
Quality Training

Get **Dirk Zeller's Award Winning Books** and Download Real Estate Champions **PDF Ebooks!**



[Success As a Real Estate Agent For Dummies® Dummies Now In-Stock! Here First!](#)

by Dirk Zeller



[Your 1st Year in Real Estate: Making the Transition from Total Novice to Successful Professional](#)

by Dirk Zeller

[Jump Start Your Production: The key to success and having a strategically strong year.](#)

[Blueprint for Success: Reach peak performance in your life.](#)

[Successful Selling in Tough Times and Tough Markets: Skills, mindsets and concepts that allow you to close sales even in difficult circumstances.](#)

[More Real Estate Training Books](#)

properties, which include homes that are in superior condition and in superior locations. In a low inventory marketplace, sellers can often overreach in terms of pricing. When inventory levels are high, the competition for buyers slows appreciation. It also extends days on the market and can even drop sales prices due to a lack of purchaser urgency to "buy now."

Most agents, even the good ones, are far from being experts in their field. **They have created clients and sales through strong relationships rather than through superior knowledge and expertise.** To differentiate yourself, acquire a deep understanding of current and emerging market trends and then share your findings with prospects, current and past clients, and others in your sphere of influence. Doing so will help you **position yourself as a leading expert in your market area.**

Whether you are making contact by phone or in person, get the conversation going by presenting questions that prompt interest, inspire urgency, and convey your market knowledge and authority. For example:

- **Are you aware that we have less than two weeks of inventory in the price range you are looking for?**
- Did you know that the average home price has appreciated over 15% in the last six months; that this same home you called about today would have been \$25,000 less six months ago?
- **Has anyone told you that on average, a high-demand house is on the market only 21 days in today's environment?**

Once you have seized their interest, immediately ask for an appointment to meet soon due to the market place inventory being low or high, or appreciation being low or high, or the days on the market being low or high, or other market conditions that work to your favor.

Let me share with you a script example:

"Bob, did you know that the average home price in your area has risen over 15% in the last six months? Here's what that means to you. This same home we are talking about right now would have been \$25,000 less if you had called me six months ago. Based on the trends in the marketplace, we should get together right away. I

Later this Year

- **Overcoming Realtor Sales Call Reluctance - October**

More Quality Training

Streaming Audio is a great, easy way to learn on the go.

7 Smart Ways to Explode Your

Production: Out smart, out last and out perform your competition.

How to Increase Your Income by

\$100K: Dirk exposes secrets of these Top Producers.

Double, Double:

Learn the skills and techniques to double your hourly rate within 6 months.

More Streaming Audio



Partner Services

am sure you don't want to lose another \$25,000 in the next six months. Would Wednesday or Thursday this week be better for you to meet?"

The use of key statistics such as list price to sales price ratios, days on the market averages, and absorption rates, demonstrate your mastery of marketplace knowledge. It also creates a competitive gap between you and your competition by establishing yourself as the one who can use market forces to your client's advantage, raising the probability of a higher sales price, a shorter the time on the market, and increased net proceeds.

To put your findings to work, take the following steps:

- **Use your marketplace knowledge to prompt prospects to act now rather than to procrastinate until a time when market conditions may not be so ideal.**
- Share your market analyses as a way to stay in contact with past clients and others who can positively influence your business. Most of these individuals already own real estate, so they are "vested" and interested in the local marketplace. For many, their single largest investment asset is their home. They care about the market's equity position and appreciation. What's more, most are not in their final home for life. They at least secretly wish for a better house in a better neighborhood. By establishing and reminding them of your expertise, you place yourself in position to counsel them on future home or investment property purchase.
- **Quarterly, assemble and mail your most recent statistical findings to your business contact list. While other agents will be sending out recipe cards and other trash and trinket items, you will be sharing something of real value: the state of the real estate market and the state of your recipients' major financial holdings— their homes.**

Another way to enhance your credibility and public image is to publish your monthly or quarterly market analysis in the form of a newspaper display ad.

Well before the ad breaks, send or deliver your market analysis and trends projection to the journalist that handles real estate coverage for your local newspaper. Your findings may or may not make their way into a news story, but by furnishing the report on a regular basis you will establish

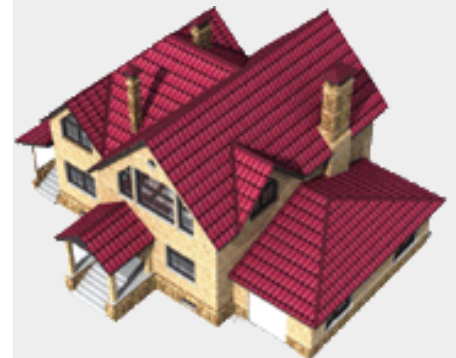


Read Dirk's Featured Articles in Realty Success.

Please visit RealtorLibrary.Com to request a free online issue. Contact RealtySuccess at 866.529.5842 to learn about current specials on printed subscriptions.

RealEstateChampions.com is Hosted by [Web Merchant Services](#)

Response Hotline Service available through [24/7 Call Capture](#)



yourself as a regional authority that can be called upon for real estate quotes or interviews. The effort will cost you nothing but will pay off by elevating your stature in the community. There is nothing better than a third party validation to cement of your status as an expert in your marketplace.

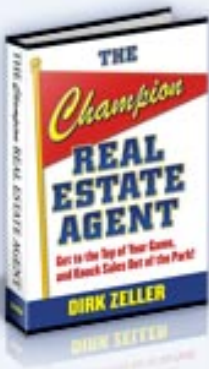
Position yourself as the leading expert in your market area by knowledge of your market. And then make it work for you by sharing your finding with your prospects, current and past clients and your sphere of influence.

For more information on How to Position Yourself... [Click Here](#)

 [Top](#)

"What would it be worth to you to have access to my playbook chalked full of my most advanced real estate tactics?"

The Champion Real Estate Agent - Book



**Now Accepting Reservations
(Ship Date Nov 5th, 2006)**

A proven plan for peak sales performance—and a better life!

In *The Champion Real Estate Agent*, renowned sales trainer Dirk Zeller shows you how to dramatically boost sales and

achieve all your professional goals. But there's much more to being a champion agent than just selling. Zeller's proven program not only turns you into a top sales performer, it gives you all the tools to build your real estate business and guaranteed to create a secure and prosperous future for yourself.

Full of insider tips, expert advice, and real-world examples from Zeller's many years as a champion agent and trainer, this comprehensive career guide presents **a complete system for managing your business and time**—so you can earn more money and enjoy more of life.

Don't just get into the real estate game; become an all-star when you learn how to:

- **Supercharge your sales and commissions**
- Use Zeller's unique referral strategy to turn effort into income
- **Develop trust and credibility with customers**
- Design a custom business plan that fits your life and goals
- **Generate multiple streams of income**

**Reserve Your Copy Today and grab your
\$168 worth of bonuses**

 **[Click Here to Get My Personal Tour
Through the Book!](#)**

 Top

Lead Generation Machine - The Best of Both Worlds

We are in the lead generation business. If you want to take control of your life and your business at a greater level, **you must set up a system to generate great quantities of leads.** By always having great quantities of leads, it will allow you to be highly selective in the people you work with. The truth is you will only be able to help a handful of people with regularity. These handfuls of people should be the best and most motivated clients – the ones who are sold on you and your system.

If you focus on being a lead generating system, you will not have to rely on others to refer business to you, and you will reduce call reluctance.

By using the technology in the automated ads industry, you can create leads 24 hours a day. This helps you create three to five times as many prospects than if they would have called your office. The reluctance of the consumer to call you is removed. You will then receive their phone number to return their call.

The key is to position yourself at the front of the line. You want to run point in this arena. You want a **steady flow of consumer direct leads.**

You need to elicit your team of affiliates to participate and pay for this service. You can do a mini-commercial like "Brought

to you by ABC Mortgage, AAA Pest Control, A-2 Title and Escrow Company." You can cover the cost for all (or a major portion) of this service by well-placed affiliates' mini-commerce deals.

If you work jointly with your mortgage partner, you can create tremendous response. If you can advertise and create a plan for people to call your mortgage partner, you will remove even more reluctance. **The truth is buyers will always look at us as salespeople.** That is unavoidable no matter how we position or package ourselves to some people. The buyer can look to your mortgage partner as a consultant. This will enable your mortgage partner to have the inside fast lane to commitment by the buyer. Do not fail to enlist the power of your mortgage partner.

Seven Strategies for Call Capture Technology

- **Maintain the system, so it works well:** Constantly update your system with new information and services. Also, check that there has not been a problem with the technology. You want your prospect to continue to call you for your services. They will not call if it is not working properly.
- **Track and know your numbers efficiently:** Track your number of "hits" per listing, total "hits" per week, and what types and areas are receiving the most response. Track the number of appointments you set from the number of contacts you make, and then the number of actual sales versus the appointments set. This will enable you to plan the return you can expect against the work and cost. You will also be able to give solid feedback to your listings.
- **Callbacks must happen within 24 hours:** The truth is people will not remember that you called unless you list them right away. The longer you wait the success rate of setting an appointment dramatically reduces.
- **Script questions to find out about the prospect:** If you are not well scripted, you will spend too much time on the phone before you find out if you can help them or not. You need to be able to articulate a valid reason to set an appointment with you at your office. You cannot help them all. You are only looking for the best ones.
- **Once you have received their commitment to work with you, you need to call them every workday:** By regularly contacting them, you will keep them in your

corner. They will understand quickly that you are looking daily for their new home. They will not question your intention and focus to help them achieve their dreams. They will not speak with another Agent again.

- **Create more value in your mailboxes:** Offer other mailboxes that are not just property descriptions. There are services and information you can offer them such as "How to prepare your home for sale", "What to look for in an Agent who is going to sell your home", and "What really sells your home." This will provide information to your prospects and create a higher level of credibility for you. You will also gain more information about your prospect. If your prospect is listening to "How to Prepare Your Home for Sale", you know they are thinking about selling.
- **Do not neglect your mortgage partner:** They can be the key for vast amounts of new business. This alliance can be fruitful for both of you. They have a much different public perception than REALTORS® do. Use this to your advantage. Do not neglect to tap into the technology that will enable you to be a lead generation machine.

Do not neglect to tap into the technology that will enable you to be a lead generation machine.

For my recommendation on a great Call Capture Service... [Click Here](#)



New Coaching Programs (Very Affordable)

**"Your Once in a Lifetime Opportunity
to be Coached by Dirk Zeller,
The Dummies Book® Author!"**

Imagine the bragging rights you'll have: You'll be coached by the Dummies Book® Author with a small team of the best Agents in the country. This solution is also our most affordable solution (you'll probably spend more on gas in a month).

There are two group coaching programs to choose from:

1) PAC Level 1 designed to help New or Struggling

Agents to get to "Consistent Producer" status (30 transactions per year) in 3 months.

2) PAC level 2 is for the already "Consistent Producers" who want to reach the next level, "**Top Producer**" (40-60 transactions per year).

Join me and get more information on these programs by clicking your choice below.

Together we can discover the best and fastest way to put you in the "Successful Agent" category.

Performance Accountability Coaching - Level I



Dirk Zeller

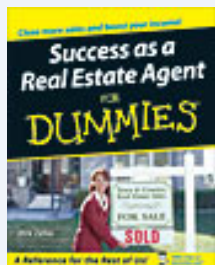
Become a Consistent Producer (30 Transactions/yr)

Run Time: **LIVE** coaching with Dirk Zeller for one hour, every week.

Four groups with seating *limited* to only **12** per group.

Fill out the form below...

For more information on how you can secure your spot while we still have room. Only 3 spots left.



My NEW Book
In Stores
Now!

Full Name:

Phone #:

E-Mail:

Performance Accountability Coaching - Level II



Dirk Zeller

Become a Top Producer (40-60 Transactions/yr)

Run Time: **LIVE** coaching with Dirk Zeller for one hour, every week.

Two groups with seating *limited* to only **5** per group.



My NEW Book In Stores Now!

Fill out the form below...

For more information on how you can secure your spot while we still have room. Only 4 spots left.

Full Name:

Phone #: - -

E-Mail:



Newsletter PDF Archive

- [September 21st](#)
- [September 14th](#)
- [September 5th](#)
- [August 31st](#)
- [August 24th](#)
- [August 17th](#)
- [August 8th](#)
- [August 1st](#)
- [July 25th](#)
- [July 18th](#)
- [July 11th](#)
- [July 5th](#)
- [June 27th](#)
- [June 20th](#)
- [June 13th](#)
- [June 6th](#)

[Top](#)

Help Your Friends

If you have friends and colleagues who would enjoy the Coaches Corner™ please forward it and invite them to subscribe. We appreciate your help since your recommendation is how we grow.

Real Estate Champions is committed to partner with you to create abundance in your business and life.

REALTOR® is a Registered Trademark of National Association of Realtors, Inc.

Real Estate Champions, Inc
132 Crowell Way
Suite 200
Bend, Oregon
97702
USA

Thanks for reading!

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

©2006 Real Estate Champions, Inc