



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

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### Words From the President



Thanks for joining me today on **your** journey toward **success as a Real Estate Agent**.

As a Real Estate Coach, I've become fairly good at reading between the lines. You have to be. You've got to root out the truth when dealing with people and their problems.

This week I've received a few emails concerning different areas of Real Estate folks need help in: Expireds, FSBOs, Listing Presentations to name just a few. The actual topic doesn't really matter because the underlying need has nothing to do with any specific portion of the Real Estate Sales Process.

You see... A couple of the daily struggles we all have at times are our attitudes and accomplishing our daily disciplines (actions).

It doesn't matter if you think you are too young, too old, too short, too tall, or the wrong shade of green. None of that really matters, and the answer isn't just having a positive attitude, either.

I've included an article for those of you who need a little boost in that area today. I'd encourage you to invest 9 minutes of your time with me today and **read this newsletter**. It just may give you the boost you need.

- [ **Agent Training** ] -

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**Coming Up**

To your achievement of success in Real Estate,



**Dirk Zeller**

CEO

Real Estate Champions, Inc

P.S. I've also had a few inquiries wondering if I would come and conduct a private training seminar in order to give some a headstart on 2007. The answer is yes... I am still accepting speaking engagements. If you'd like more information, send an email to [DirkSpeaking@RealEstateChampions.com](mailto:DirkSpeaking@RealEstateChampions.com).

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## Determining the Influence of Other Regional Markets - **Your Crystal Ball!**

Real estate in your market area is affected by influences outside of your own region. For example, when I sold real estate in Portland, Oregon, what was happening in terms of inventory, appreciation, and activity in Seattle, Washington had an effect on my own marketplace. The two metropolitan areas are less than 200 miles apart, and one influences the other due to the easy and frequent population movement between the two cities.

The largest regional influence for my market, however, was California. There was a massive influx of people from California to Oregon, particularly from the bay area of San Francisco and the greater Los Angeles area. These geographic areas **drove tens of thousands** of people into the Portland metro area annually, **increasing the demand for homes and raising values and prices** as a result.

The population exodus started because the difference in price between the Portland market and the California market **triggered the law of cause and effect**. The appeal of Oregon's lower real estate prices caused California residents to want to move, either to cash out of expensive California properties and apply the profits to better homes at lower prices in Oregon, or to relocate to an area where they could finally achieve first-time home ownership.

To determine how neighboring regional markets are affecting your market area, **study migratory patterns and then research the reasons behind the population** movements you discover.

### Studying population migration patterns

To quantify population migration trends that affect the buyer and seller pool in your market area, determine the answers to these

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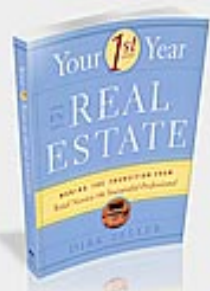
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questions:

- Is your marketplace growing in population or losing population?
- **Are people migrating into your area or leaving your area?**
- Where are new residents coming from geographically?
- **Where are current residents going when they move away?**
- At what rate are people arriving or leaving your area?
- **What are the economic factors that are driving population changes (i.e. jobs, unemployment, business growth) in your marketplace?**

If your answers lead you to believe that a population boom is pending, prepare yourself and your clients to take advantage of a seller's market and the positive affects of a high demand, low supply market situation.

Conversely, if your answers lead you to believe that a population exodus is beginning to take place, you can steer buyer and seller decisions with that knowledge in mind.

### Identifying and capitalizing on market trends

To understand your marketplace and its economic condition, compare current market activity with correlating statistics from the previous year, using the following questions as your guide:

1. Compare number of sales and total sales volume, both on a year-to-year and on a year-to-date basis. This will help you understand and forecast trends in your marketplace.
  - Is the number of sales going up or down?
  - **Is total sales volume going up or down?**
  - Is the marketplace ahead of or behind the pace of sales from the previous year?
2. Compare the number of listings taken. The available inventory in a marketplace is the supply half of the supply and demand equation.
  - Is the number of listings up or down? Fewer listings indicate a sellers' market; many listings indicate a buyers' market. Is there more or less competition for buyers than in previous years?
  - **Is the selection better for buyers than last year at this time?**

Successful

Professional

by Dirk Zeller



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- The Champion Agent Buyer Interview

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- Is the inventory of homes for sale growing or shrinking as compared to this time a year ago?
3. Compare last year's average sale price to this year's average sales price. Determine your market's average sale price by dividing total sales revenue by the number of homes actually sold.
- **Is the average sale price going up or down? If a marketplace is healthy and vibrant, the average sale price will be increasing.**
  - Is your marketplace appreciating or depreciating in value? For instance, if the average sale price has gone from \$249,000 to \$257,000, your marketplace is appreciating in value. Be aware that the average sale price must be viewed on at least a quarterly basis. A one-month change in this particular statistic a month does not indicate a sustainable trend. This is especially true in small market areas.
  - **How well is the inventory of homes aligned with demand? If you have an appreciating marketplace, the inventory probably is lower than the demand for homes. In a flat or depreciation marketplace, the inventory or supply probably exceeds demand at this time.**
4. Compare the percentage of appreciation of average sales price this year versus last year and year to date.
- Is the appreciation percentage increasing or decreasing compared to this time last year?
  - **Is the marketplace gaining strength in appreciation or losing its power?**

To understand your marketplace and its economic condition, create a market trends analysis by comparing current market activity with correlating statistics from the previous year.

By knowing your market and watching regional statistics, you can be prepared and proactive. Using the tactics above, you can interpret your findings in order to arrive at conclusions that can steer your business in the right direction.

For more information on how you can analyze your market check out my new book below...

[months.](#)

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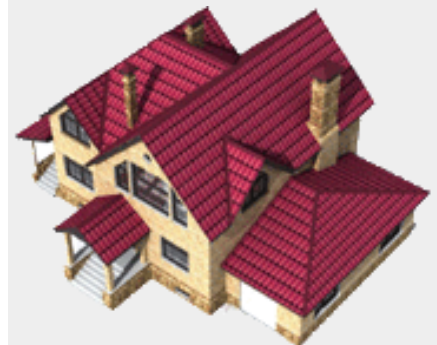


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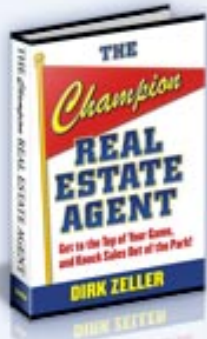


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Now on the Shelves

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

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**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.

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**Actions or Attitudes - Accomplish Anything**

**The two A's of success are Actions and Attitudes.** You have to have both to achieve sustainable success in life. Having one without the other will only allow you to achieve a mild level of success. Having both will enable you to accomplish anything!

If you have the right attitude in sales but don't link that with the correct actions, you will receive limited results. If you have the right actions but have the wrong attitude when you are engaged in the actions, you will receive marginal results. Only by having both will you fulfill your full potential. I always ask people which one influences the other more. **Does your attitude influence your actions, or do your actions influence your attitude?** Take a moment and consider your response.

If you are like most people, you selected the first: your attitude influences your actions more. The rationale is that if you feel good or empowered, you will do the actions that you must do. If you feel good and feel like doing what you must do, that will control your actions. While feelings have an effect for most people, the true Champion Performers in life don't let their feelings dictate whether they will be successful or not. **The true Champion Performers don't allow feelings to influence what needs to get done today.**

The key to success is using your actions to influence your attitude. When you discipline yourself to take the actions that you must take, your attitude will begin to come in line. **Most of us in sales know what we need to do daily in terms of prospecting and lead follow-up.** We know we need to take time to practice our skill or craft of sales. When we fail to do what we know we should do, our attitude is affected negatively. When we do what we know we should do, our attitude is affected positively. Your attitude and confidence will be thrust *upward* through disciplined action or activities.

**In the end, your actions will influence your attitude more than your attitude will influence your actions.**

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Dirk Zeller

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