



Mark Sampson

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Do You Have a Mentor?

By Dolores Esanu



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When I was 17, I walked into an up-and-coming real estate firm and asked for an internship. The firm consisted of a mother/daughter team. Initially, the mother hesitated at the thought of hiring a teenager with no work experience; however, the daughter gave me a chance. She went against the grain and the hesitations of her business partner and allowed me to step in. Her faith in me helped me flourish as a young adult and young professional, ultimately shaping who I am today.

My point?

All it took was one person to stand up and take a risk. I didn't ask her to be my mentor — she became one.

From day one, her guidance and input influenced my decisions about my career, coworkers, and outside resources. After a year of interning, I was hired as an assistant. Her mentoring morphed into a whole different genre. She started helping influence my assertiveness, people management skills, and taught me the importance of multitasking in real estate. Eight years later, I am now licensed and her mentoring still comes into play. I find myself marching into her office asking for her advice on advertising, guidance on handling difficult clients, and even everyday things such as closing gift ideas.

Do you have a mentor you can rely on in real estate? * [\(see below\)](#)

That solid rock of foundation in your life who can give you an answer — and not just any answer — but an answer full of experience, knowledge, and consideration? They may not always say what you want to hear, but at the end of the day, what you need to hear will benefit you more. I firmly believe that as a new agent or a new assistant, a mentor is a necessity. They keep us motivated, grounded, and most of all, on the right track to success.

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Note: This is a “timely” article that needs further exploration and comment.

We must point out that it is extremely important to define (for the agent) just what is needed in terms of help, leadership and financial success. Everyone, who is left standing, can be considered an “experienced real estate professional”. So,

What is a “mentor”? By Webster’s dictionary, and applicable to real estate genre, a *“mentor”* is defined as *“a trusted counselor or guide”*. Is getting answers and free knowledge, without commitment to accountability for your action steps, what you want or need? Or,

What is a “coach”? Again, by Webster’s definition a *“coach”* is *“a private tutor”; “one who instructs or trains”, “directs fundamentals and strategy”!*

In today’s environment of real estate I think you would agree, business is damn tough!

All the clichés in the universe will not change the toughness of the market or thinking things will get better by just waiting. Are we, as agents, somewhat like the deer in the headlights – frozen by fear into doing nothing? We want accountability but we fear it! What went wrong?

Here it is -

By definition – in this market popular thinking would support having the “coach”. The person relied upon to think “outside the box”; with your consent and acknowledgement, help you develop a business plan with current strategies based upon proven fundamentals and strive for accomplishment and accountability (non- judgmental) of those strategies. To acknowledge for accomplishment; to find out “what went wrong” for tasks not accomplished and “what could have been done better”! To be given the opportunity to recommit to the unfinished strategy and for the coach to “check-in” to see the culmination of your efforts.

Soft, non threatening approaches seem appealing but will it provide you the proven level of success you want in the time you have left?