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Here is an Idea for Your Success – But are you ready for it

By Walter Sanford

During the past few years, I would talk with agents across North America, and I could tell there were going to be some bumps in the road. I would ask the agents to be just a little bit more careful. I would ask them not to get the 95% interest only loan. I would ask them to save a little money and not buy so many toys. I would ask them to watch their overhead and initiate new lead generation systems that would supply a fuller pipeline.

Some listened and are doing just fine right now in the midst of our challenging market. Others are scratching their heads and wondering what their new plan should look like. In fact, they want to make up for lost time. These are the agents who are reading the articles about how the government used the social security trust fund for general spending. These are the agents who forgot to put money in their 5-2-9 for their kid's education, and they haven't been funding their SEP IRA. On top of that, some of their real estate nest egg has "cracked," and it is now time for them to start getting serious about real estate again.

There is a plan that works just fine in this market. I worked the plan through two tough markets, and it's the same plan my coaching clients and thousands of others follow today. It's time for a reality break. *The market isn't changing soon...so you'd better change!*

There are many success stories in this market. (1) *If you are not one of them, you are not doing hard core prospecting for at least four hours a day.* You also need to overcome today's client objections, make a listing presentation that wins, and quit wasting time on stupid business.

If you aren't a "success" story (yet!), it's time to get to work! What kind of work? Prospecting. I know – that's the second time I have talked about it.

(2). *You need to talk to ten “warm” seller leads before you get one listing presentation.* Stop your feng shui class. Quit your staging instruction.

Announce to your Facebook, ActiveRain, and Twitter followers that you are going to back to work, and you'll keep them updated on the value you are providing your new demographically proper sellers! Don't spend a lot of time announcing it to your Facebook friends, if they don't really care; in fact, if they don't care, are they really your friends?

(3). *Time block your prospecting, your listing leads, your current listings, your buyers, your pendings, your communication (email and phone), your database follow up, and your goal planning.*

Wait, goal planning? Yes! *Do you have a plan for every day, week, month, and year?* What about five year and ten year plans? We work the plans, work them again, and then compare results against what we want.

What is the difference between a goal and a commitment? A goal is nothing more than a good idea with a lot of wiggle room. A commitment can be a financial goal that is measured by the results. Are you ready for that?

Some of you already do what I have explained. If you are in trouble for the future, then do THE PLAN. Some of you cannot. I can, I have, and you can be taught how to do it as well.