

Contents

Preface	ix
Acknowledgments	xvi
Dedication	xvii
1 How Real Estate Sales Work	1
2 It's an Exciting and Challenging Business	
3 Agent, Broker, Agency Defined	
7 How Are Real Estate Salespeople Paid?	
15 Professional Affiliations	
18 Job Description of a <i>Successful</i> Real Estate Agent	
22 Differences Between Real Estate Sales and Other Sales Positions	
24 Summary	
2 The Stunningly Successful Real Estate Agent: What One Is Like and What He/She Likes to Do	25
26 You and <i>Successful</i> Real Estate Sales— A Career Match?	
29 Do You Have the Strengths Successful Salespeople Demonstrate Daily?	
51 Real Estate Sales As Your First Career	
52 Working with Your Spouse	
54 Summary	
3 The Will-Be Superstar on the Job— Activities That Assure Success	55
56 What Assures the Kind of Success <i>You Want</i> ?	
57 The Essentials of a <i>Successful Career</i>	
59 Job Description for the <i>Will-Be Successful Agent</i>	
61 Time Commitments and Schedule for a <i>Will-Be Successful Agent</i>	
63 Four Truths About Prospecting	
69 Having a Life Outside of Sales	
74 As Your <i>Will-Be Successful</i> Business Develops	
77 Summary	

4 How Much Money Can You Make? 79

- 80 Incomes:What Is Really “Average”?
- 86 Four Categories of Salespeople
- 90 The Disappearing Part-Time Option
- 94 Summary

5 Your Business: Costs and Income 95

- 96 What It Costs to Get Started
- 104 Establish a Budget:Your Expenses for the First 6 Months
- 104 Your Real Estate Income
- 109 The *Will-Be Successful* Careerist’s Real Life Start-Up Pattern
- 113 Summary

6 How to Become Licensed 115

- 116 Requirements for Becoming Licensed
- 118 What Kind of School Should I Attend?
- 121 The Real Estate Exam
- 127 How to Get the Practical Skills You Need to Succeed—Even Before You Start Selling Real Estate
- 133 Summary

7 Seven Trends You Must Recognize to Make the Right Decision for You in Today’s Real Estate World 135

- 136 Grasping the Big Picture
- 137 Trend #1: Three Organizational Trends and What They Mean to You
- 145 Trend #2: Relationship Marketing
- 146 Trend #3: Systematizing Your Business So You Have a Real Business
- 147 Trend #4: Using Technology to Organize and Run Your Business
- 150 Trend #5: Training to Assure Quick Success
- 152 Trend #6: Coaching for Individual Success
- 154 Trend #7: Teaming to Provide “Leads” as You Start Your Business
- 156 Summary

8	Your Search for the Right Real Estate Office: The First or Second Time Around	157
	158 Who This Chapter Is for	
	158 If You're New: When to Start Your Search	
	159 Company Choices—The Trends	
	169 How to Research Companies and Offices in <i>Your Area</i>	
	176 Evaluate the Companies <i>You Prefer</i>	
	177 Summary	
9	The Interview: How to Get the Information <i>You Really Need to Make the Best Decision for You</i>	179
	180 Time Frame for Interviewing	
	183 Prepare for the Interview	
	188 The Day of the Interview	
	198 “Interview Judgments” to Evaluate the Interviewer	
	201 What to Expect in the Second Interview	
	204 Summary	
10	Secrets of Getting Off to an <i>Exceptional Start—and Beyond</i>	205
	206 Setting Your Posture for Exceptional Success	
	207 Advice from Successful First-Year Agents: Five Keys to First-Year Success	
	209 The Critical Actions to Create a Super-Career— <i>Fast</i>	
	222 Career Choices and Horizons	
	227 What Your Career Will Look Like	
	231 Summary	
	Appendix A: Survey Results	233
	Appendix B: Resources for Success	237

Sometimes that means not merely copying how agents did things in the past.

My observation is that agents who cannot use computers waste much time and money relying on others to do simple tasks such as retrieve and answer email. The most efficient real estate agents have enough computer skills that they can get what they need quickly.

I have a friend who is one of the top producing agents in the U.S. He has been in the business almost 2 decades. When he started, using a computer wasn't important. He never learned to use computers at all. So, he can't retrieve his own email. To compensate, he has five assistants who do his work, including printing his email. I believe he wastes money having someone read, print, and show him his email. Not only that, he then must tell that assistant how to respond.

I have seen his frustration level escalate when he couldn't explain to an assistant exactly what he wanted from the computer—because he didn't have any basic understanding and skill. For example, wouldn't it be faster and better if he could do simple email correspondence?

- 3. Business Planning and Organizational Skills:** Today, developing checklists and systems for effective business management is important. The business has become too complex for an agent to “wing it.” As a new agent, I had no checklists to follow. So, I didn't know what to do when I sold a home. I didn't know I was supposed to remove the key box, call the listing office, or place a sold sign on the property. Boy, did I get nasty messages from my manager and the other office! After that, I started developing checklists and systems for every set of processes I did.

Today, successful agents use these operational guides for every conceivable activity set. Then, they can delegate many of these responsibilities to assistants. In addition, successful agents run their businesses through their business plans. Do you have experience in organizing and completing operations that require 20 to 30 steps? Do you have the ability to organize multiple tasks? Do you know how to write and implement a business plan? You either need these skills or you must take

classes and buy programs to create a successful business plan, and the operational checklists that allow you to go faster, perform better, avoid mistakes, and delegate support activities to someone else.

You're thinking, "I'm a new agent. I don't need those things." That's true. You don't need them unless you want to compete with successful agents, provide exceptional customer satisfaction, and build a career faster!

A Top Producer's Behaviors

I am always curious about success. Why do some people make a success of something, while others, seemingly as talented, fail? I've concluded that it's not about their credentials, or what they *are*, it is about what they *do*. Studying the behaviors of multimillion-dollar-producing salespeople makes it possible to draw a profile of a top producer. A University of Illinois study found that top producers...

- Were self-starters and had high energy
- Worked more days, evenings, and weekends than average producers
- Were intensely task-oriented
- Took part in relatively little social conversation on the job
- Completed more face-to-face contacts
- Had high standards for prospects (qualified them stringently before they would put buyers in the car or go to listing presentations)
- Had high client candor (frankly told them the truth, even if the client didn't want to hear it)
- Needed recognition more than security

One of the best resources for new agents to learn and model the successful behaviors of top producers is the iSucceed service (www.isucceed.com). Weekly conference calls with top producers, plus free systems and processes, are among the resources available.

Good News for New Agents: Researchers have found that experience beyond 1 year was a nonsignificant factor to high productivity. This means it is possible to build a dynamic career in real estate quickly if you demonstrate the behaviors listed here.