

New Agents: Beat the Odds—and Thrive your First Year in the Business

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New agents: Do you know the percent of agents who fail in their first 6 months? Do you know the percent of agents who fail to reach their goals for their first year in the business? I know this is a negative way to start an article, but, I really want your attention! (I want your broker's attention, too!). It's such a shame that over 50% of agents fail to make the grade in their first 6 months of the business. In most real estate agencies, 50 to 75% of new agents hired in that year don't make it through the year!

Why Too Many New Agents Fail

New agents come into the business, excited because they are 'in business now for themselves'. They don't have a "boss". They can organize their time. They look forward to lots of 'free time'. What a dream world! Worse yet, they don't *know how to start the business!* (Who would?) So, they fill the time with what comes easily. Most of us are afraid of rejection, and fear what will happen if we talk to human beings and ask them to buy real estate from us. So, we stay away from those activities that invite rejection. We gravitate toward 'safe' activities, such as:

- get organized--all day
- attend classes--all day
- preview properties--all week
- observe others--all week

- do research and follow-up

A friend of mine observes that they seem to be "getting ready to get ready".

The very dangerous thing about agents creating a daily plan without good business-start-up principles, is that they create *habits of failure*. In effect, they created their own start-up plan—one that assures low production.

Evaluate *Your Plan Now*

Why not rate your plan now to see which path you are on? Simply add up the number of hours you spent last week in the activities above. Now, add up the sales producing activities (lead generation, showings, listing presentations, sales, and listings gained). Which of the categories has the larger time block? What does that tell you about the job description you have created? Is it a job description that leads to sales?

Attributes of an Effective Business Start-up System

So, then, what is an *effective* business start-up plan? And, what else do you need? An effective business start-up plan has these attributes:

1. An organized activity schedule that has certain activities prioritized first, so you can manage your time effectively—throughout your career
2. A schedule that has certain activities scheduled secondarily—and why—so you don't teach yourself to be a failed agent
3. A road-map for a continuing plan, so you can continue growing your business to the next level. (These are all attributes of Up and Running in 30 Days, the new agent's business start-up plan.

Plan must be Integrated with training and coaching. But, that's not all you need. You need integrated programs with a skilled coaching professional (it can be your manager, or an outside coach), to help you implement successfully. You need a cohesive system of development. I have created 2 programs that get you further, faster:

Up and Running in 30 Days Small Group Coaching (which my professional staff coaches to)

and

Advantage 2.0, the high accountability training/coaching program implemented in a real estate office. Your progress will be at least 80% faster than those without a plan, a coach, and training. Don't allow yourself to create a failed agent pattern. Get the plan, the training, and the coaching you deserve to start your career toward exceptional success.

Carla Cross, CRB, MA, is president of Carla Cross Seminars, Inc., and Carla Cross Coaching. She is an international speaker in real estate productivity. Carla is the author of 6 internationally published books and several productivity-producing programs for real estate agents and leadership, including the new 3rd edition of Up and Running in 30 Days. See her programs at www.carlacross.com, or contact Carla at 425-392-6914.