



TRAINING TIP OF THE WEEK

5 REAL ESTATE ISSUES YOU'RE PROBABLY DEALING WITH RIGHT NOW

Pros across the country discuss how to overcome their deepest business challenges and deliver world-class service to their clients.

No matter where you live and work, most real estate professionals share similar business challenges and can brainstorm solutions and best practices. There is no “magic potion” to fix all the issues agents may face. Dozens of agents met during a roundtable at the real estate conference in Las Vegas. “It comes down to doing the activities you need to do in order to be successful. It’s about the fundamentals of having the best system, practices, and habits in place” shares one agent in attendance.

Some topics that were discussed:

- 1. Master one tool at a time.** Agents need to understand the difference between prospecting and marketing. Prospecting is for the now, and marketing is for the future. You need to do a combination of both-an infinite loop. And as you are going to each lead generation source, such as your sphere of influence, it’s about having that loop and what gives you business now and keeps it coming.
- 2. Explain your value to consumers.** There is importance in explaining to buyers and sellers what they bring to the table that other agents don’t. For example, you should always tell clients about the REALTOR® Code of Ethics and how it ensures that you will protect their interests. Agents need to understand their value and be able to articulate to the client what services they are providing.
- 3. Hold yourself accountable.** It’s important to hold yourselves accountable, especially when it comes to time management. Set aside regular time each week for planning out the coming week in detail. Trust in a friend or coach to check in with you and make sure you’re following systems and keeping transactions on track. It’s vital to attend networking events and follow up with contacts.
- 4. Stick to a schedule.** For time management, agents should have a calendar that’s consistent every morning. That will help you establish regular intervals for lead generation activity. Agents like to do things that make them feel good but neglect some necessary business-generating tasks because they’re not particularly enjoyable. You have to do some of those uncomfortable activities if you want to grow your business. You have to do more than just the things that make you feel like you did something that day.
- 5. Get involved in advocacy.** Find ways to get involved with the legislative process and donate to political action committees to support candidates that champion real estate issues. Local REALTOR® associations track the issues in their state and municipality, while the National Association of REALTORS® takes the pulse of what’s happening on Capitol Hill. We need to preserve this industry and protect the sellers’ and buyers’ interests. Being part of the legislative process is really important.

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