

Changing Your Momentum

By Patti Brotherton

Agents get into ruts! It seems that no matter who you are and how long or short you have been in the real estate business, some time you are going to experience a down turn in your business. Things just don't seem to go your way. The longer it lasts the harder it is to reverse the momentum. How do you change it? Read on.

Remember those who remember you

When you feel yourself losing your good attitude, get on the phone. Start calling your past clients who think you are the best Realtor ever. Just keeping in touch with these people who know that you did a good job for them "cheers you up" and puts a smile back in your business. It's amazing how this can change your whole outlook. You start to remember how you do business and that you do a good job for people and that belief in yourself starts to permeate everything you do. It is cathartic! Besides, you may also get a referral out of it. Your past clients are the best source for new business that you have.

Activity breeds success

Then you start doing the activities that led you to your previous sales and listings. When you are busy doing the proper activities your whole attitude becomes positive and you don't have time to think that things are not going your way. Being busy with calling prospects, going door-to-door, preparing farm cards, looking at property, contacting FSBO's, working on expireds from the last four months all lead you to more listings and sales.

When you get up in the morning and know what you are going to do that day, it is exciting how you begin to feel the momentum grow and grow. It's hard to stop moving in the right direction when you are so busy doing the activities that are important to your business. No more sleeping in and wondering what you are going to do during the day.

Create systems

During this time of increased activities you will have to come up with systems that will keep your business more consistent. The reason for peaks and valleys in the real estate business is not the "selling season" as much as it is the inconsistency of your activities. If you develop a system that you make 25 calls a day and calendar it in your schedule, and do this consistently for five days each week, every week, how can you have down time? Your system should tell you what to say, when to call, and how to follow up.

Then a system for working for geographical farm. When do you go out? What do you say? When do you mail to them? What are you mailing? All of this should be planned

for. Your system will have you on automatic pilot. You look at your calendar and know that is what you are doing at a certain time and day.

You need to plan and calendar all the activities that bring you success. When they are in your schedule and you know what to say, you do it! When you don't plan you will "hit and miss" and then you get those peaks and valleys. Don't make this difficult on yourself, use your calendar or appointment book and make appointments for when you are going to do certain activities and then do it. You can work the rest of your day around those activities, including writing offers and getting listings. You will be happier when you know each day specific items to be accomplished.

Keep it going

At this point, the momentum has definitely changed and is now going the direction that all of us want and that's in the happiness that comes from more business. You know what I am talking about, it's the attitude that the world is great and not a thing can disturb that; the one where you can't wipe the smile off your face. You need to remember the feelings and relive them over and over. It seems that people in general relive the negative more than they do the positive. That's a killer to attitude! Relive the moment that your buyers said, "let's do it!" Relive the moment when your sellers said, "you're the agent for us!" Don't forget the feeling, it will sustain you during a time when you have had some rejection.

To keep positive ideas in your head, read something positive every day. Start your day by reading something from someone you admire. Get a good book of quotes on success or dreams and read one message each morning.

Listen to motivational and educational tapes in your car. Always try to improve yourself a little each day. There are so many audiotapes available and you don't have to hear the whole message to get one good thought that could change your business for that day; and you might have only listened for 5 or 10 minutes. Imagine how much you could grow with one good idea every single day.

You're in control

Remember that you are in control of your own destiny. You have a choice whether you let the momentum go down or up. And, if it starts to go down, it's not really that hard to reverse as long as you take control and start doing positive things to change it. Even when you really don't want to make those phone calls or do the activities, when you start, you find that you really get excited because something is happening. You feel it! You are back in control of your business and it's a great day!