

## **What Does it Take to Succeed?**

*By Patti Brotherton*

There are many elements to succeeding in the real estate profession. They all make sense for any profession, so when things are not going the direction that we think they should, it is good to revisit just what it takes to do your best. Real estate is no different from any other profession in that there is a small number who make it to the pinnacle of success. Why?

### **Commitment**

What are you willing to sacrifice? You must make choices. In the beginning of your career more than in the later years, but still you must be willing to give up time for a favorite hobby, time with your family, time with organizations that you love. That does not mean that you completely sacrifice time for these activities, but it does mean that you cut back so that you have more time devoted to your career. Are you willing to be late to a family birthday party so that your clients are able to purchase the home they want when there are multiple offers? Are you willing to do whatever it takes to see that your clients succeed?

Are you willing to spend the money that is necessary to market yourself? Are you willing to spend whatever it takes to further your career? Be mentally prepared to do whatever it takes—that means spending money.

### **Hard Work**

It is true that there is no substitution for hard work. And hard work could certainly be categorized as making prospecting calls. You must be willing to spend a little more time that you originally thought. You need to plan your day in such a way that you show property, handle problems with a sale, meet inspectors, prepare paperwork, and still pick up the telephone and prospect. You need to make every moment of your day count! Hard work is doing what others do not want to do. Hard work is writing 10 notes per day to clients. Hard work is making 100 telephone calls to leads, FSBO's, and clients every day. Hard work is preparing for an open house by getting invitations out, having all your signs ready, having your handouts accurate, being prepared with scripts that you have memorized, and having a smile on your face when you just found out that a person you have been working with bought a home from someone else.

Hard work in this business is being mentally prepared, keeping focused, and doing everything it takes to succeed.

### **Never Stop Learning**

The true real estate professional never stops learning. You must always be aware of what the economy is doing. You need to learn new techniques. You need to be up with new

real estate laws. You need to understand tax ramifications. You need to be looking for ways to improve yourself and the way you do business. You don't know everything, nor will you ever. There is always someone who has sold more and easier. Learn from others. There are millions of books written on how to do anything. Make the library your friend. Even better, invest in books and tapes for your own library.

### **Overcome Fear**

The biggest difference between a successful person and one who wants to be is that successful people learn to conquer their fear. Everyone has fears. Fear that you will say the wrong thing. Fear that you will make too much money. Fear that the other person will not like you. Fear that you won't measure up. Fear that people will laugh at you. Fear that you won't make another sale. Fear that you won't make enough money. Fear that the door will open. Fear that you will fail. Fear that you will succeed.

If you look at everything you must do to be a real estate agent and put it on a scale of 1 or 10. Ten being that you have a few days to live. Everything else would be a 1. The only thing that is important in life is life. You can overcome any fear. It only takes a small step to accomplish anything. One step up to a door. One pick up of the telephone to make the call. Once you have accomplished placing that telephone call, the rest comes easy. It's the first step that takes the longest.

### **Watch for Opportunities**

You never know where your next sale is coming from. It may come from a person who watched you get ready for an open house and was impressed; it may come from a seller who liked the way you showed her house and she told someone about you, even though she was listed with another firm; it may come from a referral from your neighbor; it may come from the grocery store where you talk about your listings while standing in line; it may come from a wrong number you dialed to show a house. You should be open to every opportunity to impress others with the way that you do business. Every day you come in contact with people, make sure that the impression they have of you is one of being professional and knowledgeable about the real estate business.

“First comes thought, then organization of that thought into ideas and plans; then transformation of those plans into reality. The beginning, as you will observe, is in your imagination.”

Napoleon Hill

“Nothing happens by itself...It all will come your way, once you understand that you have to make it come your way, by your own exertions.”

Ben Stein

“The mind is the limit. As long as the mind can envision the fact that you can do something, you can do it—as long as you really believe 100 percent.”

Arnold Schwarzenegger

Here's to your success!

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