

Professional Agent Top 10

1. Get a mentor and challenge buddy

Weekly phone meetings with a specific agenda where the discussion is the week's implementations
ACCOUNTABILITY

2. You must perfect your listing presentation

Must have a definite structure
Precisely consistent every time
Opening remark, set the agenda, sell process and NOT the promise
Give examples and use case studies
Must be role played weekly

3. Scripts, Dialogues & Role-plays

Get this right
This is salesmanship
Without these you're not a salesman
3 key role-plays to be perfected:
-Listing presentation
-Signature negotiation
-Fee objection

4. Provide exceptional buyer service

This will fast track your service
One of the most abused sides of the real estate industry
If you follow people up and have good intention to help people find homes your reputation spreads quickly
Whether they have something to sell or not provide great service and it will come back to you

5. Commitment to ongoing training / Be coachable

All top achievers in any industry or profession invest huge amounts of time and money in coaching
What training have you pre booked for yourself this year, what books are you currently reading?
Become coachable – Find out the person who is where you want to be and do as they do, don't think you know a better way

6. Digital database with preautomated checklists

Get with technology now or you will be left behind. Must be able to send sms, emails, letters, telephone calls at the push of a button
To handle large volumes of stock you must be incredibly systemized

7. Ideal day / Ideal week

You must control your time and not let it control you
ideal day – Morning is prospecting / vendor communication / scheduled tasks and the afternoons is for hustling 2 appraisals and 2 buyer appointments, get out there and meet people

8. Clarity of vision, goals and KPI's

This is what guides you and keeps you on track
Daily KPI's, 30 telephone calls, 2 appraisals, 2 show throughs and 5 CMA's
The scoreboard never lies

9. Operate from an agreed set of business standards

Everyone signs off on
Everyone knows the rules

10. Yearly marketing and development prospecting plan

What specifications are occurring on a weekly basis to continually be building momentum?
Past client strategy
Farm area strategy
Community activities