

CHARACTERISTICS OF THE SUCCESSFUL REAL ESTATE SALESPERSON

As in any job, certain characteristics or personality traits are necessary, or at least helpful, in order to be successful in that job. Successful salespeople, and particularly real estate salespeople, seem to share many common characteristics. Some of those characteristics that we find demonstrated by successful real estate people are:

1) High Personal Initiative - In a salaried job, someone gives you a schedule, expectations and time frames. The manager checks your work to be sure you finished it with a certain level of quality. In real estate your manager generally does not become involved in scheduling your activities (after the initial training period), checking that you completed those activities or evaluating your work. Successful salespeople become *their own managers* from the start with the necessary guidance of their company manager or broker, and then plan their week's schedule and motivate themselves to *just do it*.

2) Tenacity - Since no one (except you) checks with you to see if you call customers back and finish what you start, you must exhibit great tenacity in your work. As you talk to people to get prospects, you will hear "no" more often than "yes". The ability to bounce back and keep going until you reach the desired outcome is paramount to your real estate success.

3) Risk Taker - Agents who jump right in and start finding prospects, even though they don't have all the real estate knowledge they think they need, have a much better chance of making money before their savings run out. They will tackle the biggest challenges fast, because they are willing to take a risk, fail -- and learn!


4) Accountability to Yourself - Planning your work, working your plan and measuring the results of your plan ensure your success. Agents quickly learn that managers really do leave agents alone to be independent. So, some agents spend the first weeks of their career trying to figure out what to do. Then they get scared to do it! So they procrastinate, seeking comfort in organizational activities. Months with no results pass quickly and they become frustrated and dis-enamored with the business. Doing what is safe or easy in real estate can quickly destroy your savings account.

5) Reliability to Others - Have people told you that they knew they could always rely on you? Reliability is so important to real estate success. Your customers and clients will ask themselves, "Is he reliable?", "Can I trust her?". They will draw their conclusions by remembering whether you kept your promises.

6) Willingness to Learn - When you start something new, do you argue with the person teaching you about how to do it? Do you resist new ideas? Do you resist getting into action? If so, look carefully at entering real estate. It is a performance business, not a knowledge endeavor.

7) Enthusiasm - Getting excited about an idea is the best short-term motivation for the new agent. Enthusiasm helps us throw ourselves into the task, to look at challenges as possibilities, to accept not knowing everything and just doing something. The public rates enthusiasm as one of the three most important qualities in choosing a real estate agent.

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8) Handling Rejection - Sales is a business where “no” is heard more than “yes”. Our ability to accept “no”, *and keep going*, is the key to sales success. Most people in sales give up too easily. An AT&T survey of their salespeople found that most salespeople gave up after the first “no”. But 80 percent of the public say “no” five times before they say “yes”! So, one salesman out of five makes 80 percent of the sales. Through sales activities, we have found that buyers say “no” many times before they say “yes”. This habit is just human nature.

9) Creativity - We are living in an era of constant change, of turbulent markets and increased competition. To stay ahead of the game, agents must keep changing and creating a new sales strategy. It is not necessary that you be a creative marketing genius. Merely have fun with new ideas and implement some of them to ensure your success.

10) Enjoy the Challenge of Solving Problems - Many people enter the real estate business because they “like people” or because they feel they would enjoy “showing property”. While these traits are certainly important, please understand that beyond the “people and property” are the problems and challenges that arise constantly in this complex business. Good real estate salespeople thrive on the challenges faced each day and experience a great deal of satisfaction in helping people solve their problems, and successfully reach their goals. This business is truly one of “solving problems” and the degree of success experienced by a real estate agent is directly related to the enthusiastic desire and ability to help solve the problems of our customers and clients.