

A close-up photograph of two hands. The left hand is holding a set of silver keys, and the right hand is holding a miniature model of a red and white house with a blue roof. The background is a blurred white shirt.

SUCCESSFUL REALTOR® PROFILE

I've been involved in a number of studies that tried to figure out why top agents are top agents.

Do they have a common educational background? No. Good ones have high school diplomas, masters and doctorates. No correlation.

Similar previous careers? No. One of the best agents I know used to teach baton twirling. I doubt if I could find a lot of those if I tried! I've had waiters, teachers, high powered executives and stay-at-home Moms who were all very successful.

Common interests? No. Other than eating, (which we Realtor®-types seem to do exceptional well) the interests are widely diverse.

After 13 years in real estate sales and management, I've only found a few constants.

1. Successful agents treat the real estate business as a business. They actually have a business plan and a budget. They understand that you have to spend money to make money. They know how many sales they need to make

the income they require and then they figure how they'll get from here to there. They plan in advance and execute the plan.

2. They actually work when they work and play when they play and take a day or two off every week. (just like a "real job!")

3. They have fun and enjoy selling real estate but know that it won't be forever.

4. They buy a lot of real estate for investment when they see good deals because they know that no one gets rich selling the stuff. You get rich owning it! Financial independence gives one a lot of freedom, autonomy and a certain air of confidence that smells like success.

. . . And people like to do business with successful people so they do more business!

Linda Brakeall, GRI, CRB, is a nationally recognized expert in sales and marketing for Realtors® and Mortgage industry. She has been speaking professionally speaking, training and consulting since 1992. © 2008, Linda Brakeall. All rights reserved. For information about Linda, contact the FrogPond at 800.704.FROG(3764) or email susie@FrogPond.com; <http://www.FrogPond.com>.

WRITTEN BY LINDA BRAKEALL