



4 SECRETS OF SUCCESSFUL TOP AGENTS

FOR SALE

STEP #1

Prepare for Jumpy Markets.



The property market will change a few times during each year. Expect the change to happen and watch the indicators. Track inbound enquiry, time on market, rents, and prices. Adjust your key efforts around the trends.

STEP #2

Plan & Diversify.



Diversify your prospecting for new business between sales, leasing and property management. When one segment is slowing another will be growing. Diversity helps you maintain commission and client momentum. Be open to the different ways you can help people.

STEP #3

Rethinking your Client Contact.



When you build a GOOD database and maintain it you will find that some of your clients are better than others. Put some emphasis on your VIP clients and prospects so you can drive more referrals and good sized transactions.

STEP #4

Don't Just List it, Market It.



When you win a listing, you are only 20% into the equation. The hard work then starts. Target market the property and keep up the momentum with your direct promotional efforts. Use your listings to talk to lots of people