

Create Your Turning Point Today



Commercial Real
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Brokerage series — <http://commercial-realestate-training.com>

From the Coaching Desk.....

In commercial real estate, the issue of personal performance is paramount. The underpinning factors of performance are action, habit, and focus. Habit is perhaps the key factor. At this point you are probably saying 'Yeah OK and so what?'

The real issue is that most people in commercial real estate do not do those things consistently. Perhaps 8 out of 10 people in our industry do not do the things well and or maintain the right momentum. Of the remaining 2 of 10, probably only 1 of those is sufficiently focused and active to really achieve results over the long term. This is a massive opportunity for you.

The lesson to be learnt here is that real personal achievement in brokerage is possible for those people that choose to do things, then focus on it, and then action it consistently. You always have the choice to do things that are really important, and to do them well. Do not overlook the choices that you have today and the power that exists right now for you to do so. The future sits around you in your business and in the property market. Tap into it. Talk to new people today. Engage in your future.

To be different than other agents is really not that hard considering that the averages that others perform to is ordinary at best. At this point it should be said that 'choice' is the key to move ourselves ahead on these issues. We all have choices in what we do. We all have the ability to move ourselves in any direction. If we don't make our own choices, then someone else will.

Sometimes we forget that we only have limited time to create our own results and achievement. If we spend too long doing it, we will run out of time. To be the best that we can be is the key focus here. The more we take action on this, the better we become and the greater the results that we achieve. Taking real action in a consistent way will produce good results quite quickly. As you get further good results then the more momentum you will choose to take. Taking action is a tool in itself.

As you read this, you should not underestimate the power of the concepts and the words. You have the right and the obligation to yourself to focus on the right things that are really important and start to achieve in commercial real estate as an agent. You have the right to create your personal turning point; seize it now and do it.

Best Regards, John Highman,
Commercial Coach

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