

Top Agent Mindset



**Getting
Top Agent
Results**

<http://commercial-realestate-training.com>

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Top Agent Systems and Mindset

Top real estate agents are easy to identify. They do most of the listings and transactions for a location and a property type. Each year they are getting consistently good results with quality listings in an area and specific property clients. They have a dominant market share.

How are top agents created? They do the things those other agents avoid; they know how to tap into property opportunities and the right clients. Commonly, they accept the 'struggle' of what they must do. They know that change and success in their real estate business will come mainly from what they do each day and then improve on.

Commercial real estate is not complicated, nor should it be. Are you ready to grow your real estate business faster and more successfully than previously? If the answer is 'yes', then there are certain things to work on immediately.

Personal Formula

Our personal skills, knowledge, and processes are all strengths and weaknesses to think about. Each of us has those 'positive' and 'negative' aspects of our business. All those things can be applied to commercial real estate and what we do in our property market.

Our real estate businesses are impacted by what we do with our strengths and what we do about our weaknesses. Acting consistently to a personal plan is then essential in brokerage today and perhaps the most challenging thing in moving ahead in commercial real estate.



Real Estate Averages

What are the agent 'averages' in brokerage activities today? The good thing here is top real estate agents are far fewer by number (2 or 3 in 10 is a typical ratio); there is plenty of room at the top of any real estate market for agents that strive to get there. Are you prepared to do what it takes?

'Reluctance' is typical in business and certainly in real estate. For most real estate people, there is a general 'reluctance' to see what is required, to accept necessary change, and then implement a process to support progress.

What about your habits and what you have been doing for the last few months? Think about it. We are creatures of habit, and setting new practices is hard for most people and will be hard for you. Most people (real estate agents) know what they should be doing, yet they find any excuse to avoid implementing change.

Old Habits and New Habits

Many commercial real estate people start something and then fall back into old habits after a few days. Why is that? It is easy to do the things that we have always been doing.

If you are ready to improve your real estate business, be prepared to see and implement change in your real estate day.

Have you heard about the word 'consistency'? Consistent change towards new real estate habits is essential and yet complex. We always have choices in what we do daily; most agents will take the 'easy road' given the slightest reason. That is the biggest and yet most restricting problem for most.

So, what do these top agents have that those other agents are missing? I could summarise it and say it is a deliberate personal commitment to implement the right processes.

Those top agents know what to do and do it daily. They accept the challenges that they know should be addressed in their real estate business. Over time they understand what works for them more clearly and do those things every day. They do not give in. There is plenty of 'rejection' in real estate progress, but top agents do not accept 'reluctance' in their business model. They push on.

Systems and Ideas to Progress

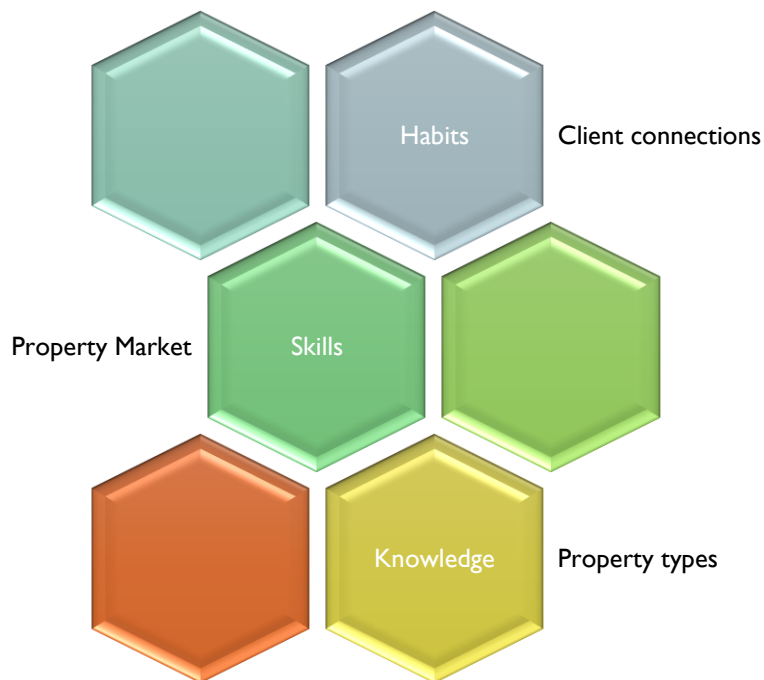
Here are some ideas to help you become a 'top agent' with your preferred property groups and location. While I will give you a basic system here and now, take it and refine it for your property types and clients as you progress. Adjust the system to your market, the economy, and your people.

1. At least one-third of your working day must be devoted to prospecting and building conversations with new people. That ratio should not change; if anything, it should increase to 50%. Track and measure your prospecting efforts. Understand what works for you and how you can do more of it.
2. How you think will impact what you do daily. On that basis, protect your thinking and your processes from the criticism of others. You are the person in charge of your business day.
3. Watch what the top agents are doing. Can you replicate their processes or improve them? Can you be better than others, and if so, how? Successes as an agent come from doing a few specific things very well, not lots of items randomly. Determine the five things that will help you drive your business forward. Decide how you can do those things every day.
4. Quality properties should be converted to exclusive listings. When you control the listing stock, the enquiries will come to you. When you have good quality listings that you control, you will always attract more enquiry and inspections. While it is good to know many other

people who require a property to buy or lease, the top agents focus on listings. Find and convert the listings.

5. You should have a prospecting system that is easy to implement and stick to daily. Do the required call research each night, so you are ready to make the cold calls the next day. Don't waste prospecting time on research that can be done 'out of hours'.
6. 'Reluctance' is expected. In any sales-based business environment, there is a general 'reluctance' to implement and accept necessary change for most people. We are creatures of habit, and setting new practices is hard for most people. Whilst they know what they should be doing, they find any excuse to implement change. Most commercial real estate people fall back into old habits after a few days. Why is that? It is easy to do the things that we have always been doing. If you are ready to improve your real estate business, be prepared to implement change in your real estate day.

Find out what people are doing with property now and into the future. A good contact today can be a valuable client in the future. Build on your contacts, so they trust and remember you at the right time in the future. That's how you become a 'top agent'.





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