



The Zebra Report

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what do all
thriving agents
HAVE IN COMMON?



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You know them. You talk to them. You work with them.

They are those dynamic real estate agents who do well no matter what. The market can crash—but for them, that's okay. They do well anyway.

They have that "special something". They never become overwhelmed by anything—not by the market, not by their clients, and not by the day-to-day real estate grind.

So what is it that these thriving real estate agents have in common? What are the specifics that make them that much more successful than the rest of us

Here are some characteristics I've noted that most thriving agents have in common:

1. They have blinders on.

Sounds bad, doesn't it? We're not supposed to go through our lives with blinders on, right? Won't we hit something?

Think about it for a second. Have you ever watched a horse race in which the horse has blinders on? What is the point of that?

It's to keep the horse focused straight ahead. With so much visual stimuli coming in from all directions, the horse has the potential to spook, to get off track, or to run off if something suddenly comes up along its side. With blinders on, the horse keeps its vision in only one direction: forward.

That's what thriving agents do. They keep their vision straight ahead. They don't look back. They don't get distracted every time a problem arises. If a client calls with a change of plans, the thriving agent doesn't become rattled. They just keep their focus on moving forward.

Blinders can be auditory too. When other agents are whining about the marketplace, thriving agents don't even hear what they're saying. They're just too focused on what they need to do today.

2. They believe that failure is not an option.

One of the things thriving agents have is an uncanny belief that things will just come together. I've seen it happen time and time again. A thriving agent is facing incredible odds but says, "It's okay. This will work out."

The amazing part about this is that it usually does work out. Now, I'm not saying that there's anything magical about this. That's not why it works. And it's also not just because they're lucky. It's simply because when thriving agents see things coming together ahead of time, they are prepared to take the action steps to make it happen.

They make it happen by getting on the phone. They make it happen by showing up. They make it happen by adding additional lead generation systems to their businesses. They make it happen with what they say, with how they say it, with their voice, with their tone, with the look they give their clients that says, "This is the most opportune time in history to buy real estate."

They say it. They mean it. Their clients "get it".

3. They have a sense of self-discipline.

Thriving agents do not need a boss to light a fire under them every day. They know exactly what they should be doing with their time and they do it.

Thriving agents do not waste time on personal emails, surfing the internet, or talking to friends on the phone. They understand that their time is valuable. Every second they spend on their business during business hours means money in their pockets.

It all comes down to the value of hard work. When you see a thriving and successful agent, I guarantee that it's the result of working hard. Thriving agents aren't afraid to put in the time.

4. They believe in themselves.

It's not always easy to develop a belief in yourself. It takes time, effort, and experience. Thriving agents have made it over that hump. Thriving agents have a

powerful belief in their own worth.

They believe that they truly are the best agent for the job. They believe in everything they do. Such belief is transmitted through every contact, every "hello", and every smile.

Clients love a confident agent. They want someone who knows what they're doing and can help them. If an agent appears wishy-washy or unsure of themselves, it sends all the wrong messages.

5. They take time off.

I've said it before. I'll say it again. It's one of my core principles. Time off is necessary to be a thriving agent.

You may think that this contradicts what I said above about working hard, but it doesn't. When you're supposed to be working hard, you work hard.

But you also need rest. Improper rest is the number one source of stress and frustration I see in agents. Time off regenerates you and gives you the edge you need to be a thriving agent.

Pay attention to what thriving agents do. Do what they do and before you know it, you will be one of them.

For more information or to book Denise for your next event, call 1-877-211-6472 or visit www.BrokerAgentSpeakers.com

A handwritten signature in black ink that reads "Denise". The letter "D" is large and stylized, with a vertical line through its center. The rest of the name is written in a cursive, flowing script.