

Living a Balanced Life in a Crazy Business
By Paul Morton,
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How many times have you heard these statements from other agents?

"I can't take a day off!"

"I feel like I'm working from 8am to 10pm!"

"There's no time to do the things I enjoy."

"I haven't had a vacation in years!"

"Those people are driving me nuts with calls at all hours of the day!"

"I've got no life."

Now, how many times have you asked those same questions to yourself? Be honest! I think that we've all been there at one time or another. No business is perfect. However, you and I both know that our industry suffers from high rates of burnout, turnover and stress-related illnesses. How can we stop the tail from wagging the dog?

First, understand this: "In order to live a happy, healthy and balanced life WE NEED TO TAKE CONTROL OF THE SITUATION BEFORE IT TAKES CONTROL OF US!"

Here are 5 Simple Tips for gaining that control:

1. Make sure that you take at least one day off per week. Sound impossible? It does not believe me. We can show you how and it doesn't need to cost a penny. The secret is to plan to speak to every pending client and listed seller two days before your day off each week.
2. Take at least one long weekend off every quarter. There is at least one long holiday weekend each quarter. This gets really easy if you literally block it off in your calendar as if you paid \$10,000 to go to a conference that weekend and then honor that time for yourself.
3. Schedule at least two weeks of vacations for this year. Preferably 7 days in a row, out of town, away from it all. Again, as if you made a \$10,000 non-refundable deposit on the vacation.
4. Build a "This is how I Serve You Best" section into both of your Listing and Buyer Presentations to educate how you promise and deliver A-rate service; and how you can be reached and when. Every Agent I know, including me that have scheduled a regular time off has both organized their service better and their production has increased.
5. Put all personal commitments in your schedule just as if they were appointments. Going to your son's soccer game? Put it on your calendar and honor it.

We suggest the following as a good starting point for presenting this to your clients:

"This business is a little different than others, certainly not 9-to-5! I'll be available to handle all of your affairs and I want you to know exactly how and when you can contact me, sound good?"

Very simple, you have re-assured them that you are there for them 100% and secondly (this is huge) you have gained their permission to set the ground rules.

We rarely see our coaching clients constantly “putting out fires” or working crazy hours. That is because in one system we call “Quality of Life” we teach these tips and many others on how to re-take control of your life, provide excellent service to your most valued customers AND enjoy the other parts of your life!

We routinely coach agents that work a reasonable number of hours each week, make over 6-figure incomes, sell as many as 100 homes per year, take regular time off, and have ample time for their families and hobbies. Sound impossible? It's not. We see it every day.

Rich Levin is a nationally recognized Coach, Trainer, and Speaker. His specialty is working with Real Estate Agents and Brokers taking them to their highest levels of production and performance in their business and in their lives.

Rich Levin is President of Rich Levin's Success Corp.

To Book Rich Levin Call Broker Agent Speakers Bureau at 1-877-211-6472