

THE KEY TO BEING PREDICTABLY LUCRATIVE

What's the Number One thing real estate agents don't like about the business? Time and again I hear the same answer: **The unpredictability of income.**

But it doesn't have to be this way. There is a rampant delusion out there that real estate is a "*feast or famine*" business. Every day agents say, "I don't know if I'll be making any money in March because of the fluctuations in the market." If you've ever said anything even remotely similar, I have a question for you:

If this is true, then how is it that I know many agents who *turn business away* because they don't have time to handle it all? It's not market conditions. Up or down, these agents have a steady stream of buyers and sellers. And no matter where the market is this time next year, I guarantee it will be the same for them.

So what's their secret? Is it a "killer" marketing software program? Is it "power" sales tactics that use verbal mastery to sweet talk people? Is it tons of expensive advertising?

It's none of these things. But its power is so amazing that universities should offer degrees in how to master it. What is it?

Self-Control!

The most successful agents are not necessarily the best salespeople, or the most outgoing. They are the ones with the most self-control. Self-control governs success. It ensures you do things consistently over time. The size of your goals doesn't matter. The length of your business plan doesn't matter. What *you* do is what matters.

So what are the keys to Self-Control?

1. Say YES.

Self-control means saying "yes." "Yes" to sending monthly mailings on a regular basis. "Yes" to implementing systems that put your daily tasks on "autopilot." "Yes" to education. "Yes" to your annual client appreciation party. "Yes" to only sending out the very best marketing. "Yes" to sending out an Annual Client Review.

2. Say NO.

But mastering self-control also means saying "no." "No" to clients that waste your time. "No" to ridiculous offers. "No" to people who treat you with disrespect. "No" to scams, gimmicks, and unethical advertising. "No" to **CUTTING YOUR COMMISSION!!!**

3. Do what you say you'll do.

I'm always amazed that I have to mention this, but the business world is riddled with people who say they'll do something and then don't do it. If you return phone calls the exact minute you promise to, keep appointments on-time, and provide exactly what you promise when you promise it—*you're already ahead of 90% of businesspeople out there!*

4. Follow-Up and Follow-Through.

Do you return phone calls faster than any other agent? Do you send requested information the very same day? Do you make additional phone calls to verify the information was received? Do you provide extra service touches both before and **after** the sale?

5. Adaptability.

Self-control also means you don't "freak out" when something is not working. You just drop it and quickly do more of what is working. This doesn't mean that your emotions aren't important. They are. But you cannot be a successful businessperson if you are a frenzied wreck every time something goes wrong. Things happen. Life is unpredictable. Plan on unpredictability. Practice in your mind how you'll react on the day when everything falls apart. See yourself with "grace under pressure" as you pick up the pieces and begin to rebuild.

One of the best ways to implement self-control is accountability. I have clients who call me just to tell me what they're committing to accomplishing by the end of the week. Don't ever underestimate the power of just telling someone what you will do. This means you can't use excuses to yourself—because you've already promised someone you'll do it.

Another helpful measure is to manage your time. And I really mean, manage your time. Schedule phone time. Schedule road time. Schedule lunch. Heck, schedule 15 minutes of goof-off time. I know it's impossible to predict every minute of every day, but at least have a solid plan of what you're doing—even if circumstances prevent you from doing the task.

So if you've ever complained about the unpredictability of your income, take heart! You can have more business than you can handle if only you commit to self-control and all its responsibilities. The road to self-control may be rough at times, but the rewards of implementing it are worth it!

Denise Lones is the President of the Lones Group Inc, in Bellingham, Washington. The Lones Group is dedicated to helping people find innovative ways to increase their business and still have "a Life". She draws from her professional and personal experiences and believes that the key to business success is all about people, systems, and follow-through

To book Denise, please call 1-877-211-6472 or visit www.BrokerAgentSpeakers.com.