

## Success breeds success

As we near the beginning of the spring market, you as professional REALTORS® should have spent some of your potentially “slower” time over the Winter to set up your core systems for both marketing and communication with your clients. If you haven't done so, you'd better get moving.

I titled this article, “Success Breeds Success,” for a reason. Now that you have looked inward, at your own business plan, it is time to look outward to the environment around you.

An office is a community, plain and simple, and like all communities, it has a culture. You can think of yourself as an independent business, and you should, just as you should think of yourself as an independent person, and be proud of it. That does not mean that you don't have a responsibility to be part of your culture, and a positive part at that. Some weeks ago, I watched a show on T.V. that was about the cities in the U.S. where people were the happiest. What they found was that the number one city was not the one that had the highest income or the best weather, but the one where the citizens had the strongest sense of community.

How does this relate to the culture of an office? Easy. Each of us is a citizen in our office. We are the ones who make it a community, and in that sense, we are all responsible for its culture. Now, let me say one thing. Being one myself, I happen to believe that all things fall on the shoulders of the broker. We are responsible for making sure that the overall feel and success of the office benefits the agents who have put their trust in our hands. But where a broker can provide organization and even inspiration, we should not take it upon ourselves to provide motivation. In our business, I believe that should come from the agents. In that sense, you are the most important part of the equation, and because of that, you have the greatest influence on the culture of an office.

When you come in to work each day, you have the choice of projecting something positive or something negative. You also have the choice to decide whom you will allow to project those same things into you. When I say that “Success Breeds Success,” I am telling you that by associating with positive people you will come out of that interaction positive yourself. Don't spend time with people who bring you down. If you are an agent who is new to the business, my advice is not only to associate with successful agents in your office, but spend time with

them, and “pick their brains.” Find out what habits and systems have made them successful, and adapt them to your own business, not copy them, but adapt them, and make them your own.

For successful agents, my advice is the same, except for one thing. It is you who should be looking to help the new agents, don't always wait for them to ask. There is an old saying that, “Teaching is learning twice.” I believe that. By mentoring someone new to the business, you'll hear yourself telling them what you know to be most important to success. Then, ask yourself if you are “practicing what you preach.” You might be surprised at the answer, and find something you already knew, but lost touch with.

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We are in a challenging business, and the line between success and failure can often be decided by something as simple as attitude. If each of you went to work each day with confidence in yourself and each other, could that make a difference? If you projected that same feeling to your clients, would that help you succeed? Remember, most of our clients are getting their

perceptions about our industry from the media, and bad news sells. “Realtor Closes Successful Transaction to The Cheers of Happy Clients,” is not considered a great headline, but it should be.

It is your job to sell confidence, both in your office, and in the marketplace. Wake up each day with the simple goal of making just your part of the world a little better than it was the day before. That's all it takes.

And if someone gets you down, don't let them. You know better.

Marcus Aurelius once said, “A person should be like a spring of fresh water. Another person may stand in it and curse it, while the fresh water keeps bubbling up. It may have mud shoveled in it, or dung, and the stream will carry it away, wash itself clean, and remain unstained.”

Which would you rather be, the spring, or the one throwing mud into it?

The good new is, the choice is always yours. **MAR**

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