



Special Report:

How many of these are you guilty of committing?

“The 8 Biggest Mistakes *Most* Real Estate Agents Make And How To Avoid Them!”

My name is Gail Boswell and in the next few paragraphs I’m going to reveal to you **“The 8 Biggest Mistakes Most Real Estate Agents Make”**. And I’m going to show you exactly how to avoid them.

I’ve been a Real Estate agent and owner for over 30 years and in that time I’ve interviewed many of the top agents, superstars and Real Estate experts to discover what are the key mistakes agents make that prevent them from being successful in our business.

I must tell you; in uncovering these mistakes I found that 8 out of 10 agents in the business today commit these mistakes each and every day.

This may be one of the reasons why there’s a “burn-out” rate of over 75% in our business, and why the “average agent only makes \$25,000 - \$30,000 a year.

But this doesn’t have to be you.

Regardless of whether you’re working with one of the big Real Estate firms or for a small independent company, I guarantee that you are committing most of these mistakes.

After you’ve gone through the mistakes and solutions I’m going to reveal to you a simple to use, but extremely powerful tool you can use right away to generate more listings, increase your sales and put money in your pocket!

Mistake #1: You Treat Real Estate As A Job

This is one of the prime mistakes most agents make; they treat Real Estate as a job. If you focus on Real Estate as a job then you have no chance of ever becoming a top producer.

You see, a person that treats Real Estate as a job simply goes to work and works long and hard hours trying to make money. The problem is that working long and hard is a sure way **not** to be successful.

Solution: You Must Treat Real Estate As A Business

Let's face reality! Real Estate is a business. And whether you work with a large company or small company, as a *professional* sales person you are really in business for yourself. And this means that you need to have a system and a plan to generate business success.

When you treat Real Estate as a business, *your business*, you'll put together a "business plan" – one that includes goals, a budget, systems of generating leads and creating business, checklists you use for your administrative tasks, people you delegate to, systems for getting customer/client feedback, etc.

You'll discover that when you treat Real Estate as a business, getting more customers, increasing your listings and closing more sales happen almost automatically.

Mistake #2: You Focus On Promoting Yourself & Building Your Image

For the last 10 years people have been telling you to promote yourself and build your image. Does it work? Of course... if you're willing to spend enough money for a long enough time, and you're already a top producer.

Let me tell you, if you want immediate results now and don't want to hope and pray that you get results sometime in the future then you must stop trying to promote yourself and build your image.

Solution: You Need To Learn How To Use Direct Response Systems of Advertising

A major secret to success in everything you do is to ask people to take action and respond to you. Additionally, instead of focusing on yourself, place your attention on the customer or client.

When you speak to the public, either through an ad, newsletter or mailing, focus on what they want instead of what you want them to know about you. People want to know "what's in it for me."

They're more interested in benefits rather than features; they are attracted to and buy things for their own specific reasons. Once you can address this and give them what they want you'll not only get their attention but increase your response and get more business. Direct response works immediately for anyone – regardless of your experience in marketing.

Mistake #3: You Give Listing Presentations To Your Sellers

Listing presentations typically involve impressing the seller with you and your company. If you do a good presentation you'll get the listing, but that's not all you want to accomplish on the listing appointment.

Have you ever gotten a listing and later wished you didn't have it? Or maybe had a listing that made you feel that the seller was working against you instead of working with you?

If you answered "Yes" to these questions chances are you didn't do enough on the listing appointment

Solution: You Need To Have Marketing Conversations With Your Sellers

A marketing conversation is exactly the opposite of a listing presentation. A listing presentation focuses on getting the listing, but a marketing conversation details what's needed to get the property sold.

Rather than just letting a customer know what you and our company will do to sell the property it's better to focus on a marketing conversation where you can have a one-to-one discussion on what you and the seller must do to get the property sold quickly and for the best price.

Mistake #4: You Try To Sell Your Listings

How much time, effort and energy are you spending trying to sell your listings? If you're like most agents the answer is, "a lot".

How many of your listings will sell because of an ad, flyer or open house you hold? I promise it won't be a high percentage during your entire career in Real Estate.

If you're spending a lot of time and money trying to sell your listings you're not using your time very effectively. Stop doing what doesn't work!

Solution: You Need To Market & Position Your Listings To Sell

The top listing agents in the country know that they'll most likely not be the person to actually sell the property, it will probably be another Real Estate agent. Knowing that this is the way the business really works, the top Real Estate agents focus on marketing their listings to other agents and positioning the properties so that the other agents will want to show them.

Mistake #5: You Give Poor Service To Your Sellers

How would you rate the service you provide your sellers? How do you judge whether you're giving your sellers good service? Do you know what your sellers consider good service?

You can advertise the property, hold open houses, spend lot of money and work very hard and yet your sellers may not feel you're giving them good service.

Solution: You Must Communicate More Effectively With Your Sellers

The #1 complaint by sellers about the Real Estate agent that has their listing is a lack of communication. You see, good service is not so much you working hard for your customer, as it is with having good, consistent communication with them. You should be consistently communicating with your sellers before the listing appointment, after the listing is signed ... and, after the property is SOLD.

Rule of thumb: When in doubt, over-communicate!

Mistake #6: You Do Everything Yourself

Fact: There is only one of you and only 24-hours in a day and it's impossible to do it all! If you don't have help from other people you will either compromise your service to your clients and customers or you'll probably not have enough clients and customers.

You don't have enough time, skills, talent or energy to do it all. It's not possible.

Solution: You Need To Hire Other People To Help You

Here's the answer to this problem: *You must get an assistance.*

Everyone, even new agents, must hire someone to help them. If you're to succeed in Real Estate you need to have someone working with you hand-in-hand so that you can have the time and ability to focus on those things that will generate business and sales.

After 6 months in the business you should have someone working for you a minimum of 10 hours per week; after 1 year you need someone to work for you at least 20 hours per week, and if you've been in the business more than 2-3 years you must have someone working for you full time.

Mistake #7: You Wait And Look For Listings & Sales

The average agent waits for business to come to them. They wait in the office for a good call while on floor duty/opportunity time or wait for someone to come through an open house.

A good agent doesn't just wait for business to "show up" but also looks for business. We call that prospecting. In truth though, what you need is not to prospect more. You need more prospects. Looking and waiting for prospects is *not* the primary system used by the top-producing agents in our business.

Solution: You Need To Create & Implement Systems That Bring Prospects To You

Let me ask you: Can waiting on the floor time/opportunity time or open houses bring you business? Yes. Can knocking and cold –calling bring you business? Of, course.

But although the previously mentioned methods can bring you business they also consume all of your valuable time. You are investing your time to get prospects.

Here's an inside secret:

**Top Producers Don't Spend
Their Time Trying To Get Prospects
They INVEST Their Money To Get Prospects!**

The real secret is that you want to have many different places, whether it's advertising, mailing systems, networking, etc. in which you are investing money to have prospects *calling you directly* who are looking to buy *or* sell.

One of the most effective customer and referral generating systems you can employ is a consistent mailing program. Each month you should be communicating directly with your customers and prospects, letting them know that you are thinking of them and that you can be of service to them, their friends and acquaintances.

Mistake #8: You Neglect People

How good are you at following up with people? How well do you stay in touch with customers and prospects?

People don't buy or sell with the best Real Estate agent; they work with someone who demonstrates that they care about them and are looking out for their interests.

The number one way to demonstrate that you care about people is to consistently stay in touch with them.

Solution: You Need To Consistently Stay In Touch With People

You've probably heard that old expression, "when you're out of sight, you're out of mind?" Regardless of whether you're new to the business or are an old pro, you need to create and maintain a mailing list of customers and prospects. Then, consistently stay in touch with them.

Staying in contact with your customers and prospects can be as simple as setting a regular mailing program, consisting of postcards, articles, and other information. This will effectively get you more business and generate more referrals. This is why you should be compiling a mailing list.

You Are Probably Sitting On A Customer Generating, Sales-Increasing Goldmine!

If you have a mailing list, you need to be mailing something to those people a minimum of every month. And if you don't have a list, now is the time to stop losing sales and money and start putting one together.

The importance of a mailing list is to deliver a monthly message to your customers and prospects. It used to be that Real Estate agents mailed a calendar once a year, or sent an occasional newsletter.

Unfortunately, the fact is that the majority of agents today rarely if ever contact their customers or prospects or they use tried and ineffective methods that are quickly forgotten or thrown away.

Most agents equate staying in touch with their customers and prospects as a hard, tedious job. To many, communicating consistently with people that can give them listings, sales and more money is seen as an extremely difficult job.

The problem is that they've been faced with ineffective systems and tools that just don't work. You've probably encountered them too - magnets, door hangers, calendars, newsletters - the same stuff that agents have been doing for decades.

But it doesn't have to be that way, because now there's –

A Proven, Powerfully Effective Mailing System That Lets You Easily Communicate With Your Customers, Helps You Increase Your Listings And Allows You To Generate More Sales!

The Stay In Touch Follow-Up System®

How many MORE listings and sales could you make if you could “automatically contact” your customers and prospects each and every month of the year?

How much more effective could you be if you had a system that you could use each month like clockwork?

The **Stay In Touch Follow-up System®** is your monthly link to customers and prospects. 1,000s of agents across the country use the Stay In Touch System each month to effectively get their message to the people that count the most – their customers and prospects.

The Stay In Touch Follow-Up System® Is The Most Effective Mailing System In North America!

“Shortly after I began my Real Estate career I decided to make a commitment of monthly mailings. By the end of the first full year with mailing out 400 Stay In Touch Postcards every month I sold over two

million. I attribute approximately ninety-percent of my business success to the Stay In Touch Postcards and referrals from people that receive my mailings.”

- Dan Dirck, Kansas City, MO

The Stay In Touch Follow-Up System® is more effective than cold calling, canvassing or blind mailing campaigns. You'll maximize your sales conversion rate with the least wasted effort of any professional sales technique you'll ever use.

The Stay in Touch System gives you an organized, low-maintenance, low-cost way to communicate with every single past and current client, every customer, prospect or “suspect” you've ever identified.

You've Got To STOP Working So Hard And Start Working Smarter

It makes every hour you work more profitable by freeing you up from the raw prospecting and letting you spend a greater percentage of your time doing what you do best – closings...on listings, on contracts, on sales.

“We are listing property left and right just by using the Stay In Touch Follow-Up System. When sellers call, 95% of the time it was from our Stay In Touch Postcards. We keep increasing our orders of the cards because they work.”

- Ron and Libby Burch, Seminole, FL

Tested and used for over 17 years, the **Stay In Touch Follow-Up System®** Postcards are seen more, remembered more and liked better by customers than the usual drab newsletters, computer generated sale and listing notices, and hit or miss postcard billboards advertising what you do – NOT what benefits the recipient.

You'll find that the Stay In Touch System will let you increase your referrals, listings, and sales better than anything you've ever tried before.

The Results You Get Can Be Astonishing!

“From the very first mailing I was overwhelmed with the success it brought to me! Because of my Stay In Touch mailing, I have received at least 10 listings that I normally would not have received. By continuing to send these dynamite cards my listings continue to increase!”

- Sandra Roker, N. Miami Beach, FL

**Here's Your Opportunity To Discover The Customer
Generating Power Of The Stay In Touch Follow-Up System**

The Stay In Touch System® is truly one of the most powerful tools you can have in your professional sales arsenal. This simple, proven, highly effective system lets you communicate with your customers and prospects 365-days a year, delivering your personal message when other systems can't.

Don't make the mistake: Remember...the most important thing you can do as a Real Estate agent is to stay in touch with your customers and prospects. Consistent communication is the ultimate key to success in your business. Whether you decide to use the **Stay In Touch Follow-Up System®** or not, I urge you to do something to let them know that you are available to help them with their Real Estate needs.

You gain business/profits by having customers. You get customers by establishing and maintaining a relationship. Begin now!