

Successful Agents Daily.....

Know Your Market

- Preview everything in your area. Go on tours or go on your own--just preview. Don't just preview your own office's listings, but preview other listings as well. If your town is big, just focus on a small section. Previewing around where you live is key.

Hot Sheets

- Read them daily. Know what home prices actually go under contract and what prices end up expired. What is the average DOM or price per sq. ft? If someone asks you can respond, "The average sale price is \$135 a sq ft." Boom! No hesitation.
- Here is where focusing on the area where you live is good. You will be at the store, post office, library, school, soccer, etc., and someone will ask about prices. Make sure you know your market. You live there, so you should know it.

Open Houses

- Go visit open houses and see how other agents are doing them. Some will be very bad and some will be superb. You will learn something from each one. Go to several on one weekend, making sure to visit different agencies.
- Now you can take this experience to make your open houses superb, and, from seeing others, you will gain a level of confidence by doing your own.

Date:	✓ Market	✓ Hot Sheets	✓ Open Houses
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			
Sunday			

Successful Agents Practice.....

Buyer Consultations

Again, practice. Try different styles of gathering the information you need to find your buyer the best home. Interview them using a checklist, ask about their lifestyle, and take free-form notes. Have a buyer's book with information about mortgages, utilities, escrow, FAQs, etc. Again, practice on your family, a colleague, or the kids. The cat might not be responsive enough for this one, though. Find a style that works for you and then practice it.

Listing Presentations

Practice your listing presentation. Try it with a flip chart, booklet, laptop, or from memory. If something just doesn't feel right, change it until it flows smoothly. Practice on your partner, family, a colleague, the kids, or the cat. You don't want to practice on the homeowner.

Contracts

Study them thoroughly. I read my contracts so that I can summarize the key points on each page without looking at them. Have a copy of all the basic forms (listing contract, purchase agreement, sellers disclosure, lead paint, etc.) everywhere. Keep a set in your dayplanner, a copy on your PDA, and a set in the car and your purse or briefcase. Read them whenever you are waiting at an appointment, when it's slow during an open house, or while the kids are in ballet. Read them every day. Know them!

Practice filling them out. Print out an MLS sheet and write an offer on it. Then write the listing contract for it as well. Have someone in your office look it over for you. Do this once a week until you're comfortable with the forms.

When a new form comes out or one gets updated--no matter how long you have been in the business--study it and practice filling it out.

Net-outs

After filling out the purchase agreement and listing agreement on the house you pulled from the MLS, do a net-out for both the seller and the buyer. Do these by hand. You will not always have access to a computer for using one of the title companies' online calculators. You need to be able to do these on the kitchen counter of a vacant house while filling out the purchase agreement.