Top Ten Traits for Top Performers

1. **Strong work ethic**
   - Treat this job as a real job
   - Be persistent
   - Don't take no for an answer
   - Stay focused on the business
   - Don't get distracted by others
   - Stay out of the office politics
   - Learn how to get things done
   - Make decisions
   - Have courage to admit your mistakes and move on
   - Have some fun along the way

2. **Market knowledge**
   - Check and double check your information before sharing with public
   - Take nothing for granted
   - Look for shifting trends and respond immediately
   - Stay ahead of the market
   - Don't make excuses, or promises you can't keep
   - Make sure you get in front of the decision maker
   - Show your value and don't be afraid to point it out
   - Be confident, you are the expert
   - Don't be afraid to show your stuff
   - Use creativity to differentiate and dominate
   - Don't waste time worrying about what "should" be deal with "what is"

3. **Anticipation and Preparation**
   - Establish and manage your own expectations
   - The old techniques still work (assumptive close)
   - Deal with issues before they become problems
   - Get price reductions the night you take the listing
   - No surprises are the best surprises in real estate
   - Begin with the end in mind
   - It's about value, not price
   - Prepare to win or go down in defeat

4. **Superior communication**
   - One size does not fit all, design your alliance with every customer
   - Let the customer tell YOU what type of service that expect
   - Keep your client informed at all time…at any cost
   - Look for new and more efficient ways to communicate
   - Remember this is still a people business
   - Ask the questions your competition doesn't ask
   - Listen! Listen again! Then listen one more time!!!
   - Keep in touch with everyone involved in the transaction
   - Ask quality questions
   - "If you act enthusiastic, then you'll be enthusiastic" Also the customer will be enthusiastic

5. **Commitment to Education**
   - Invest in yourself
   - Plan for your future
   - Stay on top of your game
   - Network within and outside the industry
   - Rehearse and practice
   - Preparation is the key to sustained results
   - Plan for your appointments…know what you want the outcome to be
   - Learning never stops
   - Get the specific knowledge and training you require to develop your skills and talent
   - Avoid toxic environments and unproductive people….either will destroy your career

6. **Loyalty and Partnership**
   - Be loyal to your customer, your company and yourself
   - Stay put…that grass is not greener, you will still have to water it, fertilize it and mow it
   - No company is perfect, don't expect yours to be
   - Your long term success will come from stability; not from changing companies
   - Your valued customers are loyal to you….ask for their help in testimonials
   - Use your brand systems and tools to enhance and support your own marketing
   - The brand should be embedded into your presentation; not an afterthought
   - A good partnership is like a good marriage…you have to work at it.

7. **Honesty and Integrity**
   - Exercise a sense of fair play with your clients and the real estate community
   - No deal is worth your reputation
   - The loss of your license means the loss of your livelihood
   - Integrity is absolute and non-negotiable
   - If you are honest you reduce your risk
   - Take responsibility in action and deed
   - Caring and warmth toward people goes a long way in demonstrating your character

8. **Pride and Passion**
   - Care about what you do and how you do it
   - Be judged on the service you provide; not on the commission you receive
   - Treat every transaction as if it is the most important one of you career; regardless of price
   - Take pride in a job well done; even if no one else acknowledges it
   - Do it for yourself
   - Be passionate about what you do
   - Be genuinely enthusiastic
   - Use self-restraint when necessary
   - Be ambitious but care about your impact on others
   - Don't take rejection seriously
   - Learn to overcome your fear – your confidence will shine through
   - Take pride in your appearance – what is your uniform for work? What does your car about you? What does your office say about you?

9. **Setting Goals**
   - Have a vision of who you are and a clearer vision of who you can become
   - Planned outcomes have a better chance of happening
   - Work <u>on</u> your business rather than just <u>be</u> in your business
   - Know why you go to work every day....but GO to work every day
   - Be an avid goal setter – short term, mid range and long term goals are a must
   - Once you have the goal follow it up with a plan on how to get there
   - Be motivated to achieve
   - Develop and nurture you inner sense of your desire to succeed

10. **Sense of Community**
   - Give back to the community without expecting anything in return
   - Create a balance in your life; make the sacrifices of real estate worthwhile
   - Choose a cause that matters to you
   - Do good for goodness sake
   - It isn't a strategy to make you feel good; you do it because it's the right thing to do
   - You have to WANT to