Core Values Real Estate Agent Assessment

This is one of the most important steps in directing your real estate business toward your goals. Always stay in harmony with your unique core values.

These questions will help you narrow down your core values so that you can offer your customers your unique value in everything you do. Remember…

Value = Wealth

Let's start building wealth with your unique inherent gifts.

1. Who is the person you respect most in life? What are their core values?

   _____

2. Who is your best friend, and what are his/her top three qualities?

   _____

3. If you could have more of any one quality instantly, what would it be?

   _____

4. Which personality trait or quality do people compliment you on the most?

   _____

5. What are the 3 things you are most proud of and, most importantly, WHY?

   _____

6. Think about 3 times you felt happiest. Why were you happy? What was it that made you happy?

   _____

7. What 3 things do you visualize or dream happily about during your day? What is it about those things that make you happy?

   _____

8. If you could retire tomorrow, what values would you continue to hold?

   _____

9. What values do you see being valid 100 years from now?

   _____

10. What do you like to talk about the most? WHY?

    _____

Now take a look at your answers above. Do you notice any reoccurring themes?

Let's reduce it to your half-dozen most important core values. Put a star by the values you're sure about. Then take the ones you feel are important but aren't sure if they're top-six material and put them in pairs. Think about two of those values side by side, and ask yourself which of the two is more important, eliminating the other. Keep pitting the survivors against each other until you're down to six. If some of the values you listed are just two words describing the same idea, combine them.

Top 6 Values:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

Now prioritize your core values in order of importance, with the most important first. All are important, of course, but which are the most important? Narrow it down to three.

My Top 3 Core Values to Guide my Real Estate Business are:

1) _____

2) _____

3) _____

PART TWO

See List of Values to Jog Memory

Abundance
Acceptance
Accountability
Cleanliness
Accuracy
Achievement
Adaptability
Adventure
Affection
Aggressiveness
Agility
Alertness
Ambition
Anticipation
Appreciation
Assertiveness
Attentiveness
Attitude
Awareness
Balance
Beauty
Belonging
Boldness
Bravery
Brilliance
Calm
Candor
Carefulness
Caring
Certainty
Challenge
Change
Charity
Cheerfulness
Clarity
Comfort
Commitment
Community
Competence
Concentration
Confidence
Connection
Consistency
Contentment
Contribution
Control
Conviction
Cooperation
Courage
Courtesy
Creativity
Curiosity
Daring
Decisiveness
Delight
Dependability
Desire
Determination
Devotion
Dignity
Diligence
Discipline
Discovery
Discretion
Diversity
Drive
Duty
Education
Effectiveness
Efficiency
Elegance
Empathy
Endurance
Energy
Enjoyment
Enthusiasm
Equality
Excellence
Excitement
Experience
Expertise
Exploration
Expressiveness
Fairness
Faith
Fame
Family
Flexibility
Flow
Focus
Forgiveness
Fortitude
Freedom
Friendship
Frugality
Fun
Generosity
Giving
Goodness
Grace
Gratitude
Growth
Growth
Guidance
Happiness
Hard Work
Harmony
Health
Helpfulness
Heroism
Holiness
Honesty
Honor
Hopefulness
Hospitality
Humility
Humor
Imagination
Improvement
Independence
Influence
Ingenuity
Inner Peace
Innovation
Insightfulness
Inspiration
Integrity
Intelligence
Intensity
Intuitiveness
Joy
Justice
Kindness
Knowledge
Leadership
Learning
Liberty
Logic
Longevity
Love
Loyalty
Mastery
Maturity
Meaning
Modesty
Money
Motivation
Nonviolence
Inventiveness
Compassion
Openness
Opportunity
Optimism
Order
Organization
Originality
Outcome
Passion
Peace
Perceptiveness
Perseverance
Persistence
Personal
Pleasure
Poise
Positive
Power
Practicality
Precision
Preparedness
Preservation
Privacy
Progress
Prosperity
Punctuality
Quality
Quiet
Rationality
Recognition
Relationships
Reliability
Religion
Resourcefulness
Respect
Responsibility
Risk-taking
Safety
Security
Self-esteem
Selflessness
Seriousness
Service
Simplicity
Sincerity
Skill
Speed
Spirit
Stability
Strength
Tranquility
Unity
Variety
Well-being
Wisdom