

Are You Running Your Business As A Business?

- 1) Do you have a database of names, addresses, phone #'s and other information on your clients readily available at your desk?
- 2) Do you have a scheduled time each week/day when you communicate with your clients/friends? (“Hour of Power”) Do you do this consistently?
- 3) Do you have a system for generating a continuous flow of buyers and sellers? Are you at the “cause” of what’s happening or the “effect” of what’s happening?
- 4) Do you have a Buyer Interview Sheet and “Buyer packet” readily available?
- 5) Do you have a Prelisting Interview Form near your phone?
- 6) Do you have an up-to-date Prelisting Book and use it?
- 7) Do you know how to use the MLS/County Records to do an accurate CMA?
- 8) Do you use a bond CMA presentation? Have you trained your assistant as to how you want this put together (order of pages, etc.) so it can be generated quickly and without “brain damage”?
- 9) Do you have a powerful Listing Presentation that:
 - a) Clearly shows them their odds of selling their home?
 - b) Shows them how to “price their home to sell”?
 - c) Differentiates you from your competition?
 - d) Demonstrates how you add value to the seller?
 - e) Shows at least 5 things that you and your company do for the seller that your competitors don’t?
- 10) Are you prepared to answer the 5 most common “objections to listing”? Are you prepared with facts, dialogues, visual aids, stories, and research?
- 11) Do you have pricing and staging videos?
- 12) Do you have a marketing plan/checklist for your listings?
- 13) Do you have a “Great Opening” that enrolls the seller/buyer, makes them like you, has a bonding statement/question, and a value statement?
- 14) Do you have dialogues and visual aids to help shift a seller from a “price shopping” mindset to a “results shopping mindset”?
- 15) Do you have a system for coaching your builder? A marketing plan?

- 16) Do you have “routines” that keep you in a balance and “rituals” that help you perform at your best?
- 17) Do you have several Relocation Packages and Buyer Packages at your desk so they are easily accessible when you need them?
- 18) Do you have your most common letters “standardized” or do you create an original every time you want to communicate with someone?
- 19) Do you know your product, your market and your competition? Do you know these better than your customers?
- 20) Is your financial house in order so you are not distracted? Do you have a set of books so you know if your business is profitable? Are your taxes paid? Do you have a “feel good” account? Do you have wealth creation on “automatic pilot”?
- 21) Do you have Goals and a Business Plan? Do you know where your business comes from specifically? Do you have a plan to build a business based on customer satisfaction and referrals? Do you have a Career Plan? A “Goddard List”?