



AUSWIDE
REAL ESTATE SOLUTIONS



Hi again fellow agents

This is our eleventh Newsletter and I am pleased that the feedback from the many Agents who have responded has been very positive generally, as I endeavour to provide a quality communiqué to assist the industry members to improve their businesses overall.

As there have been a fair number of new Agents over the last few years who didn't view the earlier Newsletters, this one also incorporates a few of "the best of the best" items from the first ten Newsletters.

The First Commandment of Success

Thou must labour each day as if thy life hung in the balance. Ye were not created for a life of idleness. Ye cannot eat from sunrise to sunset, or drink, or play or make love.

Work is not your enemy but your friend. Always perform all that is asked of you and more. Thy reward will come.



Commandment I

Staff costs are over \$55 per hour. Can you afford for them to sit in the office and wait for something to happen? They need to be proactive, not reactive.

Are they out "farming", creating a network of people who might refer business to them, following up on your own and other agents expired listings; getting price reductions?

There are number of other sayings that are similar to the ***First Commandment of Success*** which you may have heard before and could reflect on, two of which are:

1. *For every action there is an equal and opposite reaction, and*
2. *There are three types of people in the world...*

- *Those that make it happen*
- *Those that watch it happen, and*
- *Those that say "What the*****happened?"*

COMMITTMENT – (from the *Book of Wisdom*)

Until one is committed, there is hesitancy, the chance to draw back, always ineffectiveness.



Concerning all acts of initiative (and creation), there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then Providence moves too.

All sorts of things occur to help one that would never otherwise have occurred.

A whole stream of events issues from the decision raising in one's favour all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamed would have come his way.

WORKPLACE STRESS

According to a recent National Survey over 90% of the Australian workforce is stressed out; so it may well be that some of your employees fall into this category.



What can you do about it? Well, dealing with stressed employees is a delicate business but you need to address it. Whilst on the one hand, you need your employees to get their work done, you also don't want to push them too hard, because if you do it could leave you open to a sizeable workers compensation claim.

So, how to tell if your employees are stressed? There are a number of warning signs that employees might be stressed which include:

- An increase in absenteeism
- Changes in personality
- A decrease in work performance and productivity
- Health issues

If you notice any of these warning signs, you need to check if any of the following applies and take remedial action:

- Work overload or sudden increase in workload
- Long working hours
- Workplace conflict
- Bullying and gossip
- Poor management practices and procedures
- Organisational change

You also need to have regular Staff Appraisals – more details in the **New Free Agents Assistance Pack**- see next page – at which you can discuss the workplace stress issue with each individual staff member, and *nip the problem in the bud* before it becomes a serious issue.



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FREE **AGENT ASSISTANCE PACK**

Auswide has just completed a new Pack with ten new great tips for improving your Business, as well as some positive thoughts from some great people and a few Forms and Questionnaires that will assist to ensure your OH&S and OFT Compliance.

To order a **free copy**, of the 18 page Pack just send us an email request

FARMING FOR LISTINGS – A PROVEN DOOR KNOCKING PROCEDURE THAT GET RESULTS

The Top Listers all started in the Industry by effectively building a Network of contacts, and most did it initially by using the *farming* technique.

The principle of “farming” is to allocate to each of your sales staff around 1,000 properties in your Listing catchment area to “farm”.

Like any true farmer, the principle is to nurture the *crop* by regular contact. If you give up before at least a year, then there will be no annual crop to harvest.

Farming must be carried out at least every 10 weeks, so that the staff member fosters a relationship. The initial approach should be a soft, friendly sell. People who are at home when they call should be approached with the goal to get them to come outside their domain.

Most people have a certain pride in their garden, so the idea is to appeal to their ego. The best way to do this is to greet them with. “Hello, I’m Tom Smith from Smith Realty and I’ve just noticed that you have in your front garden. Its lovely” Then move back to the garden. They will follow you, and then after talking about their beautiful garden or ornaments, pots or whatever and establishing their name, you use the *‘third person’ principle* by avoiding asking them directly about selling as follows:

“By the way Mrs ... I’m specialising in real estate in this area. We have several buyers who are looking to purchase around the area and we would like to help them. Would you perhaps know of anyone considering selling now or shortly – perhaps in the next two to three months?”

Leave one of your office farming letters with them too, This approach will create a positive impression. The next day, send another letter to the owner thanking them for their time in talking with you. These visits on a regular basis will engender a good relationship, and the first person your



contacts will call when they decide to sell, or hear of any other local who intends to, will be your staff who are persistent with their farming.

HOW TO RETAIN AND MOTIVATE GOOD STAFF

In the preface of his excellent book *The Staff Cycle*, published in the 1990s, Rex Ward made three pointed statements about the real estate industry, and it’s no different today:

- (a) There is a 100% turnover of staff every three years in Australia. One of the reasons for this is the temptation to put bums on seats, because the seats are available.
- (b) More money is spent on office maintenance than on the development and maintenance of staff.
- (c) Success will come to those who help others become successful.



Rex also said that the biggest single problem confronting the industry is its inability to retain good staff, the reasons being:

- a) Poor staff selection criteria
- b) Poor staff management.
- c) Lack of ongoing training and development

The actual monetary cost to an office when staff need replacement is many thousands of dollars.

As well, the inconvenience of going through the staff cycle again and again is soul-destroying and team spirit in the office is affected. So more effort must be used to retain good staff. They must be made to feel part of the business; they should be motivated (based on what motivates them), rewarded, and given career opportunities, and access to good industry training.

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Surprisingly, most surveys rate money as only the third greatest motivator of people. We are all motivated by different factors, including interesting work, impressive office, a challenging job, increased responsibility, recognition, good wages, bonuses, friendly working atmosphere, feeling of importance, opportunities for advancement, good working conditions, pride in the job, independence, team spirit, etc.

Management needs to establish with each staff member their five most important ‘motivators’ and ask them to rate each out of 10. This will give you an insight into what is extremely important, or not very important to them. Then work on the particular aspects that will bring out the best in their performance, bearing in mind that goal setting is a prerequisite for achievement rewards.

Review their motivators every six months. They can change. Those who have achieved should be recognised with praise, plaques, gifts and bonuses, as well as media releases of their accomplishments.

Until next Newsletter - Best regards

Alan Fleming