



# TEN MISTAKES AGENTS MAKE

By Michael Sheargold

Having facilitated over 6,000 coaching sessions I have seen the good... the bad... and the ugly in terms of performance. In this article I will share with you the Top Ten Mistakes Agents make. As you're reading, check-in to see if you're falling victim to any of these!

### **LACK OF BELIEF - THE "SHOULD"**

If you think you can or you think you can't you're right! For many agents, it's simply a belief issue that's stopping you accelerating your success. Each of us has two kinds of beliefs – empowering beliefs and disempowering or limiting beliefs. The reason this is number one, is so often I talk with agents that clearly know what to do and yet, are not doing it! If this is you, can I suggest it's a belief and motivation issue.

### **POOR TIME ALLOCATION**

It's not how many hours you put in that count, it's what you put into the hours! Super-effective Agents may in fact be working less hours than you but they know what they need to invest their time in to gain the best short and long term results. Your most valuable resource in business and life is time and developing your time and energy management strategies is essential to your success.

### **NOT MONITORING PROGRESS**

You're either on track or you're off track to achieve your goals. Without monitoring your progress you can find yourself massively off track but it happened slowly! In just one month you'll typically invest 240 hours – that's a HUGE amount of time to be off track! By monitoring progress, you have the ability to understand "where you're at" and what correction steps are needed to achieve your goals.

### **BEING A GENERALIST**

Who earns more a specialist or a generalist? Easy answer right? What I've seen in average agents they grab for anything – they want to be a master generalist. The most successful agents are clear on their market position, they communicate that to the market and they typically make more money and have more fun in the business!

### **PRACTICING ON CLIENTS**

Man this drives me crazy! When you look at the costs associated with a real estate transaction and specifically your professional fees you charge, why would you do a \$10,000 practice session? I have a saying... Don't practice on clients – it's too expensive!

The challenge is the average agent would rather stuff it up in front of a client than a colleague. This is dumb and is only because "looking good" is running the show! On the flip side, when you invest in becoming exceptional at the key activities in the business, you'll have more fun, produce better results and earn more. Hmmm sounds like a great plan!

### **SENDING CLIENTS TO THE REAL ESTATE ORPHANAGE**

Remember when I listed my property with you for sale? And you told me about being a client for life? You told me how you and your agency are focused on a great service experience? Do you remember that? And then you dropped me like a hot potato and sent me to the real estate orphanage! This seems to happen when an agent is short-sighted on the transaction versus broadening your focus to the relationship and becoming "my agent" for life of your clients.

### **STATEMENTS NOT QUESTIONS**

In workshops I ask agents which are more powerful, statement or questions? Almost always they will say... questions. But in my listing observations, I see a high degree of data dumping and then hoping the client will figure out what's relevant to them! The agent thinks... some of this stuff I've dumped must be of value.

It's a common complaint from clients that the agent didn't take the time to get to know us, our needs and goals. Rather the agent (this could be you) is more interested in impressing clients with a data dump! There is a place and a way to deliver powerful statements but it's all about timing and intention.

### **INCONSISTENT GENERATING TIME**

At this point, you might know this better as prospecting time. I'm amazed how agents can have a great month followed by a lousy month – I call this the real estate roller coaster! And if I trace it back to its origins, the real challenge is getting "busy" doing now activities without investing in the future.

Knowing this, you need to take some of each and every week and allocate it to generating business that will turn up in the future. The best agents in the business make appointments with themselves and then consistently commit to that time.

### **TREATING BUYERS & OPENS AS INTERRUPTIONS**

Clearly a great majority of your communication will be with buyers. Why? You might have 20 enquiries on a property (only one will buy it) so what do you do with the other 19? If you're not thinking long-term, you'll end up burning those relationships. Interestingly, typically 2 in 10 buyers are also pipeline sellers!

### **NO NEWS IS NOT GOOD NEWS**

If the average agent has nothing to report to sellers during a campaign, they tend not to make the call or meet! The challenge with this is the level of alignment between you and the seller is guaranteed to drift. This drifting process typically means your clients become frustrated with a lack of information and start to question their trust of your advice – not a good look!

---

**My goal in sharing these top ten mistakes with you is to help you clearly identify key opportunities to improve. If you've got these mistakes happening in your business, I guarantee they're having a negative impact on your results. Simply identify an agent performance plan that focuses on key upgrades that will make the biggest difference in your performance. And remember, less things implemented extremely well will deliver better results than loads of things implemented poorly! Enjoy your path to even better results.**