



YOUR  
BUSINESS  
WILL NEVER  
OUTPERFORM  
YOUR  
LEADERSHIP!

*In my coaching sessions with Principals across Australia and New Zealand I consistently hear the following leadership issues and challenges. This article is a series of 5 Key Strategies about how to navigate effectively through them, and gain even better results!*

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## 5 KEY STRATEGIES TO HELP YOU PRODUCE OUTSTANDING REAL ESTATE RESULTS!

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### **MAINTAINING PURPOSE**

You may have heard me talking about the Purpose Passion Connection. It's clear the most motivated leaders (and teams) have created for themselves a BIG purpose – their reason for getting up in the morning and doing what needs to be done.

Quite simply... the greater the purpose you have... the greater your passion will be. In coaching if someone wants to be more motivated I will always start with purpose – it answers “WHY” are you doing this? And “WHAT” does exceptional results look like for you?

Clearly there are two levels to explore here... firstly for you as a leader and your overall agency, then secondly for each team member. When you uncover the “WHY” and “WHAT” they want to achieve you're in a better place to help them get there. This is easy to do but it's also easy not to do. It requires some time on your part looking less at the day-to-day and more at the bigger picture.

In fact, it's essential you develop a purpose that is beyond your current reality. Make the purpose something that you and your team strive for. This could be a marketshare goal or perhaps a number of properties sold or under management. Answering the question... “What do we want to be known for in the marketplace and why?”

When you're clear on this, the next and very important step is for you to reinforce and remind your team (and yourself) of this purpose. The more you can reinforce it and identify you are either on or off track to achieving it, the better.

## **RECRUITING GREAT AGENTS**

Finding, hiring and training great agents has for most Principals been a “when I get the time” kind of task. As I say in our leadership workshops, it is one of your highest dollar productive tasks as a Principal and leader.

The first step is for you to develop a potential agent pipeline – in the same way your agents need to have a listing pipeline, so do you need to have a recruitment pipeline.

### **PEOPLE IN YOUR PIPELINE WITH FALL INTO 4 CATEGORIES:**

- 1. Experienced agent in or close to your Primary Marketing Area**
- 2. A relatively new agent that has impressed you**
- 3. A sales professional from outside the industry**
- 4. A potential sales cadet**

Now with each of these categories, you need to develop a follow up/nurture program and allocate a specific time each week to focus on connecting with them and recruitment.

Expect this process to be like a farmer nurturing a crop. Give it time, put plenty of the right ingredients into play and you will find a significant crop of talented people wanting to become part of your team.

Another tip here is to identify the top 10 reasons why your agency is right to join and for agents to align themselves with. You can of course ask your existing team what they like most about the agency and what do they think are the key reasons for someone to join you.

## **MOTIVATING AGENTS**

Everyone wants to be on a winning team. So when your team “feels” like they are winning then a healthy and positive momentum will build. It’s important to remember how we learnt to walk. Even the smallest of steps we were given HUGE amounts of encouragement. And then as we became more skilled at walking then so did the encouragement change.

I have never been into a real estate office where the team has said... “If there was just a little more negative feedback around here, then everything would be fine.”

You need to look for opportunities to recognise great performance. And of course, if you need to give some “re-directional” coaching, then ensure you do that in private. You will gain huge respect from your team this way.

In terms of recognition, focus on both the results your team are achieving as well as the activities and behaviours they are building. An example of this would be a new agent doing the action steps to build momentum. Ensure you’re catching them doing things right – you’ll be amazed how this transforms their energy!

## **IDENTIFYING THEN ACTING ON OPPORTUNITIES**

If you have been in a workshop with me, then I’m sure you’ve heard me say... “The Power of an Idea is in its Implementation.”

The ability for you to firstly identify and then act on projects is absolutely critical to business success.

One of the most proven methods of developing a focused list of projects is a process called SWOT. It stands for Strengths, Weaknesses, Opportunities and Threats. A great move forward in business is to further develop your Strengths, work on your Weaknesses, capitalise on your Opportunities and minimise the potential impact of Threats. This is a brilliant team exercise to run and allows you and your team to contribute to the planning process. A tip here is you must be okay to hear both the positive and the negative from your team (don’t get defensive)! Simply note all the items on a flipchart or whiteboard and focus most of the time on the key projects that will help you move forward faster.

The old saying... “Rome was not built in a day” is important for you to remember. Make sure you pace the implementation of these projects with your focus being firstly on the 5 ideas that will have the biggest and most powerful impact. Once these are in place, then add others. That way you and your team will feel a real sense of achievement.

## **PRODUCING CONSISTENT RESULTS**

Consistent results come from consistent activities being implemented. The real key in any role is to clearly define the specific Results Producing Activities. The more you and your people focus and act on these, the better results you’ll be achieving.

Of course it’s normal to get “off track”. An important point is to have a monitoring system in place to ensure you know when you’re off track.

In your business get super clear on what are the key activities for each person’s role. This is a great team session to run that will engage your people into thinking about what they put into each and every day.

The other point here is everyone typically has only 5 to 7 core Results Producing Activities. While there might be many tasks, start out looking at the big picture of each person’s role and ask... What are the key areas of performance in your role? The second question is to then ask... “What does outstanding performance look like in each of these key areas?”

Doing this in a team workshop is great and will help enormously align daily actions to the performance you want them to achieve.

**So there you have it – 5 Keys to help you unlock the performance of your business. All the best in taking action on this and remember... we’re a phone call, tweet or email away. Our business is designed specifically to help your business grow and succeed. Thanks for being committed to great results!**