

Skill Building for Peak Production



As real estate professionals, we've all experienced periods of peaks and valleys in our careers. The key to longevity is to maintain a peak state throughout your career to help ensure success and ward off fatigue. Peak producing agents have what it takes to transcend the cycle of peaks and valleys to become a professional business owner. He or she H.A.S. the:

H

Habits: Consistent routines and the motivation to put in the time and energy to ensure success.

A

Attitude: Control over his/her mind as well as the capacity to maintain positive energy and to make decisions based on facts, not feelings.

S

Skills: The knowledge and experience to navigate the current market and a commitment to Constant And Never-ending Improvement (CAN-I).

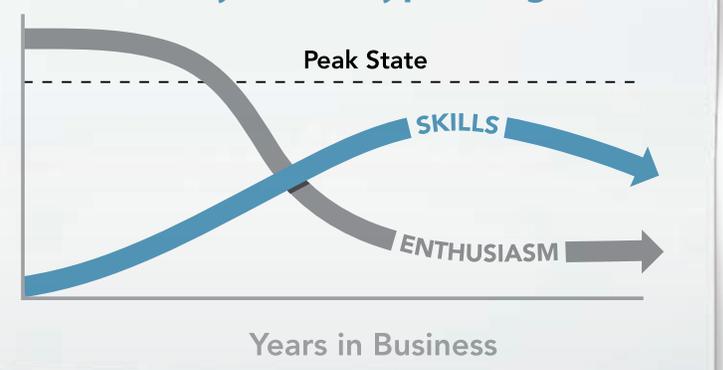
Break the Cycle of Mediocrity

It's a common cycle that repeats itself in our industry. Often in the beginning of your career, you have the attitude—you're excited to guide clients through the real estate process as they make one of the biggest purchases or sales in their lives. Unfortunately, you may not have developed the skills and habits required to generate consistent leads. Over time, you hone your skills through experience and further training and learn to develop the routines necessary to build a thriving business. However, your enthusiasm may begin to wane, and you could find yourself on the fast track to Burnout City.

75% of REALTORS® report that real estate is their only occupation.

Source: National Association of REALTORS® Member Profile 2011

The Journey of the Typical Agent



Maintain a Peak State

If you're like the majority of real estate professionals and this is your full-time career, it's critical to ensure that you don't become a H.A.S.-been. **The secret to peak production is to maintain an optimum state where your habits, attitude and skills remain at their highest levels, in order to maximize your output and avoid fatigue.**

Invest in Yourself

51.7% of small business owners and professionals surveyed say that coaching returns or exceeds its value.¹



The best investment you can make is in yourself—it's one of the few things not impacted by the whims of the market or economy. In addition to improving your professional worth, further education, training and personal development will enable you to reach and impact the lives of your clients and others in your database.

“If a man empties his purse into his head, no man can take it away from him. An investment in knowledge always pays the best interest.”

-Ben Franklin

3 Ways to Improve Your Skills Now

In this rapidly changing market, it's important to acquire the skills necessary to perform at the peak of your potential.

1. You are what you read. Skip television shows, media and websites that foster negativity. And while you should know what's going on in your local and national markets, try to filter what you're exposed to and seek out positive and unbiased news and information sources.

2. Rub elbows with industry leaders in your area. The best way to get the latest scoop on the market is to network with industry leaders:

- Join a local chapter of national industry associations
- Go to industry conferences and seminars
- Take continuing education classes through the local college or university extension program
- Follow industry experts on social media platforms

3. Stay accountable. The best way to ensure that you maintain a peak state is to enlist someone to hold you accountable on your professional journey. A business coach will help you:

- Define areas of success and improvement
- Find your true talents
- Boost your motivation to develop your skills and fulfill your potential

One-third of REALTORS® have a designation or certification.²

31% of REALTORS® attended college but didn't finish; **30%** have a bachelor's degree; **11%** have an associate degree and **10%** have a graduate degree.²