

August Action Letter

Winterizing your Business Now



As an agent, my best months were always December and January. These months were not traditionally great real estate months in our area.

I didn't understand why the other agents weren't having success with these months. It wasn't until I moved into teaching and coaching agents, then I figured it out.

August is THE month for family vacations in our area. Not only is it the time that everyone is trying to squeeze in a vacation before kids go back to school, it is also the time that the general population of agents think, nothing is happening with the market, so they go on vacation too!

No matter WHERE you live, there are “seasons” around the market. Look for patterns and apply accordingly. Do not miss out on the opportunities that other agents aren't even noticing.

We call it “winterizing” your business. Remember...Activity Breeds Activity. So, while other agents are away on vacation, utilize this time to the fullest! Start acting now, so you don't have “slow” months! Work, work, work!

Conversations with potential clients are easier and you will feel less pressure since your competition is slim to none because other agents are on vacation!!

Here are some Action Items to get you started:

Work Open Houses: Those that are looking, right now, are SERIOUS. Set yourself up for success with the Open Houses (see the April Action Letter) Set up Listing appointments at the Open House (Open House video on Listing Language Free site) get them ready for the Fall Market.

FSBO's: Reach out. Make friends, be their advocate. Right now, the FSBO mindset is still hopeful. They are hopeful that they can still sell on their own. Maybe they can, but if they can't they may be in a bit of a panic by the end of September/October, because FSBO's will want to have this done with by the end of the year. The good news is you already have established a relationship with them, so who are they going to call?

Database: Reach out to them. Talk about getting their properties ready for a busy Fall Market, talk about how NOW is the time to do the necessary prep work. Now is the time to get a jump on the market. Send a quick video email talking about how you are still selling properties while everyone else is on vacation. Don't be a “Secret Agent.”

Your Sphere: In our May Action Letter, we spoke around working you Friends and Family and those in your SOI that referred you to their co-workers. Have a get together with your best referral friends/clients. Show them some love. Have a bar-b-que at your house, Gather for a quick Happy Hour. Something easy and casual. Let them know business is great and that you are gearing up for the Fall Market.

Stay busy. Stay Focused. Plant seeds now!

I hope these Action Items help you to Winterize your business.

Fondly,

Your Team at Listing Language

