

## What Qualities Make Some Real Estate Agents More Successful?

What makes for a successful real estate career? Every new real estate agent faces the dilemma of how to break into a field where 10% to 20% of their competitors are truly successful and the rest are just getting by or failing.

The literature available to "newbies" is extensive. Gary Keller's *Millionaire Real Estate Agent* comes to mind, as does local Realtor Bruce Gardner's *Seven Styles: How to Design Your Real Estate Career of Success and Significance*.

Gardner's book is certainly the easier read thanks to its succinctness and its concentration on helping agents to identify the strategy that fits their unique personality. At the same time, one has to applaud Gary Keller for his in-depth presentation which has made Keller Williams

the fastest growing real estate franchise in the country.

I look at my own path to success a little differently. Yes, I had one or two strategies on which I built my success, but it was more about personal *qualities* than about my strategy.

My key strategy to get established is what we call "farming." I chose a neighborhood near me that I could focus on, building relationships that would lead to listings.

But behind the doing of it all was something more subjective. I'd like to share the qualities I brought to my farming and other real estate actions which — I believe — made me the success I've become.

Now that I'm an employing broker, I've come to identify these qualities as ones I look for in prospective

broker associates. I like to associate with agents who share these qualities. If you have them, call me!

1) Authenticity. Don't put on airs. Don't pretend to be more successful than you are. Don't pretend to know it all. Seek to be mentored, not admired. Admiration will come in time.

2) Integrity. This quality is closely related to authenticity. Tell the truth. Don't ingratiate yourself to prospects through flattery or by saying what they want to hear. If a client doesn't want to hear the truth, I don't want to work with him (or her).

3) Giving back. Author Bob Burg wrote a book about this quality called *Go-Givers Sell More*. Be a go-giver, not a go-getter. That principle lies behind this column which I've been publishing for nearly a decade in this and other papers. If you give people something of value that's also honest and authentic, they'll want to give you something — their business.

This last quality is most important to me. I belong to chambers of commerce, service clubs and business associations as a way of supporting their activities, not for the business I can get from them. My company's moving truck is offered free not just to clients, but to any non-profit that requests it, subject to availability. Has that brought me business? Maybe, but that's not the point.

The most successful real estate agents join their Realtor association, not because their company (like mine) requires it, but because it's the right thing to do. They go further, too, becoming leaders, teaching seminars, fearlessly sharing the keys to their own success with those who compete with them. They build and fund Habitat for Humanity houses. They engage in sustainable practices like recycling and renewable energy to give back to their planet. They give blood! They're go-givers.

### REAL ESTATE TODAY



By JIM SMITH, Realtor®

## This Week's Featured New Listings from Golden Real Estate



### 1538 Meadowlark Lane, Golden

This home in Golden's Village at Mountain Ridge has been "coming soon" for about a month, and it's finally ready to show! It has two main-floor master suites, and a third master suite in the fully finished garden-level basement. It has a new composition shingle roof, new paint, and new carpeting throughout. The eat-in kitchen has slab granite counters and opens to one of two wood decks. (The master suite opens to another deck.) The central air conditioning system is also new. You'll have a hard time finding fault with anything about this home, which is nestled in the heart of this subdivision, away from any highway noise and within walking distance to open space trails, a city park, and Mitchell Elementary School.. Take a video tour at [www.MountainRidgeHome.com](http://www.MountainRidgeHome.com).



### 6292 Kilmer Loop #203, Arvada

Priced at just \$207,000, this West Wood Villas condo makes a great starter home. It has one bedroom and one bath, plus a large study. It's on the second floor, above its own 1-car garage. There's plenty of guest parking. Take a video tour at [www.GoldenRealEstate.com](http://www.GoldenRealEstate.com).



### 7576 Eaton Street, Westminster

This 4-bedroom, 3-bath ranch-style home is in the Wood Creek section of Westminster. It has a finished basement and 2-car garage. It is listed for \$230,000, which is only \$128 per finished square foot. You can take a narrated video tour of it at [www.GoldenRealEstate.com](http://www.GoldenRealEstate.com).



Serving the West Metro Area

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