

## 9 VISIBLE SIGNS OF A REAL ESTATE AGENT THAT WILL GET SUPERIOR RESULTS

1. Understands that every person that comes into the model has great value.
2. Knows their product.
3. Understands the home building and sales process.
4. Knows two answers for every objection.
5. Understands closing the deal is more important than making a commission.
6. Knows the competition. Shops two subdivisions per week within eight miles.
7. Understands that every person that ever goes through the model is forever theirs. (Even if they buy elsewhere they still follow-up for the next time.)
8. Knows how to generate their own leads.
9. Understands follow-up is the way to win!

## 9 VISIBLE SIGNS OF A REAL ESTATE AGENT THAT WILL GET POOR RESULTS

- P**uts little value on traffic.
- O**blivious to product knowledge.
- O**bvious lack of interest in the sales and company process.
- R**efuses to tune skills on how to handle objections.
- F**ocus on money versus helping buyers by closing the deal.
- O**blivious to competition.
- C**ustomers are just passed through—temporary—not long term.
- U**n-interested in generating their own leads.
- S**tubborn when it comes to quality follow up.