

10 HABITS OF TOP REAL ESTATE AGENTS

Consistency

It's the golden rule of real estate: consistency equates to predictability in business. Inconsistency leads to mediocrity.

The Big 5

Elite agents live by the 80/20 principle. They focus on leads, appointments, negotiating contracts, practicing scripts and role playing.

Lead Gen & Follow Up

Mastery in lead generation and follow-up is a hallmark of top agents. Stopping only when asked to do so or as a result of death.



Live by their schedule

Top agents live by a meticulously planned schedule. They dedicate their mornings to lead generation and reserve afternoons for appointments and other tasks. This disciplined approach creates a steady influx of business and helps avoid the industry's notorious fluctuations.

Leverage

They understand the power of leverage - in systems, tools, and people. And accept that a good hire can develop great systems and tools.

Drive for Success

A burning desire for success, fueled by a purpose greater than personal gain, motivates these agents. They are driven by their Big Why.

Embracing Challenges

Great agents succeed through their failures and understand that being above average requires getting comfortable with being uncomfortable.

Feed their Database

Top agents not only maintain but actively nurture their databases by organizing them, feeding them daily, and systematically following up.

Belief in Coaching

Just as world class athletes rely on coaches to make them better, top real estate agents understand the invaluable role of having a coach.

Business Owner

They adopt the mindset of a business owner, focusing on building a robust, sustainable business that thrives in the long term.