



# 10 Characteristics of Successful Agents

## 1. Think Big Non-Stop

There's two ways to think. I can think big about what I can do can, accomplish. Where I can go, what can happen in a positive way in my life. Or I can think small, hoping to get by from day to day, week to week. Most real estate people don't think very big, and it's not because they don't want to. They don't know how to! Thinking big is a learned process—a step by step process you can follow to change how you think so you can change the results you get. If somebody is earning a million dollars a year, they're certainly thinking a lot bigger than most people think.

## 2. Focus on the Big Picture

There are many pictures we carry around inside our mind. We picture ourselves as being a good real estate person. Maybe we picture ourselves driving down the street, seeing a For Sale By Owner and thinking *we can list that property*. Or we picture ourselves as being a person that can never be highly productive,

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that can never be very successful. The big picture is your production, your income, your lifestyle. The people that are making a million dollars a year have painted a picture that they look at all the time. Of the levels of success that they're going to achieve, that they're going to accomplish. They focus on the big picture.

## 3. Don't Sweat the Small Stuff

They don't sweat or worry about the small stuff. Somebody said one time you know, what is the big stuff in life? Birth and death. What's in between? The small stuff. People that make a lot of money don't sweat those little details. They're focused of course and getting the details done, making sure they track their numbers, on learning what to say. But these are really the small things in life, because once you've learned the numbers and once you've focused on what you have to say, the big picture is what you want to focus on. Don't sweat or worry about the small stuff. It's always gonna be out there in your life.



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## 4. Focus on What You Can Do (Not What You Can't)

They think about what they can do not what they can't do. I'll say to a real estate person can you list three, four, five homes a month. "Oh, I don't think I can do that!" Well you're right. When somebody tells me they can't do something, the voter is unanimous. Think about what you can do.

What are your assets? What are your strengths? Make a list of them as this new year begins. Think about putting those assets, those strengths to work for you in your business in your life every day. That's what you can do. But if you're only thinking about what you can't do, you're going to be overwhelmed. You're going to be frozen, you're not going to accomplish, you're not going to move forward. You're not going to follow your schedule, you're not going to prospect. That's not the kind of life you want to live.



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## 5. Don't Let Negativity Drag You Down

They work daily on keeping negativity out of their business and their life. We live in a negative world. The news is negative. Whether it be print news or listening to the radio or watching TV or having conversations with most people. The negativity is very strong. You've got to keep the negativity out. Which means sometimes you have to reduce the exposure you have to some of the people that you hang out with. You know, if you if you walk in the office and you've got a new listing in your hand, and you say, "gosh I got into a listing!" And somebody says, "Yeah it'll never sell." That's not the kind of person you want to spend time with. Negativity is a very dangerous thing because it drags us down instead of building us up.

## 6. Stay Competitive for your Own Sake

They're very competitive. The millionaires are very competitive. You want to work with them. You want to work against them because **RE/MAX** if you're working against a highly productive agent,

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# 10 Characteristics of Successful Agents

you're going to learn from the experience. And you're going to win some of them, and you're going to lose some of them. But these people are competitive. They are going to do what it takes to make sure they win the game. They're not going to let one roadblock stop them. They're not going to let one rejection, one expired listing. They are not going to let a deal that falls apart stop them. They're competitive. They're going to go after the goals they've set, and they're going to achieve the goals they've set.

## 7. Stay Focused, Stay Energetic

Tremendous focus and energy on the goals they've set. OK. You've got a goal for the year. OK. What I wanted to write down right now what is your goal for production. What is your goal for income. OK. Watch.

Tremendous focus and energy on that goal OK. You're going to work five days a week, five and a half days a week. Why not give it five six seven hours of tremendous energy and focus to accomplish that goal that you've set. If you do it and if it's true that you



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become what you think about—Earl Nightingale’s famous quote—you’re going to win the game, and you’re going to achieve the goals you have set.

## 8. Failure is Part of the Process

They accept failure as part of the business. Part of the business. If they list 70 percent of the sellers that they present to, they feel it’s a big win. And it is a big win. But that means 30 percent of the time, they did not get the listing, or in essence, they failed. But they don’t focus on the failure. They focus on the success. If you prospect, and you talk to 20 people, and you only get one lead, 19 people basically said no. They failed 19 times. But remember that failure is part of the process of succeeding as a professional real estate person.

## 9. High Levels of Discipline Daily

They exercise high levels of daily discipline. You’ve got a schedule, you’ve got to follow it! There’s gonna be interruptions.





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There's gonna- be your cell phone is gonna ring. Somebody's gonna send you a text, an email. People in the office wander by. There's a hundred interruptions that take place! You're late for an appointment. Then there's an accident, you can't get by it fast enough. This this is called life. You follow that schedule, you're gonna win.

## 10. If Yes is Still an Option, Don't Accept No

Don't accept a no when a yes is potentially still available. In selling and there's called what what we referred to as the "reflex no". "Hi, are you thinking about selling your home?" "No!" "Oh, you're not wanting to sell your home?" "Well yes we are." People program themselves to say no. It's called a reflex no. Well when you're told "no", and there's still a "yes" looming out there, you work to get to the "yes". How do you get there? By asking good, sound sales-oriented questions. Not by talking, by asking a lot of questions.