

The Daily Communicator™

Weekend Sales Tips

Have Certainty about Success

One of the great qualities that top-producing agents have is certainty. I am not just talking about certainty with clients. I am talking about constantly living in the mental and emotional state of certainty day-in and day-out.

Imagine how you would feel everyday knowing absolutely that you will be hugely successful in this business, regardless of what happens to you. Imagine what this would do for your business! Everyday you are completely unshakable, unstoppable, and you know that you will manage everything in ways that best maximize your real estate production.

You know how events can occur that easily frustrate and aggravate you at times. Escrows don't always close. People, sometimes change their minds. And sometimes, clients will transact with another agent after you've invested months of your time with them.

People who do the best in this business let adversity bounce right off of them. They appear bulletproof in the eyes of an outsider watching them. Do they still get hurt and affected by the adversity? Of course they do! The key is that they don't let it affect their business. They get right back on track and do whatever is next for them to do, successfully moving forward and closing more real estate transactions. One of the greatest assets that you have is your time. The better you are at filling your working hours with

productive activities that will make you great sums of money, the more successful you will become. If you allow difficulties to take you off track and put your mind in an unresourceful state, be assured that this will cost you a lot of money each and every year.

You've made it this far in real estate and, no matter what happens, you're going to come out fine. Have you ever noticed that despite all the difficulties and excruciating experiences you've ever encountered in your real estate business, you're still living, breathing, eating, and showing up for work? So, in reality, how truly threatening were all of those past experiences that caused you great difficulty?

Whatever happens to you in real estate, you're going to come through it fine. You always have. Oftentimes, some of the most difficult and trying experiences in your career turn out to be the greatest stories that you tell people and laugh about years later.

When you work in real estate and come from a place of absolute certainty you will achieve much, much more success as compared with what you will accomplish when you allow those bumps along the way to dramatically affect your performance.

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Sales Tips for the Real Estate Professional

