

Tips From Top Producers

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FEBRUARY 16, 2015

What would your advice be to your younger, rookie agent self, now that you're a top producer?



Carlos Garcia, The Keyes Company: "Obtain designations such as GRI and CRS designed for residential specialists, research farm areas, be consistent with your branding and marketing, create a timeline along with a budget and monitor results. Be focused and empower yourself by making contacts daily, be available and strive to provide not good but great customer service, be sure to have tools and be up to date with

technology. Making investments in your business that create efficiency that will give you more time to increase your business. Diversify as you grow. Constantly adjust as you monitor until you get results.

One other important factor is that this is a business and needs to be treated as such; a full-time, totally committed agent with good communication and personable skills will go a long way to achieve desired results."

Lana Bell, One Sotheby's International Realty Sunny Isles: "Begin your day with a plan – a set of goals – along with action steps for achieving those goals. Build your brand with marketing materials, advertising campaigns, discover a niche market you would like to cater to on a daily basis. And finally, start by establishing yourself on the web with a branded, professional website and active social media."



Chris Leavitt, Douglas Elliman: "Be confident, be driven and never give up. Just because you are new to the business doesn't mean you can't outwork 90 percent of the agents who have been in the business forever."

Marilyn Cromer, Avatar Real Estate Services: "Hard work, perseverance and listening carefully to what your clients

are *really* saying are the key components to a successful career in real estate."

