

On The Real Estate Road: The Rational Voice of Real Estate

I had the opportunity and pleasure of interviewing Executive Shelley Caniglia as part of our company's monthly in-house productivity conference call. Many interested REALTORS® participated in this question & answer session with the top producing female REALTOR® in our company. Several of the questions submitted had as a base: "How did you do it?" "How did you become so successful?" "How could you be so lucky, even in this market?"

When asked about her success, Shelley's immediate response was, "Well, I do a lot to make sure things happen!" She described a work ethic that includes ensuring the quality of her web site, attending office meetings, participating in home tours, making regular phone calls to her clients and friends, and, generally, being an upbeat, happy person who's nice to others. Over time, the results have been fantastic!

It is not uncommon for me to be asked by REALTORS® who are struggling, "What can I do to help my business in this market?" Shelley's answer to this questions contains this general map for success—get busy doing good things. First, take care of your home base. Be sure you do things to help maintain a positive attitude. Your attitude today is a direct result of the picture you have of your life tomorrow. Foster good thoughts about the success of your business and the success of your life. Those who are immediately around you—your spouse, your children, significant friends and family—will appreciate your attitude and return emotional support, which is invaluable to you as you venture out to build your business. Don't forget to occasionally say, "I love you," "I appreciate your support," "You are important to me."

Second, establish a routine in which you are surrounded by other people who are positive and interested in being successful. Get out of your cave, go to office meetings, participate in tours and mix constantly with those who share optimism and a desire to succeed. We absorb attitudes and ideas from those around us. Stop hanging out with naysayers, and hang out with those you admire and aspire to be like. Ask them for ideas, and share your best with them.

Third, make phone calls regularly. Every day! Call those people who are part of your professional support system—your "A" clients or your "B" clients with whom you wish to work more closely. This is not a sales call. This is a relationship call. Let them know you are enjoying your business and working to be of even more service. Recognize their support and provide a sincere thank you. Talk with them about what you are doing and let them know you would love to be helpful to them if and when the need arises.

Shelley Caniglia's success is not mysterious or magical. The busier she is the luckier she gets. Shelley talks to people. She shows properties and asks for ideas. She relates steadily with other REALTORS® who have a desire to succeed. Shelley's story is about regular activities that produce positive results.

Paint a picture for yourself as the successful REALTOR® you desire to be. Accept the positive attitude it creates. Enjoy the magic of your personal relationships. Thank those who support you and get busy with positive activities. This market will continually

improve and you will enjoy expanding success. It is a good life! This is just the opinion of one old Broker, for whatever it's worth. We know for sure the future will be a fascinating experience.

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