In a recent webinar hosted by Market Leader, we asked EXIT Realty CEO Tami Bonnell to share the top things agents can do immediately to impact their business for the rest of the year.

1. PRESERVE YOUR QUALITY OF LIFE

Put together a list of the most important people in your life—immediate family, significant other, children, grandchildren, parents, and friends. Then add these categories:

   a. Business
   b. Finance
   c. Personal
   d. Health
   e. Community
   f. Family
   g. Spirituality

Look at what you have accomplished in the last year and reflect on what you wanted to do with all of those people with regard to each category on the list. **Complete this exercise once per quarter and do it before you put together your business plan.**

2. GET ACCURATE MARKET KNOWLEDGE

   a. Review resources to know exactly where your market stands
      i. Global perspective
         1. Inman News (inman.com)
         2. RISMedia (RISMedia.com)
         3. National Association of REALTORS (Realtor.org)
      ii. Localized perspective
         1. Crea.ca—Canadian association of realtors
         2. Realtor.org by state—economic impact of homes by state and averages
   b. Build a team of experts—or as Tami appropriately phrases it—“your Dirty Dozen,” which includes: mortgage expert, home inspector, appraiser, insurance company, and any additional critical partners. Connect with them on a regular basis to stay ahead of changes in the industry.
   c. Participate in the community to know your local market.
GET PERSPECTIVE ON YOURSELF

Know the following data for yourself, your office, and the average for the region.

- Average days on market
- Sell-through rate
- Percentage of your own listings you are selling
- How close are they to the original asking price?
- What percentage of listings are expired?
- Where do you stand (are you ranked 5 or 500)?

This will give you an idea of your strengths and areas for improvement.

CREATE A SIX-WEEK ACTION PLAN

- Block ½ day to get this done!
- Put together a calendar of all events including:
  - EXIT related
  - Family events
  - Chamber of commerce/local
  - Birthdays/special occasions
- Think about the exercise in step one and how you can incorporate a balance between what you want to accomplish in business and your personal life.
- Plan out your next six weeks so you can prioritize and prepare for upcoming events.

“Spend four hours working on your business, not in it, and your whole world will change!”

Tami Bonnell, CEO, EXIT Realty

BE FOUND!

- Pay attention to mobile solutions in today’s market.
- Have a bio and headshot.
- Get reviews for yourself online.
- Put yourself in the consumer’s place.
- Pull consumers in!

Market Leader is thrilled to have had the opportunity to host the webinar with Tami Bonnell, for a copy of the webinar recording, call us at 877-725-7146.

ABOUT US

Market Leader is continually striving to bring valuable information to help EXIT Realty professionals grow their business. Market Leader offers complete online marketing and technology solutions that enable real estate agents, brokerages, and franchisors to grow and manage their businesses and is proud to be an Approved Supplier for EXIT Realty.