

Skill Building for Peak Production



As real estate professionals, we've all experienced periods of peaks and valleys in our careers. The key to longevity is to maintain a peak state throughout your career to help ensure success and ward off fatigue. Peak producing agents have what it takes to transcend the cycle of peaks and valleys to become a professional business owner.

A peak agent H.A.S. the:

H

Habits: Consistent routines and the motivation to put in the time and energy to ensure success.

A

Attitude: Control over his/her mind as well as the capacity to maintain positive energy and to make decisions based on facts, not feelings.

S

Skills: The knowledge and experience to navigate the current market.

3 Ways to Improve Your Skills Now

In this rapidly changing market, it's important to acquire the skills necessary to perform at the peak of your potential.

- 1. You are what you read.** Skip television shows, media and websites that foster negativity. And while you should know what's going on in your local and national markets, try to filter what you're exposed to and seek out positive and unbiased news and information sources.
- 2. Rub elbows with industry leaders in your area.** The best way to get the latest scoop on the market is to network with industry leaders:
 - Join a local chapter of national industry associations
 - Go to industry conferences and seminars
 - Take continuing education classes through the local college or university extension program
 - Follow industry experts on social media platforms
- 3. Stay accountable.** The best way to ensure that you maintain a peak state is to enlist someone to hold you accountable on your professional journey. A business coach will help you:
 - Define areas of success and improvement
 - Find your true talents
 - Boost your motivation to develop your skills and fulfill your potential

94% of REALTORS® report that real estate is their only occupation.¹

31% of REALTORS® attended college but didn't finish;
31% have a bachelor's degree;
12% have an associate degree and
13% have a graduate degree.¹

Sources: 1. National Association of REALTORS® Member Profile 2017

The Journey of the Typical Agent

