

## **Tips for succeeding in today's market ... from Sue Martin**

1. Set your goals. Schedule and make prospecting calls.
2. Stay informed on the latest market trends. Keep up with your market or farm area stats: new listings, price changes, solds, expireds, avg. DOM, absorption rates, number of short sales and distress sales.
3. Qualify potential buyers and sellers. Find out their "thinking" or "perception" of today's market.
4. Communicate with buyers and sellers more often.
5. Send Just Listed and Just Sold cards.
6. Market your brand and company brand on everything.
7. Prepare listing and closing packets in advance.
8. Use checklists and have systems for your marketing, listings, transactions in process and past client follow-up.
9. Stay in front of the public – do Open Houses, wear your name badge, hand out business cards often, send thank you notes.
10. Attend office meetings, company rallies, seminars and educational opportunities – use company resources, like *cbgconnect.com*, *lead router*, *listingbook*, *xpressdocs*.
11. Maintain and update your website. Use technology that works for you.
12. **KEEP A POSITIVE ATTITUDE AND STAY FOCUSED ON YOUR GOALS!**