



6 May 2008

### **A SMILE - COSTS NOTHING, PAYS PLENTY**

*"Too often we underestimate the power of a touch, a smile, a kind word, a listening ear, an honest compliment, or the smallest act of caring, all of which have the potential to turn a life around." Leo F. Buscaglia (American guru, tireless advocate of the power of love, 1924-1998) —*

G'day there,

Since starting to write these bulletins back in early 2007, I have commented every now and again what a joy it is to be part of the great real estate industry and what opportunities, often in a world or home of gloom and doom, are given us to brighten others days.

Nowhere is this more obvious than in the use of a simple smile.

Not only does it/will it brighten the "viewers" day but hey, when they light up, we do also.

Working in a world where our activities are often frenetic and, surrounded by nice offices, nice cars, you beaut gizmo's etc, it is very easy to overlook that many of our fellow travellers see the world through different eyes and circumstances.

I know, from first hand experience, what it is like to walk a street where the only thing behind you in the back of your shirt and maybe that experience has imbued in me a passion to try and lift my fellow man.

Be that as it may, I know how lonely that world was and how rays of brightness were cast into it by people simply saying "g'day", smiling and continuing on.

It is all too often too easy to see our vendors as "vendors" and not people and whilst I stress in our auction marketing skills courses that one of the greatest dangers an auction agent faces is being turned into a quasi-vendor, that is not to say we must be without compassion.

How about today, after reading this, you give the "smile treatment" a burl with fellow staff and clients - you might be surprised just where it leads you!

Carpe diem

Tony

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(Author: [The">http://www.fountainandco.com/mp\\_publications.html">The Complete Guide to Selling Real Estate by Auction](http://www.fountainandco.com/mp_publications.html) and the e-books [The">http://www.fountainandco.com/mp\\_publications.html">The Vendor's Guide to Selling Real Estate by Auction](http://www.fountainandco.com/mp_publications.html)) and [\[http://www.fountainandco.com/mp\\_publications.html\]](http://www.fountainandco.com/mp_publications.html) *Success starts with a Dream*

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