



29 April 2007

DISCIPLINE- THE KEY TO MAKING IT HAPPEN

G'day there,

This year was my first Anzac Day ever outside Australia (I was in New Zealand conducting auction skills and auctioneer training) and as I do on that day, my thoughts turned to my birth father (whom I never knew as he fell in combat) and my adopting father who was a "Rat of Tobruk".

That in turn took me to thinking about, as I have mentioned in these bulletins many times, the similarity between the military and real estate.

One of Australia's greatest soldiers, Lieutenant-Colonel Ralph Honner, who led the young troops (average age just 18!) that repulsed the Japanese, for the first time ever, at the Battle of Isurava on the Kokoda Track in Papua New Guinea, had this to say on warfare.

"Warfare is largely a matter of confidence. If the troops have confidence in their mates, confidence in their weapons, confidence in their leadership and sufficient confidence in their number - in that they've got a fair chance and are not hopelessly outnumbered-they'll fight well. When that confidence goes, then something snaps and the force can be dissipated".

That you are in a "war" for market share (and therefore profitability) is argued by very few (if it is then maybe real estate is a strange game to you) so I would ask the question- if you can obtain a dominant market share in your trade area how do you think the "enemy/opposition" feel? How is your confidence compared to theirs?.

Do you know, in fact, what your market share even is and at what percentage figure it has to be for you to be profitable?

If you were (or are) the dominant agency, how powerful would that be?? How demoralising would that be for your opposition? How much positive image and profile would that give you in your area (provided you are savvy enough to use it too!)?

So much of this "market share" angle, as Lieutenant General Honner noted with his troops, has to do with confidence and that confidence can be built enormously (and quickly too) through an active and successful auction marketing base.

Auctions, I readily admit, will never be your whole business but if you get them as a base for your business, then your agency is indeed built on a solid foundation.

Julius Caesar, arguably one of the greatest of all Commanders ever, anywhere,

once wrote that:-

“ Training gives knowledge. Knowledge gives confidence and confidence gives victory”.

Our sole purpose for being in business is us working with those who wish to have that solid foundation (and therefore confidence) and, in the process, create a whole battalion of ”practical professionals”.

Carpe diem

Tony

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