

Subject: Does your time in real estate actually pay?

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Conversation: Does your time in real estate actually pay?



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First National Australia

DOES YOUR TIME IN REAL ESTATE ACTUALLY PAY

"Time is the currency of life. Money spent can be re-earned but time cannot" - Voyage of Commitment"

G'day there,

Back in 1995 the evening before I underwent heart surgery, I read that quote in the book *Voyage of Commitment* and for obvious reasons at that time, when you are not sure whether you will be back in a hospital bed or in a refrigerator at the morgue in 24 hours time, words such as that tend to stick in your mind I can assure you.

Since then I have been very much aware that our time is indeed very much a finite thing and yet my observation is that so many agents simply waste it through being "taxi drivers".

If I had to give one reason alone why people should have auctions as the basis of their real estate business, it would be that of **TIME MANAGEMENT**.

Get your auction campaigns running correctly and believe me, your time management is well and truly sorted out! By the time you have allocated such events as below, you have little time left over to deal with the tyre kickers that frequent our industry.

Auction activities include:-

- 🍏 2 Open Houses per property per week
- 🍏 letter boxing and/or door knocking the area surrounding each auction property
- 🍏 calling back ALL persons who have attended the Open for feedback on comments and pricing
- 🍏 looked at the ads and maybe reworded them for greater effectiveness

🍏 vendor contact etc

With our courses being very much hands on, the issue of time management and making it profitable are very high on our priority. As a matter of interest, do you know what your time is worth?

As examples, if you earn

🍏 An income of \$35,000 = \$24 per hour (the average agent earns just on \$40,000 in Australia, New Zealand and the USA)

🍏 An income of \$60,000 = \$40 per hour

🍏 An income of \$80,000 = \$60 per hour (which equals \$1.00 per minute)

🍏 An income of \$150,000 = \$101 per hour

🍏 An income of \$300,000 = \$202 per hour (which equals \$3.36 a minute)

Is it any wonder then that high performers of our industry, no matter which agency they are involved with, are not the ones to be drinking coffees and hanging around the photo copier!

Our course dates for 2010 will be posted shortly on our website and if you have the passion to get ahead in the real estate business and at the same time be building a long term successful career with auctions as your base, then Sam and I invite you to contact us and [attend a course](#).

Carpe diem

Tony

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(Author: [The Complete Guide to Selling Real Estate by Auction](#) and the e-books ["The Vendor's Guide to selling Real Estate by Auction"](#) and ["Success starts with a Dream"](#))

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