



18 June 2008

HALF TIME- HOW IS THE GAME LOOKING?

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

G'day there

This email bulletin is being sent today, the 18th June 2008, a date which, apart from making me wonder just where 2008 has disappeared to, also tells me it's "half time" for me and you in the 2008 season for selling real estate.

How are you looking at half time?

Are you ahead? Behind? Nearly there? Floundering?

No matter where your position may be, the great thing is that we are in an industry where lack lustre performance (and therefore reduced income) can be corrected quickly and, if the right mindset is there, permanently.

However, to get that mindset right you must stop (if you are now) being an "order taker" and start being a "marketer not a valuer". There is a veritable gulf between the two philosophies and between the results.

In most of Australia, New Zealand and the USA (where our client base is) the market generally is in the "hard to harder" category and with little prospect of any upward change in the next little while.

So for us to earn a dollar, and **this year CAN BE A BIG DOLLAR EARNER** have no fear, you have to create activity and through that sales.

All areas still have cashed up buyers. The problem lies that in many, many cases their view of prices and the vendors' views are poles apart!

Harking back to my earlier comment on "order takers" versus "marketers", the former will look at the situation and generally have a "woe is me" view of the world, whereas the marketer will try and create activity and through which they can manage to get both vendors and buyers views of market price to be close enough to make a sale.

If you are not agreeing with what I am saying, may I ask you how long ago it is since you sold a property by private treaty at or above the vendors' initial asking price?

Whilst there will undoubtedly be exceptions, by far the majority would say "ages" and I'll also bet their all-important "days on market" for private treaty are miles longer than those for auctions.

In other words, they are refusing to recognise that turnover and cash flow are the lifeblood of their business!

So, how do we create that activity?

Simple. Use the auction process and use it *correctly*!

One of the features of our business that Sam and I have been noticing of late is that there is an increasing enquiry for our From Signup to Sale courses from offices within franchise groups or from independents.

Where these have an advantage over a more public course is that we can drill

where these have an advantage over a more public course is that we can aim deeper into that office or group of offices concerns and wants without any perceived loss of confidentiality.

If you would be interested in such a course, either call me on 0418 238341 or email us at academy@fountainandco.com and we can hopefully come to an arrangement to conduct the course for you.

As an addition to these, we are also upgrading our website with a facility for Discussion Forums, podcasts, teleseminars etc. I will contact you shortly on this aspect.

This can, and will be for some, the year of opportunity and where, in a few years time, they will look back and see that their business actually took off in a year when, if the naysayers are to be believed, it should have fallen over or been severely bent!

Righto team, out of the change rooms, back on the paddock, forget the past (you can't change that), think and play with a positive outlook and now score more points than your opposition!

Do that and you've won the game!!

Carpe diem

Tony

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