



HAVE YOU, OR CAN YOU, MAKE THAT PARADIGM SHIFT?

“A Paradigm Shift is a distinctly new way of thinking about old problems ... reconciling the apparent contradictions between traditional knowledge and stubborn new observations ... it throws open doors and windows for new explorations.” - Marilyn Ferguson - as excerpted from The Aquarian Conspiracy

G'day there

One of the aspects of the Christmas/New Year break is that, apart from unwinding from what is usually a hectic previous 12 months, you can actually get time to read and observe a lot and, most importantly, have the time to mull over that reading and observations.

One of these I have made, looking back at all the agents I have met across Australia and in New Zealand and America over the past 12 months, is that a great many of them would answer to my above question "no".

We are now approaching the end of the first decade of this century and yet agents who have not made the paradigm shift to the 21st century populate this industry to a great extent. They remain firmly ensconced in 20th century thinking and actions.

So what do I mean by the "paradigm shift" and what does it look like?

The agents who have made the shift are identified through their ability to:-

- Create and utilise an effective database.
- Utilise the Internet in a far more imaginative manner than just listing property details.
- Create more personal promotion and not rely on "the office" so much.
- Utilise the "PA" (Personal Assistant) system to its fullest capacity and benefit.
- **BUT** still carry on the basic processes of the industry consistently and with discipline.

These are the people who will be the achievers and not the plodders of the future.

A lot of attention is given this subject of the paradigm shift in our one-day **From Signup to Sale** course and because the changes, especially in the use of

technology, are coming thick and fast, this is an ever evolving course.

Regrettably, or sadly (which is more the word), many will not make the change through either the inability to want to change (the “near enough is good enough” syndrome) or have the skills to make it.

There is a great old saying that “if it’s to be, it’s up to me”. It has great relevance to the real estate industry in the 21st century.

Carpe diem

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