



1 June 2007

HAVING FUN IS THE BASIS

G'day there,

"We rarely succeed at anything unless we have fun doing it" - Father John Naus, Associate Professor of Philosophy, Marquette University, Milwaukee USA

Looking back virtually 20 years to 1988, to when two blokes from Wagga (Bruce Ingrey and Ian Campbell) and I launched the Ray White network in Sydney and NSW, I realise just how true the good Fathers words that I have quoted above are.

For whilst the record will show that we went from a standing start to auction market leaders in just under two years, the principal reason we were able to do so was that it was, quite simply, a fun time and whilst we acknowledged the challenge (some said impossible) in front of us, by making fun part of the parcel, and getting people on board who felt the same way, the results flowed.

Whilst I am no longer associated with Ray White in a Corporate sense (a number of their offices are in our [FAA Office Group](#) program), my observation of many, as indeed with other franchise groups and the better independent agents, is that those who are having fun in their business are invariably increasing their business presence and profitability.

Many are the agencies currently worried about stock levels and increasing days on market for their sales pattern and I am confident that were you a fly on the wall, you would, in the main, be looking at a group who were not having fun.

Yes, I can hear the comments now on that particular observation but let me assure you that tight business conditions and having fun can well be good bed fellows for simply through the tight conditions that may be prevailing, a "win" through a good sale, run of sales or auction day/night can be a real "pumper" affair and do wonders to lift confidence and thus the fun or "buzz" level.

Whilst I often jokingly comment that "floggings will continue until morale improves", the reality is that those same floggings actually diminish confidence and that the way to get your team ahead is not by tongue lashings but through talking it through, maybe even one on one's, establishing what the problem areas are and then working on them specifically.

Legendary movie producer Walt Disney once said that "*The secret of making dreams come true can be summarised in four C's. They are curiosity, confidence, courage and constancy and the greatest of all is confidence. When you believe in a thing, believe in it all the way, implicitly and unquestionably*".

That sums up so well my passion for the auction system of marketing real estate. As I have seen, conducting over 26,000 real estate auctions since 1988, if

estate. As I have seen, conducting over 20,000 real estate auctions since 1988, if done properly, they work and work well and it will deliver you, constantly, shorter days on market, more sales and vendors who have got on with their lives with the most chance to maximise that move.

Our FAA "From Signup to Sale" one day course has now been conducted across Australia, NZ and in the USA and I would hope that by you attending one, you may also get that passion and in the process make selling real estate fun and not a job!

Carpe diem

Tony

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