



4 May 2007

### ***HECK, WHERE ARE THOSE LISTINGS?***

G'day there,

That is a question many agents across Australia and New Zealand are asking themselves as the realisation comes upon them that they were "too busy" selling properties in January to March and prospecting fell off the radar.

Certainly, with Easter, school holidays and Anzac day all in the same month, excuses a'plenty abound as to why this is so but the reality is that it need not have happened.

However, the real truth, *that they stopped or slowed down their canvassing/prospecting activities*, is now confronting them.

Having spent last week in New Zealand conducting auction skills and auctioneering training, I can assure those in the Australian real estate industry that the same problem exists across the Tasman and as I asked my Kiwi students "why does this have to happen"?.

An on going prospecting activity regime should be both as simple as, and as common as, pulling on your socks and yet, all too often, it only happens when the orange warning light of low stock numbers starts flashing.

One of the great points about running auctions, provided that they are done properly and not just lip service is given the auction process, is that this on - going prospecting is part and parcel of that same process - which can yield up to 90% success rate within 5 weeks!

These activities should include:-

- door knocking (each week of the campaign) around the auction property
- creating and working an active database of buyers by phone, email and personal contact
- letter boxing that same area

As you see, this is a mixture of both technology and people skills and it is not simply reliant on technology. As keen as I am to embrace the latest trends in technology and communication, I am rapidly coming to the conclusion, as I watch young salespeople in particular sit on their backsides in their office flogging away on their computers as *the listing tool*, that these computers should be nearly banned!

Obviously that will not be the case, and neither should it be but I wish more people acknowledged that we are involved in a "people" business and as good as

your computer and internet skills may be, they will never replace being able to read people and put deals together.

As I once explained to a Conference I was addressing “ we are the spies of the real estate industry. We spy out who wants to sell, who wants to buy, bring them together and our fee is called commission”

Simple as that.

And the best way to “spy them out” and create a successful long term business is through the auction process, a major part of which being activities that involve you meeting people!

Carpe diem

Tony

Tony Fountain (Principal and Founder) 0418 238341

(Author: *The Complete Guide to selling Real Estate by Auction* and the e-book *The Vendors Guide to selling Real Estate by Auction*)

[tony@fountainandco.com](mailto:tony@fountainandco.com)

[Fountain Auction Academy](#)

---

To stop receiving e-mail from us, please [click here](#).

[Manage Subscription](#)

[Home](#) | [Privacy Policy](#)

**Fountain & Co Pty Ltd**

PO Box 717 Mona Vale NSW 1660 Australia

Fax: +61 2 9913 1626

Mobile: +61 418 238 341

E-mail: [info@fountainandco.com](mailto:info@fountainandco.com)