



31 March 2007

## IT'S ABOUT GETTING THE BASICS RIGHT

G'day there,

I received this email today from a client in California who attended my auction skills sessions in Fort Worth, Texas, last January.

In it he wrote:

*Tony,*

*I hope all is well with you!*

*Things are starting to come around here for me in the auction world. The things that you and I talked about were really very elementary (building reputation, database, marketing) but have made a difference in how I run my business and I can see things coming together. I'm putting together some strategies that include many of your ideas and I think they will work well for the future. Thanks for that!*

*I hope to see you again when you come to San Diego later this year!*

*Best regards,*

*Peter*

Therein lies the truth about being a successful auction agency and/or salesperson - *getting the basics right* and as Peter observed, and has learnt, they are:-

- establishing your ever growing databases
- having the discipline to start, and keep doing, activities that gain you the listings- i.e. the prospecting side of the business. Many people are now finding, after a couple of months of good sales, that in concentrating on sales and overlooking prospecting, they are now entering the traditionally "low stock" time of winter with little or no stock = no income!
- Ensuring that, as you are in "the people business", you utilise every opportunity to network with others.
- Once you get your auction program underway, it in itself a simple set of activities, you also have the discipline to keep doing them.

If you are in doubt about any of this, may I suggest you purchase a copy of my book *The Complete Guide to selling Real Estate by Auction* and which real estate agents across Australia and in Canada, China, Indonesia, New Zealand

estate agents across Australia and in Canada, China, Indonesia, New Zealand, South Africa and the United States have used to develop their auction skills further.

To order, simply go to [Molpir Publications](#) website, click on the “Publications” icon and complete the order form on that site.

Carpe diem

Tony

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