



## LOOKING TALL?

G'day there

*"Anyone kin look tall when surrounded by shorties" - old stockman saying*

Those engaged in selling real estate are involved in what is truly one of the most wonderful and yet frustrating businesses there is.

I read the above quote in a now long out-of-print copy of an old stockman's Journal and it got me thinking of just how many people in real estate see themselves as "standing tall" and yet, when you compare their performance with others outside that office, it is pretty darn mediocre.

Unlike many other industries, ours is purely performance based, and I look on in wonderment at some sales teams where, in the same office, operating in the same market, some agents are able to earn six figure incomes regularly and yet their workmates struggle to earn a small percentage of that.

In Australia, the average real estate agent earns \$35-45,000 a year. In America, it is US\$47,700 and yet both markets regularly throw up performers who are "really making a quid", to use the Australian vernacular.

Why?

I think that, in the main, they are simply more focussed and disciplined enough to do the basics well and consistently. The reality is that no matter whether you are selling by private treaty or auction, many of the key process points involved are nearly identical; the major variances are the opportunity for a premium and shorter days on market with auctions.

Be that as it may, through our *FAA "From Signup to Sale"* courses, the content taught has helped many lift not only their auction business but also their private treaty sales for they have started to sell ***both auction and private treaty property with an auction attitude.***

I am confident that through attending this course you can lift your overall real estate skills considerably and with that your remuneration level.

Our next courses are scheduled for:-

- Sydney CBD - Monday 16th July
- Bowral (Southern Highlands) - Monday 23rd July

Our Melbourne course dates will be announced shortly. If you are interested in attending one please email us at [academy@fountainandco.com](mailto:academy@fountainandco.com) and we can

