



13 March 2007

THE LULL AFTER THE ACTIVITY

G'day team,

One of the continual traps that agents and offices fall into when running real estate auctions, especially when they are successful, is that they take their eye "off the ball" regarding prospecting and consequently their income sine curve looks like a very wobbly rockets trajectory!

If I were to ask most non-auction agents where their income was coming from in say, June, they would most probably say "hopefully I will have a good April/May".

The good auction agent, who always has a weather eye out for future income (*and knows that they will sell over 80% of their listings within the agency period with most being in the 30-50 day range*), incorporates prospecting into their normal service activities.

These activities include:-

- door knocking their auction area (say, 20/30 houses around the auction property EACH WEEK)
- working their data base (and to which they are constantly adding peoples email and other contact details)

These are mundane, and to some, not necessary activities but I can assure you that if you work these activities fully, a stock shortage will not come your way.

In the end, selling real estate is a performance business. Full stop. No performance, no job and whilst a great number languish eking out a \$35-40,000 a year income (the industry average) others in the same area gain an income of six figures or better.

The difference?

The space between their ears and how it is used and the realisation that the only time success comes before work is in the dictionary!

Carpe diem

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