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THE POWER OF READING

“The failure to read good books both enfeebles the vision and strengthens our most fatal tendency--the belief that the here and now is all there is. ~ Allan Bloom , author of “Closing of the American Mind” a multi million copy seller

G’day there,

With a federal election upon us again, I am reminded just how important education *per se* , and teachers in particular, are in the unfolding of our lives and values we obtain over those years.

Apart from my mother being a veritable “book worm” and encouraging me constantly to gain a voracious reading appetite, I was singularly inspired by a man, Laurie Alexander, who was my Ancient History teacher at school and through who’s passion for the subject, made Sparta, Greece, Thermopylae etc come to life in my mind.

For those who have seen the movie *Dead Poet’s Society*, Robin William’s character of John Keating is awfully close to him. That comes as no surprise to me for the films Director, Peter Weier, and I were in the same year at school and I am sure Mr Alexander affected him the same way.

The power of teaching also came to me again when I read the magazine in last Fridays *Australian Financial Review* and the article on IBM Australia’s CEO, Glen Boreham.

He was educated at St Mary’s Cathedral College in Sydney and he spoke of a teacher, a Mr Paul Cheney. Mr Cheney was the Economics teacher at the school and he made them buy the *Financial Review* each day on the way to school, even though it was economically hard for some.

Part of that days’ economics lesson would be going through the *Fin* and depending on the economic happenings (e.g. interest rate rise etc), it and its ramifications would be discussed. His obviously gave them a great insight into the real world of economics.

That there team, was a teacher with not only a passion for his subject but also for his pupils, for as Anthony Albanese, the Labor politician and class mate of Glen Boreham commented, “part of Cheney’s skill was that he didn’t just teach the syllabus”.

So what, well may you ask, has this to do with real estate selling?

Many is the time I have made the observation that selling real estate is basically a people business. Being able to relate to them, to be able to converse with them, being able to understand them and being able to negotiate with them are

the all -important ingredients of success.

If this then is the case, then it seems logical that the more you can know about everything, the better equipped you are for the role. Hence, my stressing constantly in our ***From Signup to Sale*** one day course that you must develop the habit of reading.

What you read can, and will, range from “goss rags” to business,travel, sporting and other publications for if you are doing this, then it is being stored on the hard drive of the smartest computer yet built- your brain! You may never know when some innocuous comment, made after reading an article, strikes a cord with a buyer or vendor, turns them your way and a sale develops.

The tragedy is that, in general, most people use about 10% of the capacity of their brain!

Start now, and keep on, reading. There is plenty of room on the hard drive yet!

Carpe diem

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