



3 October 2007

THE SECRET IS IN THE STROKE RATE

G'day there,

Back (way back!) in my youth, I was fortunate enough to be a member of two "Head of the River" winning rowing crews whilst at boarding school in Sydney and one of the main lessons learned in that rowing shell - the importance of stroke rate- has stuck with me ever since.

Our coach, the late Alan Brown, was regarded by the "experts" of the day as being very radical for he believed that slower stroke rates (the number of times per minute your oar enters the water), provided maximum power was delivered, were far more effective than a faster stroke rate.

Needless to say, his eight (plus the coxswain!) young schoolboys went on to prove his theory correct and in the process, altered Australian rowing forever.

So what does rowing have to do with real estate in general and auctions in particular?

The greater percentage of real estate agents, especially when stock levels are low or tight, are "busy being busy" and are therefore stroking away madly hoping to give their "shell" greater impetus when, in fact, they would be far more effective having fewer strokes but making each one pay.

The answer?

Auctions.

Auctions (excluding auction day or night) are all about:-

- **planning** - you have an activity to do every day and provided you do that maybe even just one activity, then down the course, as you cross the "finish line" (read auction) success will come your way. *This is the real estate equivalent of knowing what stroke rate you need to maintain.*
- **focus** - just as an oarsman or woman has to concentrate on their oar blade entering and leaving the water and that the shell is balanced and running smoothly, so too does the auction agent have to concentrate on the delivery of the market to the vendor and ensuring that the vendor is *au fait* with what is happening and at what price level.
- **delivery** - just as that last quarter mile (when rowing you are wanting to heave your innards, you are aching all over and yet, with your bow just in front, the adrenalin is pumping like mad) is where the crews get sorted out, so is that last week approaching the auction the same, albeit without the physical symptoms described above! As the listing agent you have to deliver buyers who will bid

and the opportunity for the vendor to say either “yes” or “no”, not just “no” because there were no bidders.

How does this come about?

Simply through learning the basics and with myself and my crewmates rowing around 1800 miles (3000 kilometres) each year between January and April, the basics of boat balance, blade work and rhythm were well and truly instilled. In fact, it took about 5 years after I left school for the calluses on my hands, obtained from the oar work, to leave them!

This then is why I believe our ***From Signup to Sale*** course is so important for any agent who wishes to make auctions part of their marketing portfolio.

This course will teach you the basics of not only how to gain, and run, auctions successfully but also how to pace yourself so you can have a consistent income stream and not have big rises and falls in your income, how to get your tie management right, how to create databases that will continue to grow and thus provide a revenue stream and how to make the Internet your friend, not your enemy.

For course details, simply click on the hyperlink above and it will take you to the Course page.

Our two October courses are:-

- **SYDNEY CBD** - Monday 15th October (9am -3.30pm) and
- **SOUTHERN HIGHLANDS** - Thursday 18th October (9am-3.30pm)

You can enrol either through our website (see the hyperlink above) or email Sam (sam@fountainandco.com) or myself at tony@fountainandco.com for an enrollment form. Any questions, please call or email.

Carpe diem

Tony

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