



**WHAT OLYMPIC EVENT HAD THE MOST RELEVANCE TO SELLING REAL ESTATE?**

*"The first time you say "the customer is stupid", write down the day and time because the day will come when you will want to know the exact moment your business began to decline" - Stephen.G.Largy*

G'day there

Well, the shouting and the tumult has now died, the Beijing Olympics are a memory and all are looking ahead to London in 2012.

So, real estate wise, what did we get from the Beijing Olympics? Which was the relevant event that had the most resonance with our profession of marketing real estate?

My view is that it was the men's and women's relay events in track and field where both the American men and women and the Jamaican women dropped the baton and gained a "dnf" against their name on the result board.

Why those events?

Simple really, for they overlooked the most basic function of that event- passing the baton itself and in that process, lost the race.

All of the team members could run 100 metres in 10 seconds and under, they could go like the clappers and yet I wonder how much time, in relation to the actual sprinting, was given the baton change practice?

We are the same in real estate in that we focus too much on the end goal (the sale) but omit to carry out the basics such as vendor and buyer call backs (regularly), brick walling, delivering on what we say we will do (and most often don't) etc.

If you wish to become a successful auction agent, then your whole career will revolve around doing the basics properly, for an auction campaign, especially in times and market conditions such as we currently have, does not allow you the liberty of fudging as you so often can in selling by private treaty.

Not sure what the basics are and how to make the work successfully for you?

Why not invest in the time taken to attend one of our [one day auction marketing skills](#) courses. Click on the hyperlink and check the dates and venues and if there is not one near you, contact us and we will see what we can arrange.

Contrary to what many believe, Spring 2008 can be one of your best sales periods ever BUT an understanding and appreciation of just how auctions should be run is paramount to that success.

Carpe diem

Tony

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