



WHAT DID THE “LIFESTYLE” CHANNEL HIGHLIGHT?

G’day there

Now that the Christmas season and festivities are behind us, it is time to gear up for the coming 12 months.

I don’t know how you spent that period, but Sam and I seemed to be watching a lot of real estate (hell, can’t dodge the business can we?) programs on the excellent Lifestyle channel on Foxtel/Austar.

It was whilst watching one of these on New Year’s Day - in which the male co-host commented that he had ”shown this couple over 100 properties but to no avail” - that I commented to Sam: “why would you sell real estate that way?”

In chatting further on that question, we observed just how many real estate agents (whilst maybe not showing one party that many properties) do still, however, act as glorified taxi drivers and show property after property in the hope of jaggging a buyer.

What are we really selling?

This the real bottom line question and if your answer was “real estate” or ”property”, I reckon you have it wrong.

What we are selling is time and to think otherwise will most probably see you earn the average real estate agents income of around \$40,000 a year or \$24 an hour.

However, with some lateral thinking, a paradigm mindset change from being a valuer to a marketer and recognition of the fact that all we are selling is time (with a degree of skills thrown in) 2008 can be your best year ever.

The silly part about all of this is that you can, in fact, opt out of being a ”taxi driver” and instead be a formidable operator through simply embracing the auction system and the skills needed to make it work.

Those who can make this transition (and there were many in 2007 through attending our auction marketing skills courses) now find themselves far more competent in their marketing and by creating innovative auction campaigns now *have the market coming to them* and not, as previously, vice versa.

Talking income. If, for example, your financial goal this year is to earn, say, \$80,000, then that equates to roughly \$60 an hour or a dollar a minute. I can assure you, however, once you have mastered the skills, **AND** made the mindset change to become a marketer not a valuer, then it is just as easy to earn \$100,000 plus as it is to earn \$80,000.

All of which is a long way north of the average agent!

Point is, the choice is yours or as the adage goes: "If it's to be, it's up to me".

Sam and I hope that you will attend one of our auction skills courses this year and through that take your business to a new level. The course dates and locations will be on our website by mid-January.

Carpe diem

Tony

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