



16 April 2007

WOULD YOU LIKE A “CRUSADER” OFFICE?

G’day there,

Many is the time in our various FAA Courses that I have spoken about the correlation between sport , the military and business.

On reading last Saturday’s *Sydney Morning Herald*, in an article by their Rugby writer Greg Growden on the current state of the Super 14 Rugby championship played between teams from Australia, New Zealand and South Africa, he talked with NSW Waratah’s coach Ewen McKenzie.

A number of points were raised, but this one stood out beacon like to me as really where the similarity I referred to really lies.

Ewen McKenzie said of the Christchurch Crusaders (hence my lead line), the team that has won 7 from the last 14 Super 12/14 competitions -

“Before our last game with the Crusaders, I watched them in the warm ups, which was very interesting.

While every other team is practicing elements of the game, Canterbury practice fundamental skills. They did a simple unopposed drill where there were five guys passing across the line, across the line, and it sped up. There wasn’t one bad pass or one dropped ball. And that involved every player. There was just waves of it - backwards and forwards.

They have such confidence in that skills base, and that’s what allows them to take the risk during the game, because they know the skill level will match it.

Canterbury are also so disciplined in not signing on anyone who doesn’t fit the bill.

They are strong enough in their program and confident enough in their method that they don’t bring in anyone who is going to compromise it”

Find me a real estate office with that same attitude to both handling their business, both auction and private treaty, and recruitment and I bet I am looking at one that absolutely dominates their market place.

Lamentably today in real estate, as in most other businesses, mediocrity has become the norm and ”near enough is good enough”.

It is our aim in our FAA “Creating an auction office culture” Course to try and replicate that “Crusader” attitude and which is why we have chosen as our slogan ”Producing Practical Professionals”.

Would you and your team like to have that type of standing in the industry and with the public? If so, why not enroll for this 3 hour course? They are run in central locations and can be incorporated into a one day “your team” training on auction skills.

Carpe diem

Tony

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