



4 April 2007

"CARAVAN"- OF ANY USE THESE DAYS?

G'day team,

Doubtless what you are about to read will raise the hackles of many, especially the multi list traditionalists, for it is my belief that the venerable real estate "caravan" is an anachronism and should be consigned to the history bin!

"Fountain, wash your mouth out" I can hear many exclaim so before I am given the voodoo doll treatment, let me explain why I believe this and where I am coming from.

As I have written and said, probably *ad nauseum* to some, all we have to sell is time. Time and a varying degree of skill and yet, every week, literally thousands, indeed probably hundreds of thousands, of sales hours are lost as we kow-tow to "caravan".

Let's take a birds eye look at the operation.

"Our" office has caravan, say, on a Tuesday morning from 11 until 2 pm. We have six sales people so we are now committing 18 hours of our most valuable asset, that of time, to this exercise.

So the bus is organised, the viewing schedule compiled and we all hop aboard, complete with mobiles as off we go.

We hit the first house, cruise through with some already chatting on the mobile (how does the vendor see this do you reckon?) and when it is over, we may, as many offices do, ask us to write down what we think the house is worth.

This process is then repeated a number of times again and we duly arrive back with what?

- a case full of "valuations" from our colleagues, most of which are out of whack with the market because they are based on the properties they themselves have for sale - and which aren't sold because they are priced too high.
- A group of people who have gone through the motions but whom, as a greater percentage of offices will testify if they are honest, do not then show these homes to their buyers
- A group of people who then head off for lunch or coffee and file away "somewhere" what they have just seen.

At what cost?

Try 18 times \$24 which equals \$432. Where did those figures come from?

"Eighteen times" is the amount of manhours spent by the 6 sales people and \$24 is the hourly rate that the average real estate salesperson, earning \$35,000 - \$40,000 a year earns.

Throw in some people who earn \$80,000 a year (\$60 an hour) and higher and suddenly caravan becomes an expensive exercise!

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So Mr Smarty- what is the alternative?

By using technology, as much as so many of the "older generation" of real estate agents (35 upwards) hate it, are not comfortable with it and fight it every inch of the way.

By using technology and blending it with the skills that your sales team either has or can gain.

In our [FAA Auction Office Culture](#) training, we go through these systems and how by creative implementation of them, you can start to really make your time management become effective- for everyone.

If you'd like more details, simply click on the above hyperlink or contact us as academy@fountainandco.com.

Carpe diem

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