



# The Local Wave

PACIFIC NORTHWEST TITLE  
COMPANY OF WASHINGTON

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*"Many of life's failures are people who did not realize how close they were to success when they gave up."*

*-Thomas A. Edison*

*"Success isn't something you chase. It's something you have to put forth the effort for constantly. Then maybe it'll come when you least expect it. Most people don't understand that."*

*-Michael Jordan*

*"Inside of a ring or out, aint nothing wrong with going down. It's staying down that's wrong"*

*-Muhammad Ali*

*"I think and think for months, for years. Ninety-nine times the conclusion is false. The hundredth time I am right."*

*-Albert Einstein*

## REINVENTING REAL ESTATE AGENTS

### FOUR STEPS TO HELP DOMINATE YOUR MARKET

Written By Bernice Ross, CEO of RealEstateCoach.com

There's an old saying: "The definition of insanity is doing the same thing over and over and expecting different results." If you want to improve your business, the question is: "What will you do differently to get different results?"

The real estate market is changing rapidly. The old skill sets that worked in the past are no longer effective today. Technological changes are occurring so rapidly that it's simply impossible to keep up with them. Generational differences require agents to have multiple marketing plans and strategies to fit the niches they serve. Due to lower price points, even agents who are doing high volumes of transactions aren't making the same amount of money as they were several years ago.

In this environment, how can you reinvent your business so that you will be one of the people who will continue to thrive no matter what the market does? Here are four steps that will get you started.

#### 1. Create a strong foundation

Rather than tossing out everything you're doing to "reinvent" yourself, build your foundation upon what is already working well. An excellent approach is to use the "80-20" rule.

For most agents, 80 percent of their production comes from the top 20 percent of their business activities. Identify your personal 20 percent and let that be the foundation for any innovation you decide to implement. Dump the bottom 20 to 40 percent of your activities that produce less than one or two deals per year. By dumping these nonproductive activities, you create room to experiment with new ways of generating more business.

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*The information in this newsletter is summary in nature and is not intended as legal advice.*



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## 2. What do your clients say you're good at?

Many times your perception of what constitutes value is different from what your clients actually value most. For example, you may believe that your clients really value that you're the No. 1 agent in their area. As a result, you market yourself as "No. 1 in sales volume." If you were to ask your clients, however, it's much more likely that they value fast response time. You'll never know what they value unless you ask them.

Some questions you may want to pose to new clients include "How would you like me to communicate with you?" and "In terms of working with an agent, what matters most to you?"

For past clients, ask, "What did I do that met or exceeded your expectations?" as well as "What else could I have done to serve you even better?" Asking these questions provides you with critical feedback that can help you identify how you are meeting or exceeding client expectations as well as help you identify where you need to improve. In fact, one of the best ways to do this is with a post-closing survey. These surveys almost always increase customer satisfaction levels dramatically.

## 3. The biggest reinvention: your mindset

Have you ever wondered why some agents do well no matter what the market does? The Law of Attraction says what we focus on, we attract. For example, if you focus on how bad the market is, you will attract clients and situations that support that belief. If you make a list of all the characteristics of your ideal client and envision yourself working with that type of client, many of those "ideal" clients will appear in your business.

Consequently, be aggressive about creating an environment that is "negativity-free." This can be a challenging task because negativity is everywhere. While you can't totally escape it, you can limit your exposure by turning off your radio and television. Instead, use that time to read, listen to training or motivational podcasts, or spend time with people you enjoy and who make you feel good.

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If your office is full of negative people who are constantly complaining about how bad the market is, work from home.

If the challenge is with a family member, the next time that person starts to complain ask him or her to tell you about one thing that went right today. Every chunk of negativity you eliminate brings you closer to having the right mindset to achieve your goals.

## 4. Innovate to dominate

You have identified your greatest strengths based upon your production and client feedback and you're working on creating a positive mindset. The next step is to innovate. The challenge is that there are so many choices it's hard to decide which innovations are right for you.

In every market, there are early adopters. (These people may be in industries outside of real estate.) Read their blog posts or follow them on the social media sites to see what is working for them. When you encounter something they are doing that is working well, ask yourself, "Is this a fit for my business?" and "Is this something I would enjoy doing as a regular part of my business?"

If you answered "yes" to both questions, then experiment with the new approach or technology. If it works, keep it. If it doesn't, discard it and try something else. Don't allow yourself to feel guilty because you're not doing what everyone says you "should do."

Ultimately, reinventing yourself is an ongoing process. Always work on expanding the key business activities you do well, continually seek feedback from your clients, eliminate as much negativity as possible, and try three to four new things each year. These simple steps can remake your business so it's better than it has ever been.

*It's a funny thing about life; if you refuse to accept anything but the best you very often get it.*

*W. Somerset Maugham*



# GEMINI

May 21



June 21

Gemini is the third sign of the Zodiac, representing quickness of thought and facile communication. Gemini's are attracted to those activities that give them a lift, a sense of exaltation - if any sign could actually fly, this would be the one. Many forms of travel appeal to Gemini's, from bikes to skates to cars and motorcycles. Gemini's like being part of a group. They tend to liven up any social situation with their flow of ideas and verbal facility. However, they may not accept the responsibilities of group membership. They are often accused of being fickle and even superficial, but in their view, changing one's mind is no sin. The importance of non-attachment is something a Gemini usually takes to heart.

# CANCER

June 21



July 22

Cancer is the fourth sign of the zodiac, representing deep feeling, protectiveness, and the home. Cancerians are often unusual people who are well aware of what sets them apart from others. Their talent for non-verbal expression is reflected in the arrangement of their home, with a special emphasis on the kitchen and bedroom. Activities such as eating, sleeping and sharing of affection or sympathy must be private, regular and satisfying in order to offer the unusual amount of psychological support so necessary to the cancerian. Without these, Cancerians grow nervous and irritable. A quiet evening alone with friends can be an ecstatic experience for those born under this sign.

## REAL ESTATE TRIVIA

1. What was considered the world's tallest building one hundred years ago?
2. What is the average price for a home in the United States?
3. What is the most populated state in the United States?
4. What are the three most common environmental toxins for which homes are tested?
5. What area in the United States has the highest per capita income?
6. What is the most common street name in the US?
7. What is the most common name for a city in the United States?
8. What is the world's longest wall?
9. What do 84% of homebuyers who use the Internet to search for homes have in common?
10. What is considered to be one of the soundest long-term investments?
11. What criteria determines the hottest real estate markets?
12. What price range is considered upscale or high-end in residential real estate?
13. What is the average age of a first-time U.S. home buyer in the United States today?
14. What acclaimed house built of stone, concrete, and glass is built over a waterfall?
15. What high profile rental property rents for \$13,500 a month although the star hasn't lived there for over 20 years?
16. What amenity do 48% of all homes in the new housing market have?



## Answers to Real Estate Trivia

1. The Eiffel Tower in Paris, France, standing 984 feet tall.
2. According to recent data published by NAR, the national median price for existing single-family homes is \$230,000.00
3. California, with 35.9 million people
4. Mold, asbestos, and lead.
5. The New York/New Jersey/Long Island area has a per capita income of over \$750,000.
6. Second Street is the most common street name. First Street is not #1 because many "First" Streets are called "Main" Street.
7. "Fairview" is the most common city name in the U.S.
8. The Great Wall of China, at a length of 2,150 miles.
9. They use a Real Estate Agent to purchase a home.
10. Real estate has a long-term record of strong investment return and is a driving force of the US economy.
11. Job/personal income growth; population/household growth; housing affordability/appreciation; and current inventory of homes for sale.
12. The price range varies depending on the local market, but upscale homes are in the top 10% of an MLS area's annual home sales.
13. 32 years old.
14. Fallingwater in Mill Run, PA, built by Frank Lloyd Wright.
15. Shirley MacLaine's former Encino, CA estate.
16. 2 1/2 baths or more.

## Sudoku Puzzle

Fill in the grid so that every row, every column, and every 3x3 box contains the numbers 1 through 9. There is only one solution to the puzzle.

		6	2					7
	4	5					6	
	9	1	4			5		
					7	9		
9				8				2
		8	5					
		3			5	2	4	
	8					6	7	
5					9	8		

For the solution to this puzzle - visit [pnwt.com](http://pnwt.com)



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**Father's Day**  
**June 20th**

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2	4	5	9	7	8	1	6	3
7	9	1	4	3	6	5	2	8
3	5	4	1	2	7	9	8	6
9	1	7	6	8	4	3	5	2
6	2	8	5	9	3	7	1	4
1	7	3	8	6	5	2	4	9
4	8	9	3	1	2	6	7	5
5	6	2	7	4	9	8	3	1

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