

4 WAYS TO IMPROVE YOUR REAL ESTATE GAME



I'm on a tennis league where we play singles and doubles matches once a week. To improve my game, I go to a weekly tennis clinic where a group of us run drills, play short games in different positions and work with the tennis pro. During a recent clinic, I kept thinking about how a tennis game would apply to the business practices and marketing strategies we employ in real estate. Here are four ways to improve your game in everyday real estate.

Be well positioned. My coach always says that I have to focus and anticipate where the ball might land. I get excited and often stand too far in from the baseline. He constantly reminds me to step back to the baseline and focus so that I can react quickly and be more effective with my return shot. The same applies in real estate. Are you positioned so that you can respond to a lead in a timely fashion and "volley" a conversation between you and your consumer? Think like they think and be prepared to give them information that will compel them to move to the next step with you. This type of strategy is a critical element in improving your business and converting it into sales.

Anticipate movement. Often you'll see tennis players positioned in the back part of the court, but if you watch experienced players, you'll see that they move closer to the net to return a shot. They are antici-

pating their competitor's shot and assertively moving into a position where they can give a killer return shot. When playing close to the net, you have to hold the racket up and in position so you can anticipate the ball coming at you and react accordingly. In real estate, we have to anticipate the shifts and emerging opportunities in the market (i.e., working investment properties, short sales and more). Maybe it is out of your comfort zone, but take a look at these opportunities and see if you can improve your business and increase sales by playing in these niche markets.

Play to your strengths and target market so that you thrive and prove that you are the leader in your area.

Analyze and watch your competitor. While on the court during a recent game, my partner and I were able to assess the strengths and weaknesses of our competition in order to win the game. Look at the healthy real estate competitors in your market that you respect. Analyze their strengths and weaknesses from your perspective and cross reference to how you are different. Use your strengths

to set yourself apart from others in your market. By doing this, you will find yourself more creative in the marketing strategies that you provide for your clients.

Hone your skills. As any coach will share, "repetition and recall are the keys to learning." Play to your strengths and target market so that you thrive and prove that you are the leader in your area. Dedicate a few hours a week to work "on your business" and the strategies that grow your business so that when you work "in the business," you can apply your techniques and hone them to perfection. **RE**

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