

My Humble Update IX

Hi All

Red hot news our web site is up and running, go to
www.colinbanks.com.au

you'll find lots of info on what our company does, lots of free info on Auctions, Training, Agency Audit and Office Policy & Procedures Manuals – take a look – I'll be interested on your feedback.

In the mean time welcome to 2006 – its over half way through February already – only 10 months to Christmas. The days go by, then weeks, months and so on – will this be your year or will it pass you by. Don't stay the same - grow, change your outlook – take off the blinkers and live life to the next level.

I'm hearing once again the market is all over the place "up" & "down". The bottom end of the coast seems to be better than most areas – these agents do concentrate on Exclusives and many only deal with 5-10 listings at any one time – giving 110% effort. Many agents tend to think the greater the number of listing the better the chance of sales – in this market, in most cases, this will be counter productive – spending time on unmotivated sellers with overpriced real estate.

Obtaining client paid advertising is one of the easiest ways of sorting out the motivated people whether it be \$300 or \$3,000 if you get commitment you really do have a seller. Throw an Auction program in and you'll be certain to find real sellers. Why would anybody Auction in this market – because they have to sell – motivated.

Our success rate this year under the hammer has been about 45% growing to 65% with sales negotiated within 7 days (mostly 2 days) of Auction. Real People, Real Property, Real Situations – all motivated. Last Saturday 3 out of 4 under the hammer – all motivated. Better times ahead if you are – all motivated.

Looking into the Colin Banks "Crystal ball". Firstly April 2004 was when this market turned – its been playing catch up to the present market through flat periods and drops in price however with interest rates staying the same I would think the worst is behind us and that we will probably remain in this market place for this year with a slight change 2007-2008 in an upward trend possibly bringing us back to the market place and price of April 2004. There will probably be one interest increase which will not effect the market.

Great times to build that rapport and database to lift your year and grow you to the next level. Be the agent everyone wants to work with, create a following and grow your business and income to that next level. Do a Business Plan – work out how many appointments you need to do to get that motivated Exclusive Listing – how much activity is needed to get there and then the conversion to a sale – Goal set, it works. People goal set every day – some goal set on how they will pay the telephone bill others goal set how to get an extra \$50,000 income this year. Think you can or think you can't – you're right (thanks Henry Ford)

All the best to everyone hope the year is a "great one" and don't forget the web www.colinbanks.com.au let me know what you think – its all free

Thank You Again

Colin Banks

Licensed Auctioneer & Real Estate Agent

Note: Just a reminder that this newsletter is sent from my secretary's email address which is tkgates@jprimus.com.au.