



## Keeping Positive in A Slowing Market

By Bob Corcoran

*"No pessimist ever discovered the secret of the stars, or sailed to an uncharted land, or opened a new doorway for the human spirit." Helen Keller*

Chances are good that if you're reading this -- given the title -- you're not feeling positive about today's real estate market.

Well, let me relieve some stress. The market has been abnormally strong over the last four years, so the market is not a down market, it's a traditional market, and anyone who's been in real estate more than four years knows this. The market is doing what it does naturally; it's adjusting itself.

So stop fretting about the market. If you're not as busy as you want to be, then go over to the phone and start making calls. But before you pick up that receiver, here are five things to do:

1. **Adjust you're thinking.** This is a nice segue from the introduction. You choose how you feel. A traditional market doesn't make you feel any way; you make yourself feel the way you do. No one else, no event, nothing. It's you. Period. If you like books, grab a copy of "The Traveler's Gift" by Andy Andrews. He's a big fan of personal responsibility and he's about as motivational as they come. And visit my Web site for a free copy of an article I wrote titled, "Fear or Confidence: Which Are You Choosing?" that may help you discover bad choices you might be making. [www.CorcoranCoaching.com/Illinois](http://www.CorcoranCoaching.com/Illinois)
2. **Get a plan.** I've been in the real estate consulting game now for 15 years and it still amazes me that many agents simply don't operate like a business. The first item every business should have is a business plan. Without one, you're sailing rudderless.
3. **Set small goals.** No doubt, part of your business plan will have goals. Make sure they're realistic and small enough so that you can actually make headway with them. I often see starry-eyed agents who set these grandiose goals only to trip on them and fall into a big pile of discouragement.
4. **Get an accountability partner.** This may be a neighbor, a co-worker, a broker or a personal coach. But no matter who it is, this person is charged with making sure you're striving for and reaching your goals. An outside perspective is essential.
5. **Reassess your peer group.** Take a look at who is around you in your daily life. Are they positive or negative? Helpful or hurtful? Toxic or healthy? It's been said you should fear an evil friend more than a beast because a beast can wound your body, but an evil friend can wound your mind. Keep positive people near you at all times and purge the rest.

I'll leave you with this thought: We're all given the same opportunities in this life, and what you do with them is entirely up to you.

Best of luck to you!

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