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Realtors prepare for success

Santa Rosa Beach, Fla. – Sought after Real Estate business consultant, Bob Corcoran recently conducted a week-long motivational workshop with Realtors and staff at Destin Real Estate Company. Corcoran worked with the Realtors to establish their goals for the year, ways to achieve those goals by refining techniques and assisted the support staff with accomplishing year-end tasks and streamlining positions to start the New Year fresh.

Owner Associate Blake Morar has worked with Corcoran for the past three years on both his company and personal sales business and has brought Corcoran in on several occasions to share his insight with associate agents. Corcoran trains Real Estate professionals to achieve greater success by developing business systems that empower them to run efficient companies with greater production.

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“Bob has helped us run our company like a true business,” said Morar. “Financially he has helped us, but the real value is in the systems he helped us develop for follow-up and the basic sales operation. Having systems allows us to duplicate desired results and eliminate guess work. Bob has played a huge roll in our company’s success in this challenging market.”

Much of that success has come in part by getting back to the basics; having a business plan, a schedule and the discipline to stick to it.

“You need someone to hold you accountable,” said Pat Carlyle, Broker Associate and listing specialist with Blake Morar. “We partner with each other to have ourselves held accountable to our business plans. When you get discouraged it’s good to have someone who understands what you’re experiencing to help you move past it and meet your goals.”

Corcoran specializes in Real Estate database management, follow-up systems, improved lead generation capture and conversion systems, improved marketing and advertising

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effectiveness, as well as tracking the effectiveness of advertising, lead capture, follow-up and generation.

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