



## **Team Got You Befuddled? Form a Huddle**

*Managing Teams for Profit...and Winning in Real Estate*

It is common sense in sports and in real estate to have a plan, communicate it regularly with team members and execute. Yet, in my work as a real estate coach and consultant, I often see agents reluctant to even form a team. I also see plenty of teams without plans or communication. If you're in real estate to win, you need a team and you need huddles to communicate clearly and regularly. If you don't, expect fumbles, interceptions and losses.

### **Planning to Win**

You need a plan before you can communicate it. What's your plan? Have you looked at it lately? What about next year? Have you written out your goals and strategies for it? Now's the time to do it.

Today, more than ever, a team has to be part of your plan. Real estate is becoming more complicated and specialized.

One example of the complicated aspects of realty would be the contract. Remember when it was two pages? Today it is 15 pages and still growing. Look at the number of disclosures today versus 10 years ago. The internet has given us more educated buyers and sellers. Everything is happening faster. Brokers and agents need teams in place to respond to all these changes.



Detailed and specific job descriptions are a must because they put your business on auto-pilot. Revisit your job descriptions. Are they clear? Do they dovetail into your overall plan and goals? Have some parts of the job lost their relevancy in today's market?

- To help you get started, I have included “The Essentials of a Business Plan” on my Website at [www.CorcoranCoaching.com/Commitment.php](http://www.CorcoranCoaching.com/Commitment.php)

Feel free to take it and use it to recruit your own winning team.

One more tip - start by hiring an administrative person to free you up from non-dollar producing activities. You should be working only on these four tasks: list, prospect, sell and negotiate. The sooner you delegate all other activities, the better.

**Make A Commitment:** I will make a list of the tasks that I should be delegating and give the tasks away to a trained administrative person or a VA.

**Deadline:** \_\_\_\_\_