



Shed the Manager Role and Become a Leader

But, what is a leader, really? Here are five characteristics you need to develop before you can be a true leader:

1. **A visionary.** While managers handle the day-to-day chores of a business, leaders have 20/20 vision and a bird's-eye view on industry indicators and market trends to see where their businesses are going in the next six months to one year.
2. **A planner.** Leaders are able to take what they see from that bird's-eye view and translate it into a business plan that reflects market conditions and gets results. By December of this year, they have all of next year on paper and are ready to attack.
3. **A collaborator.** Leaders know they need help, and they cannot do everything alone. And really good leaders are able to identify, recruit and collaborate with people and other organizations that can add balance and effectiveness to their business.
4. **An enabler.** Great leaders enable their employees to reach and achieve more by getting them what they need to do their jobs. Leaders will stop at nothing to make sure their employees have everything they need to achieve personal as well as business success.
5. **A motivator.** Leaders instill a strong sense of ownership among employees. When your team members feel they own their job, they reach new heights of achievement and motivation. And leaders are able to get everyone to accept personal responsibility to get their jobs done, and done well.

I worked with a broker in Austin, Texas who was having trouble getting his team to feel that ownership. We made some adjustments and he went from selling 80 homes a year to more than 600.

- I have included a link to a document I think you will find helpful in your transition to leadership called "Incentives That Work Like Magic" Take a quick look and enjoy! www.CorcoranCoaching.com/Commitment.php.



Let me end on this note: Leaders are neither made nor born. Leadership is a choice. You can choose to remain exactly where you are today. Not everyone is a leader. Becoming a leader is more of a personal journey than anything, and it is not an overnight transition. It takes time, so be patient. Start by being aware of where you are and what is important to you, understanding what your values, ethics and beliefs are, and then creating a picture of what your business would look like with you as a leader, and not just a manager.

I encourage you to look deep inside and ask yourself if you would be happier, wiser and wealthier if you were a leader in real estate. You might just find a new you ready to surpass glorious goals and reach magnificent milestones you would have never thought possible. Believe me; I have seen it happen many times. And it can happen with you.

Make A Commitment: I will determine if I would be happier, wiser, and wealthier if I were a leader in real estate.

Deadline: _____