

The Keys To Your Success Series

A woman with blonde hair is holding a magnifying glass over a set of keys. The keys are in sharp focus through the lens of the magnifying glass. The woman is wearing a white top and has a slight smile. The background is a soft, out-of-focus light color.

100 REASONS AGENTS QUIT

Why Agents Leave the Business

Julie Fairhurst

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Rock Star Publishing

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Introduction

REAL ESTATE CAN BE A FANTASTIC CAREER
CHOICE FOR MANY MEN AND WOMEN.

If that is true, then why do we see agents leaving the business almost as quickly as they come in? It takes an immense amount of energy, time, and money just to get your real estate license. Not to mention the effort to build your business once you are licensed.

There are many statistics regarding how quickly agents leave the business. Most quote 87% of agents leave the industry within two years.

And when they do leave, most will leave with some form of debt. Their dreams and ego crushed. So sad.

It's a complicated business. Those of us who have been around for a while make it look easy. We have a flow to our business.

Listings taken, listings sold.

I have had several clients over the years jump into the real estate business after a successful transaction with me because it looked easy. A few of them are still around, but only a few.

If you are a real estate agent, prosperous or struggling, you understand what I'm saying. Perception is not always reality.

Introduction

Let's look at some of the reasons agents quit. This may help you (if you are struggling) to gain clarity of what you need to avoid and what you should be doing.

100 Reasons Agents Quit

#1 - The Cost

You are not investigating the cost attached to being a real estate agent. Office fees, association fees, licensing fees, deal fees, advertising, closing gifts, to mention a few of the costs attached to running a real estate business. And, all this is all before you put any money in your bank account. Financial planning is essential to ensure you can make it in your business before you get paid for your first sale.

#2 - Employee Mindset

This is huge! When you are in real estate, you are in business for yourself. No one deposits money in your account for your time, like a 9 to 5 job. You are responsible for your income through your efforts and ability to close the sale. Your success or failure will be on your shoulders; no boss is standing over your shoulder, ensuring you are doing your job.

#3 - Lack of Support

The real estate industry is ever-changing. If you lack support, it may be challenging to succeed in your business. Every home is different, and every buyer has different needs, and sellers are all unique. Throw in all the different types of transactions; it will be tough without a sound business support system. Not impossible, but harder to achieve success.

#4 - No Sales Experience

Sales experience is not a must to succeed with your real estate business, but it can help. It will come as you progress in the industry. Until then, though, think about taking a course on how to close the sale. After all, you are in sales, and you need the sales skills to be successful.

#5 - Competition is Fierce

We work together to sell one another's listings, but we are also after the same buyer and sellers in an area. If you are up against a strong competitor for the same business, be you. Never try to be something you are not. The prospective client will see through it. Know your skills, why you are the best agent for them, and focus on that. Always be positive and never disparage another agent, even your competition.

#6 - Did Not Receive Proper Training

Sure, you completed your real estate course, so you obtain your license, but now what? The course does not teach you how to be a real estate agent.

Hopefully, your brokerage offers you some excellent hands-on training, not just plunking you down in front of a video and calling it training.

#7 - Confused About What the Job Actually Involves

You have been watching real estate agents do their jobs, possibly from the outside, and it seems pretty straightforward. Maybe you sold or bought real estate, and your agent made it seem easy. Unless you can shadow an agent 24/7 for a few weeks, it'll be hard for you to understanding the number of things that need to be taken care of when running a real estate business.

The tasks are vast, the buyers and sellers are unique, and each transaction will be different from the others you've done.

#8 - You Have a Lack Mindset

There is enough business for everyone. There really is! Don't run your business with a lack mentality. Live in gratitude every day. Know that your client is out there. Over the years, I've found it very interesting to watch how specific prospective clients gravitate to certain types of agents. There is someone for everyone. Don't let a lack mindset cheat you out of having a successful business.

#9 - Can't Handle the Uncertainty

Yes, there is uncertainty with your real estate business, just like any other business. Don't fear uncertainty. Instead, be excited to start your day with the anticipation of what is about to come. Often, I would start my day with nothing on my plate (business-wise), and then all hell breaks loose, and you're working till midnight.

#10 - You Have a Shy Personality

That's okay. There are many ways to reach out to prospective clients even though you are shy. Remember, many prospects will prefer someone a bit shy and timid, so long as you know what you're doing and can get the job done.

#11 - You Got the Wrong Advice

Everybody's an expert! Especially in real estate. Be careful whose advice you are taking. Seek out professional, successful, and kind

agents. Most agents will be happy to give you a bit of advice. However, if you are going to act on that advice, take a good look at the person offering it. Is it good or bad advice?

#12 - Came in During HOT Market

Oh, the poor agents who come in when the market is hot, then it cools, and their bank accounts start to empty. You must know that real estate fluctuates and will slow down at some point. How will you get through that market? When the market changes, I've had several agents come to me, freaking out that they won't sell anything. Not with that negative attitude, they won't. There is nothing wrong with starting in a hot real estate market, but be prepared for when it cools down.

#13 - Not Focused

Are you focused on building your business? Remember, this is not a job. It's a business you are building. Your business requires you to focus on it.

Spend time lazing in on what is working and what is not. Don't be afraid to change it up if needed. But you'll never know what works and what doesn't if you are not focusing.

#14 - You Are Lazy

Years ago, at the beginning of my real estate business, a very successful agent in my office gave me a piece of advice I have never forgotten, "Don't be lazy." I had to drive an hour to pick up a deposit from a buyer in rush hour traffic. When he heard me whining about it, he stepped in and gave me the advice I never forgot. Now I'm passing it along to you. Don't be lazy.

#15 - You Are Not Lucky

Luck plays into it once and a while. Being in the right place at the right time. But trust me, luck is not going to make or break your real estate business.

Only you will do that.

#16 - Not Enough Down Time

I love how new agents tell me they came into the business so that time would be their own. NOPE! This is a business. The more successful you are, the more of your precious time gets used up working. And that can be okay if you take time for yourself. Remember, self-care is essential, take care of yourself, or you will burn out very quickly.

#17 - You Didn't Realize How Hard It Would Be

Really, anytime you are building and running your own business, it will be hard. But the rewards are so worth it. Pay attention to your business. Get help if you need it. Take on a partner. Don't give up; just make adjustments.

#18 - Lacking Mentorship

Anytime you start something new, you need someone to lean on that knows what they are doing. This is a person you can learn from. A person that will answer your questions honestly. Tell you like it is, without the fluff. Due to the real estate industry being ever-changing with so many moving parts, a trusted mentor is imperative to your success in business.

#19 - Your Expectations Are Not Realistic

Check your expectations at the door! You are dealing with people with different personalities. Buyers, Sellers, Bankers, Agents, Inspectors, Appraisers and those "helpful" family members of your clients. You should have goals and goals that are realistic, but expectations? You may find yourself very disappointed.

#20 - It's Not HGTV or the Property Brothers

I love meeting new clients who binge-watch those real estate TV shows and then are shocked that things in the real world are very

different. What about you, the real estate agent? Have you spent too much time in front of your TV watching Millionaire Agent?

#21 - Public Perception Got You Down

Unfortunately, the public perception of real estate agents is typically low. Nothing you can do about it other than do your best, be ethical and ensure that you always put your client's needs first.

#22 - Not Using Systems

How can you possibly run a business successfully without some form of a system? As you grow, you will find you start to lose contact and forget to keep in touch. Finding a system that works for you will help you keep your businesses profitable.

#23 - Getting Into The Business For The Wrong Reasons

Why did you decide to become a real estate agent? There is absolutely no problem making a good income, and you should be paid for your time and expertise. However, this is a service business. If you don't like being of service or working with people, you may want to rethink your decision.

#24 - You Are Undisciplined

There is no one standing looking over your shoulder watching you work. No one is going to hold you accountable. If you are undisciplined in terms of your time and working for yourself, it might be time to reach out for coaching or getting a mentor.

#25 - Too Much Golfing

I had an ex-real estate agent as a client, and when I asked him why he left the business, he said, "I'd get my commission and then spend a few weeks on the golf course until the money was gone, then I'd have to get back to work, as I had no money coming in. It became tiring." So he got a day job. Watch what you do with your time. Be sure you put in your working hours.

#26 - Fear of Success

I know it sounds weird that we could be afraid of what we want so badly. We may be fear, what happens when I get that client? What happens when I have to perform on my promises? What happens if I fail? If you feel any of these fears, it's time to work on your mindset.

#27 - Give Up Easily

In your past, have you given up quickly, or do you fight for what you want? If you are used to "just giving up," you may find you don't stay in business for long. Real estate requires a commitment to stay the course. If you work at it, you'll get there.

#28 - Too Much Rejection

You will find a lot of rejection in real estate. If you have an issue with rejection, you might want to overcome your emotions. Most times, they are not rejecting you, it is just not the time, or they could have other reasons.

You need thick skin to be a real estate agent.

#29 - No Boundaries

If you have not set boundaries in your personal life, chances are you will not in your business life. Boundaries are so critical when you are a real estate agent. Do you want clients thinking it's okay to call you at 7:00 am on a Sunday morning or to interrupt your dinner, taking you away from your family? Do you want other real estate agents calling you at 11:00 pm to ask if your listing is still available? Decide how you want to deal with your clients and other agents and set those boundaries.

#29 - Lacking Guidance

Get some guidance from your manager, other successful agents, or your mentor. We all need a little bit of help along the way. Be sure to ask for help and take what will work for you.

#30 - Further Education

Once you have your real estate license does not mean you are done with your education. Actually, you now need the REAL education that will teach you how to be a successful real estate agent and run a profitable business.

#31 - Not Working Smart

In real estate, there is a saying, "work smarter, not harder." Incredibly true statement, especially in this industry. We have so many excellent tools that can help us in our business. So worker smarter, not harder!

#32 - Easy Money

Successful agents can make it look easy, and well, it is easy once you get your flow going. But you have to work to get there. For me, it was 18 months of a lot of financial pain until I finally got it. I worked my systems and never looked back. You can also do it if you commit to being in business for the long term.

#33 - How Do You Make People Feel

This is the secret to working with people. You will be successful if you can figure out how to make people feel good. When you make people feel good, then they will want to do business with you. Think about it. Why do you go to a movie or a concert or want to be around a particular person? Because while there you feel good.

#34 - Turning Down Training Offered

Pretty much most real estate brokerages, boards, and associations offer free training. Why don't you jump in whenever it is offered? In my over 30 years as a real estate agent, I rarely miss a sales meeting. Why? Because I always learn something from the broker or the other agents. Learning is all around you. Reach out and use it.

#35 - Don't know how to build relationships

The easiest way to build relationships with new people is to show them that you are interested in them. Learn to ask questions like:

- Where did you grow up?
- What do you do?
- What do you do during your downtime?
- Going on any holiday in the near future?

You could compliment them on their clothes, hairstyle, eyeglasses, jewelry. Think outside the box. People love to talk about themselves, so get them talking, and you sit back and listen. This is how relationships are formed.

#36 - You are Unmotivated

We all have our moments, but you should never let being unmotivated win over building your business. Think about what does motivate you and use that as your inspiration to start taking action.

#37 - Working Part-Time

Okay, I get that you have to pay the mortgage and put food on your table. For the first 18 months of my career, I stood in lines at food banks to feed my kids and had my weekly telephone calls with "Bill," the bill collector. And it wasn't fun. But I figured out how to make it work, and I pushed my way through it. Thirty years later, I can tell you that I never worked another job, ever, not once. We only have so much energy, and you need to put that energy to work best for you. My life would have turned out very different if, during those tough times, I quit.

#38 - Ego in the Way

Real estate can be a very 'ego' driven business, and at times ego can help, but not in the long term. Leave your ego at home and know

that this is a people business and you are here to offer service to others.

#39 - Don't Consider it a Career

Being a real estate agent is a fantastic career. Some though see it as an easy way to make money, jump in when it's a good market, and then jump out when the going gets tough. Building a business and career in real estate is for the long term. If you are in it just for the money, get rich quick, then you will go nowhere. You need to respect the industry.

#40 - Love Looking at Houses

Do you know how many times I've heard this is why someone entered the real estate industry? They love looking at houses, so they decided to become licensed. Well, if you like to look at other people's homes, that's fine, but that reason alone will not be a good fountain for building a business.

#41 - Got Burnt Out Fast

This is a problem for sure in the real estate industry. Sellers want to sell, buyers want to buy, and offers need to be dealt with at times within short periods of time, even late into the evening.

Then there is the marketing, prospecting, dealing with lawyers, inspectors, appraisers. The list goes on. The more successful you become, the quicker you could burn out.

#42 - You've Got No Plan

It would be best if you had a plan, a daily roadmap of what you will do to build your business. If you have no set goals, no strategies, no systems, then you'll have no plan. Those without a plan fail quickly.

#43 - Not Using Your Time Wisely

Careful before you know it, the day, the week, or the month is gone, and you are no further ahead. This is an industry that makes it very

easy to waste your time and do nothing productive. If you are in the office and others are constantly stopping in for a visit, close the door. Don't go for that extra-long lunch. Get an office area set up away from the TV, spouse, and kids if you work from home. Be sure you are putting in the time needed to work and build your business.

#44 - Faithless

No faith in yourself. No confidence in your abilities. No faith in the industry. No faith in the company you joined. If you have no trust or confidence, then you need to get to work on your mindset. What else in your life do you lack faith in? It won't just be your real estate business.

#45 - Not Specializing

Of course, you can work with any buyers or sellers. But to have a super successful business, you need to specialize. Specializing allows you to target your prospective client in ways that they will be able to notice you. You will market to a first-time home buyer different than a baby boomer.

#46 - Embarrassed to be in Sales

Big problem! If you have a negative experience with a salesperson or don't respect salespeople, how are you going to walk with your head held high? This is a huge mindset problem that you need to overcome quickly before your mindset brings you down.

#47 - Broker Breaks Promises to You

Not all brokerages are the same. If you made a mistake and signed up with a brokerage that does not do what they say they will do, then just move on. Don't let it cause you to quit the business. I remember an office manager that I disliked. So I moved on and found an office and the kind of office manager I wanted to be working with. I have been there ever since.

#48 - Physically Too Hard

If you are finding the job just too physically tiring, think of ways to still do the job without risking your health. Anything can be overcome if you want it bad enough. I remember a lovely agent who had a bad leg. She would tell me that upfront when she booked appointments to show my listings. No problem, she stayed in the car, and I let her buyers walk through. She did a lot of business and was in the industry for many years.

#49 - It's Cut Throat

Sometimes, but not really. I have a buyer, and my buyer wants to buy your seller's home. Pretty simple. Over the years, I have run into a few of those cutthroat agents, but they are far and few between. Most of us cooperate. We need each other to get the deal done.

#50 - Not Taking Responsibility

Another massive mindset issue. Guess what? If you want to be a real estate agent, you are responsible 100% for yourself and your success. Very simple. If you succeed, it's on you. If you fail, that's on you as well. And, if you are not taking responsibility in your real estate business, you should look at your personal life. You most likely are not taking responsibility there either.

#51 - Don't Want It Bad Enough

Maybe this is true for you. And that's okay. Anytime you don't want something bad enough, it could be that you are in the wrong place in your life. We all need to discover what drives us. If nothing is driving you, it will be hard to give it all you've got.

#52 - Emotionally Draining

The real estate industry can be complex on emotions. One minute you think it's all working out, only the next minute it all begins to fall apart. But if you can hang in there and get ahold of

your emotions, the rewards will far outpace the emotional downers.

#53 - Not Asking The Right Questions

When dealing with potential clients, you'd need to figure out what types of questions to ask. The last thing you want to do is work with a buyer for months, taking up valuable time and never buy from you. Or that homeowner who gets you to keep stopping by for visits because they are lonely, stringing you along that they will sell, and you will get the listing.

#54 - Not Making Enough Money

Totally get it! You need to make enough money for your efforts and your time. I found my bread and butter clients, and then everyone else was gravy. This is one of the reasons you must specialize.

#55 - You Realize What it Takes To Succeed

This one is easy to understand. You have been in it for a while, and you are just not willing to do what it takes. That's okay. At least you are honest with yourself.

#56 - Pressure From Spouse to Get a Real Job

Tough one! It's hard for everyone involved to start a new business, and the money is not rolling in immediately. Sit down with your partner and discuss the future. Where do you both want to be in a few years from now? Try to educate them about the rewards that will come, but it will take some time. Real estate is hard enough without the support of our loved ones.

#57 - Marketing Mistakes

Real estate sure is a "jack of all trades" business. You have to know people, properties, contracts, laws, advertising, and marketing. What are the successful agents doing when it comes to marketing? What is working and what is not working. Be sure to use the marketing that resonates with you.

#58 - Discouraged Easily

Find things that uplift you: positive and inspirational books, videos, speakers, and associates. Don't hang out with that "downer" person. You know the one you always feel low when you leave them. There are lots of mastermind groups out there. Try joining one of those for inspiration.

#59 - Can't Lead People

Here I'm not just talking about building a team and being the leader, although that would be your ultimate goal. But you will need to be able to lead your buyers and sellers as well. They look to you not just to open and close doors and do paperwork but also to guide them through the process. A smooth transaction will always have them calling you back when it comes to do real estate down the road.

#60 - Real Estate is Your Hobby

If you consider real estate one of your hobbies, that's okay. But if you are not actively prospecting for clients.... all the time ... you'll soon find that office bill rising with no way to pay it. Real estate is a business, not a hobby.

#61 - You Getting Walked On

In real estate, I always assess the situation, what is best for my clients. If an agent is bossy, no biggie, I don't really care. Let's just get the deal done. When it comes to your buyers and sellers, you'll want to be in some control, or you'll find they will have you spinning in circles. Before you freak out about someone walking on you, decide if it's worth the fight. I find most times; it's not.

#62 - You're Not Coachable

We all need to learn, even me; 30 years later, I've got things to learn. If you are working with someone who has fantastic advice for you, explaining how you can do things easier and cheaper, you may

want to listen. Even if you get one or two golden nuggets from it, it's worth it. Don't be that person who puts down every idea that anyone ever suggests to you. Be coachable.

#63 - Can't Take The Stress

Real estate is stressful, for sure. Think about it. You are dealing with probably the most expensive asset a family could own, their home. They look to you for guidance and calmness. If you start stressing out, they will feel it, lose confidence in you as their trusted advisor and move onto someone they think will be better for them. Stay calm. You can freakout when you get home.

#64 - No Business Grounding

When we begin something new, we need a good solid grounding to build on. If you didn't get that from your education, mentor, brokerage, or ???, you will struggle to get your footing. Stop, reassess, get your grounding and start again.

#65 - Thought It Would Be Glamours

The industry makes it seem glamorous. Those beautiful headshots of the agents and the fancy cars make it seem glamorous. They miss showing you the hard work, long hours, sleepless nights worrying about your clients, and dealing with conflict. Don't get me wrong, there is glamour to it, but it's work, just like running any other type of business.

#66 - No Idea How To Build A Business

This will be hard if you have come from an employee-based position. Becoming a business owner takes a mindset shift. Read, take a course, learn everything you can about how to run your own business. That will help.

#67 - Not Utilizing Your Sphere Of Influence

When you enter your new real estate business, it's imperative that you let EVERYONE know that you are open for business. Ask

anyone you can think of for referrals. Send out your business cards, announce it on social media, and you may even want to wear clothing branded with the company you with. Don't keep your new venture a secret.

#68 - Blaming Others

It's your business. You get to take the credit for your success and the responsibility if you fail. There is no blaming the company, other agents, or the market if you are struggling. When you blame others, you won't be able to see the opportunities around you.

#69 - You Don't Follow Up

Real estate is a business where following up with your prospective clients allows you to get their business. When you follow up, it shows you are serious about them and their real estate needs.

There were times over the years; I had to follow up numerous times before I'd have my prospects agree to hire me. Follow-up is a must if you want to have a long business career in real estate.

#70 - No Consistent Training

Once you get your real estate license, the last thing you will want to do is more training. But this is when you need the training.

Running your own business in real estate sales can be overwhelming as there are so many pieces. Do yourself a favor and have consistent training, which will allow you a solid foundation to build on.

#71 - Lack The Vision

You need to have a vision for your future. And a strong "why" you want to be in real estate. Understanding why you decided to enter the real estate industry will help you envision your future and how you want to see it all play out.

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#72 - Spending Too Much Time Socializing

With no one standing over your shoulder to make you put in the time to work on your business, you can quickly become distracted and find that most of your time is spent socializing with other agents. Guard your time wisely.

#73 - Not Cut Out For It

I believe that you can do whatever you put your mind to. If you think you are not cut out to be a real estate agent, you are almost out the door. There are many different personalities and someone for everyone to work with. Possibly you are using the excuse, "I'm just not cut out to be an agent," as your way out. But is it really true?

#74 - Thought It Was A Quick Way To Get Rich

The problem here is that successful agents make the business look easy. And, there will be the few that make it big quickly, but that is very rare. Hard work, having systems, working smart, and investing in yourself and your business are what will work for you. Real estate is a career where your efforts show in the income you receive. But it is not a quick way to get rich.

#75 - You Lack Patience

You must have lots of patience to be in real estate. You may have to keep in touch with prospective clients for years until they finally decide to buy or sell real estate. You may have to show a buyer 30 homes before they choose to write their offer. Or lose out when other buyers beat your buyer's offer.

Sellers can be their own worst enemies at times and drag out the sale of their property. If you lack patience, you will be frustrated, which could cause you to want to quit. Or even worse, not work in your client's best interest.

#76 - You Went Into Business With The Wrong Person

Watch this! If you decide to partner up with someone, be sure you have a similar work ethic as they do, or you could be doing all the work. Then they get half the commission. Nothing is more upsetting than you doing the majority of the work and giving away half your money. There is nothing wrong with partnering with another agent. Just make sure you are both pulling your weight.

#77 - You Get Bored Easily

Well, this should not happen if you are working your business. Real estate changes quickly. People, situations, and properties are all different. If you are bored, ask yourself why?

#78 - Bill Collectors Harassing You

Yikes, that is a situation no one wants to find themselves in. But don't let that stop you from your dreams. Do your best to work the problem out. Face where you are and deal with it with your head held high. Something can always be worked out.

#79 - Not Experiencing Instant Success

Just like most things, starting a new venture will take time. Don't give up because it hasn't happened yet. If you stick with it, it will come. Have faith in yourself.

#80 - Not Able To Qualify Clients

Sometimes our prospective buyers or sellers are not entirely honest with us. Or they think something is not a big deal, so they don't share it, and then you come to find out your working with someone who can't do the deal. This happens to all agents from time to time. I never considered it a waste. I believe it is learning and what to do or not to do next time.



#81 - Not Prospecting Daily

You will need to prospect daily to ensure you have constant potential clients coming into your business. If you get busy doing a deal, you stop prospecting. Then you are starting all over from the beginning again and again and again. Not a great way to run a business.

#82 - You Have a Bad Attitude

If you are going to work sales, you had better check your bad attitude at the door. Other agents and your prospective clients will feel the negative energy and decide not to work with you. If this is you, get to work on your mindset immediately.

#83 - You Don't Ask For The Business

You have to ask! Asking is a must for success in any sales business. If you are afraid to ask, then you are in trouble. There is an art to asking someone to give you the business, write a contract, or hire you. It doesn't have to be pushing, sleazy, or slimy. They want you to ask. Really they do. And it's up to you to ask appropriately to encourage the prospect to move forward. If you can't ask, then it's a NO every time.

#84 - To Confrontational For You

You will run into some agents, buyers, and sellers who may be confrontational, and that can be intimidating. But don't let that cause you to quit the business. The aggressive people are far and few between in real estate. Most are respectful, kind, and helpful. Use self-care if you have a bad experience with someone. Treat yourself kind, forget it and move on. There are a lot of beautiful people just waiting for you to work with them.

#85 - You Refuse to Sacrifice

I guess you will need to decide what you are willing to sacrifice for your business. There will be sacrifices in any industry. You just

need to decide which ones you can live with and which ones you won't.

#86 - Your Self-Esteem Is Low

Then fix that. You are in control of yourself. There is no excuse not to go to work on what you feel is holding you back in this age of technology. Help is everywhere. You can build your self-esteem. You just have to make it a priority in your life.

#87 - Hard Time Finding Business

This can be true at times, but you must work at it daily. Learn what will work for you. What techniques? What type of advertising?

There are many ways to find business, watch what successful agents do, take what you feel resonates with you, and use it. There is enough business out there for everyone. Believe it!

#88 - I Thought My Time Would Be Flexible

If you left your "9 to 5 job" so that your time would be your own and you could make your own schedule, well, you can, sort of, but not really. When an offer is on the table, you are expected to be available to deal with it as quickly as possible.

When a potential seller calls to book an evaluation with you, they want you coming on their time frame. A buyer wants to see it and write an offer immediately. Sure, you don't have a set schedule, but don't fall into the belief that you won't be working long hours, including weekends and evenings.

#89 - Not Investing Back Into My Business

Not only will your real estate business require your time but also your financial investment as well. Self-promotion is imperative to ensuring that you are bringing in business and being noticed. Not to mention, tools that you require to do your job. Then there will be your monthly dues and expenses. Real estate is a business where you can do exceptionally well and earn a fantastic income, but you

need to build your business to get there. It will not get there on its own.

#90 - Not Focusing On Lead Generation

If you don't focus on lead generation, you'll be in trouble. I'm not talking about paying companies to give you leads. I'm talking about you bring in leads. If you have a system, and you work it diligently, your leads will follow. Don't get stuck in the situation where you focus on what's in front of you, and then when the deal is done, you have an empty pipeline of possible clients. Set time aside daily for lead generation.

#91 - You Lack Commitment

When you are working within your own business, you need the commitment to perform daily. Are you committed to your success? Are you committed to doing everything in your power to making this business decision work? What is your level of commitment? If you are not committed, you leave room in your mind that you can always quit. If that is your mindset, you already have one foot on the way out.

#92 - You Didn't Realize Its A Lifestyle Career

When you are a real estate agent, you are a real estate agent 24/7. At dinner parties, everyone wants to talk about real estate. When you go to a movie, you turn your phone on when it's over, and now your returning calls on the way home. You go on vacation and have to do some "client management" as there is a big problem that you must deal with. I can't even tell you how many business issues I've dealt with on a beach on holiday. Your life becomes a real estate life. You will live it, sleep with it, play with it. It will encompass all aspects of your life.

#93 - Don't Like Sales

For me, this was a massive mindset issue I had to get over as it will bring you down and cause your business to fail! At the beginning of

my career, I didn't even want the words "sales professional" on my business card. If you don't like sales or think badly of sales, this is a career killer that only you can fix. Sales are being able to transfer enthusiasm, service, and being a trusted advisor for clients who put their faith (and investments) in your capable hands.

#94 - No Work Ethics

Are you the type of person who needs direction? Are you easily distracted? Do you prefer to watch TV rather than work on your business? Would you consider yourself somewhat lazy? If you don't have a strong work ethic in your past career or even your personal life, chances are you will take that lack of work ethic into your real estate business as well.

#96 - You Can't Negotiate

Well, if you think this, then fix it! Most of what causes agents to quit the business can be improved if they really want to.

There are many courses and books written on negotiations. Reach out to other agents and ask what they did to help their negotiation abilities. Remember that negotiating is not just negotiating on behalf of your clients but also when it comes to your remuneration for your services. Don't let negotiations scare you.

Like anything, the more you learn, and then the more you do it, the less scary it becomes, and you just get better and better.

#97 - You Don't Understand It's A People Business

If you have constant conflict with people or don't like people well, you will have a hard time in real estate. I suggest, if this is you, sitting down and writing out whom you do like. What type of people do you get along with? Once you have this clarity, you can focus on where you can find these people and attract them as potential clients.

#98 -Lack Belief In Yourself

We all have moments when we wonder if we are doing the right thing, Where we question our abilities. When we ask ourselves if we can really run a successful real estate business, trust me, you can do it. There are many agents you will meet in your career, and you will wonder why they are so successful. It will be because they believe in themselves. Is it time to fix your mindset?

#99 -You Don't Make It About Your Clients

If you make it all about you, you have a problem. It really is about your clients and not you. When you are in conversations with others, are you spending most of your discussion making it about you? Don't do that. It's about them, not you.

#100 - You Take Shortcuts

This could be okay, depending on what you are doing. However, when it comes to the sale of your seller's home or the purchase of your buyer's home, you had better not be taking shortcuts. Be diligent in what you are doing. Do it by the book. If you try to do it the 'easy way,' you may find you are not in the business for long.

Always do this correctly the first time.



If you see yourself struggling in any of these 100 ways, don't let it get you down. There is always help out there for you. Whether it's coaching, taking courses, reading books, or going on a self-discovery of yourself, it is all fixable.

But you have to want to fix it. You have to want the business bad enough to do the mindset work, business building, and whatever it takes to get there.

I thought about quitting for the first 18 months of my real estate career, but over 34 years later, I'm still here. Was it easy?

JULIE FAIRHURST

Sometimes. Was it hard? Sometimes. Was it worth it? Every day a great big YES.

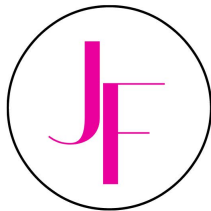
I would never have earned the fantastic income that I have over the years. I would never have the privilege of helping so many wonderful people with their real estate needs. I have helped change their lives. And that warms my heart. I feel terrific about that. I know that I will have left this world a bit more positive because of my actions. It's a beautiful thing.

If you want to chat with me about your business, you can reach me at the link below.

I wish you all the best of success in your real estate business!

And there you have it, 100 reasons agents quit!

*If people like you, they'll listen to you, but if they trust you, they'll do
business with you.
Zig Ziglar*



DITIGAL BUSINESS CARD

About the Author



Master Persuader Julie Fairhurst with 34 Years of Experience in sales, marketing and promotion.

Julie, with an impressive 34 years of experience in sales and marketing, is a trusted advisor for women entrepreneurs. Her focus on human behavior and her role as a Master Persuader make her a valuable resource. She offers coaching on marketing strategies and sales techniques and is skilled at writings personal or business stories.

Julie is also a sought-after speaker, trainer, and prevention educator, delivering workshops on safety issues to various organizations.

Julie Fairhurst is the Founder of the Women Like Me Book Program. She has published 36 books and helped over 160 women become published authors—many of whom are #1 best-selling authors!

Julie's challenging upbringing and personal losses have inspired her mission to help women with their financial goals, tell their stories, and overcome obstacles that hold them back.