

Monday Morning coffee

Jan 11
2010



Be Informed.
Be Innovative.
Add Value.

NAI Commercial

Commercial Real Estate Services, Worldwide.

Happy New Year! What are you going to do with it?

Well, it's another year.

If you were reading last week, you've already dissected your last year by figuring out what you did and what you didn't do. This week I'd like to take it deeper.

Project into the future.

Here's the question. Who are you trying to become?

Here's another question. What are you trying to achieve?

These are questions about purpose and fulfillment. And through the years I've found that if you concentrate on purpose, the detail tends to handle itself.

The paradox is most people concentrate on the detail. They have endless lists of "things to do." You probably have some kind of electronic device that lists everything you need to do everyday of the week for the next year.

Is that helping you on your quest of who you want to become? Or is it simply about meeting your deadlines and commitments and making "quota"?

One of the big differences between me and you is that I have not had any kind of day planner or appointment book since 1998. Oh sure, I have a calendar online that tells me what I have to do and when I have to do it. And yes, I'm fortunate enough to have someone else make a schedule for me, but I didn't start out that way.

In 1998 when I decided not to have a day planner, I didn't have anyone do anything for me. I did it myself. All I had was a database of all the people that I knew and their phone numbers (it now has their email addresses as well.)

Now I'm not saying that's THE way, I'm just saying it's MY way. Some of you are saying, "Oh Jeffrey, I could NEVER do without my palm pilot." That's the problem. You spend more time fiddling around with that thing than you do with your own success -- much less writing about your own success.



Why don't you browse through your day timer device and note how many times you recorded the word "think" or "read". My guess is probably none.

Next question: How important is thinking and reading to your success? Let me answer that rhetorical question for you; 100%.

Fatal question: How many entries do you have for think and read in your 2004 calendar? Answer: None or not enough.

Want to know why your New Year's resolutions fade to dust on my birthday (February 11)? Because you have not set aside the time for personal achievement.

So here's what to do, and it has nothing to do with the way you've been doing it.

1. Start with the big things. Who do you want to become? What are you trying to achieve? The answer to those two questions will set the stage for your actions.
2. Start at the beginning. Before you can take an action, you have to have a philosophy and an attitude. It took me 10 years to develop what I consider to be a philosophy that I can "live". You don't have a philosophy, you live a philosophy. Attitude took longer. That's taken me 35 years but only because I work at it everyday. Whatever success you are trying to achieve, attitude will be at the fulcrum point of it. Whatever failure you encounter along the way, attitude will help you emerge from it with the proper frame of mind.
3. Think more and read more. Why is it that the things you put off due to "lack of time" are the very ones that will create time?
- 3.5 Find one good mentor this year and begin building

a relationship with him or her. You have heard the statement, "don't reinvent the wheel." So why do you continue to try? Find someone successful, wise, and willing. Figure out a way to build a friendship without asking for a handout. HINT: "Will you be my mentor?" is asking for a handout.

I have issued you the challenge.
I have asked you the hard questions.
I have given you the answers.

All you have to do is take the actions. Come on -- it's a new year. Turn over a new leaf. One that leads to your oak tree -- not someone else's.

Source: Jeffrey Abraham, www.gitomer.com

Last week's activities...

JUST LISTED

- For Sale •
- Retail Space - 161,172 sf
6780 Glover Rd
Langley, BC
Price: \$4,070,000
Don MacDonald
 - Retail Space - 100,188 sf
6736 Glover Rd
Langley, BC
Price: \$2,530,000
Don MacDonald
 - Retail Space - 4,067 sf
(Court Ordered Sale)
Unit 200, 911 Denman St
Vancouver, BC
Price: \$1,490,000
Gary Haukeland & JD Murray



Striking While the January Iron is Hot!

January is a great selling month. Everybody is charging out of the gate with new goals and new budgets, the health clubs are full and people are fired up.



As salespeople, we need to be sure we ride the wave of that new momentum while it lasts.

One thing I like to do in January is to review my past client list, that is, people I may not have spoken to for a while, and reinitiate contact. Often we have disconnected due to things like budget cuts or spending freezes which may now be out of the way, at least temporarily. It is always much easier to re-engage an old client than find a new one.

Another concept I have found to be effective at the beginning of each year, if your business lends itself to this, is to jumpstart my relationships with an early bird type offering. This can take the form of a free offering or something at a reduced price, just to prime the pump and energize a new conversation. While such an offering may not be apparent in your context at first blush, if you look a little deeper, it may reveal itself.

For example, if you are selling insurance, you can offer a "free" gap audit, in which you review a client's multiple policies and advise whether or not there may still be exposure or weak links. Or if you are a real estate broker, you can offer to provide a "free" market analysis to people who may be considering selling their homes in the next year. The reason I am putting "free" in quotes is because you and I know you would do this anyway, but the idea is to promote the early bird concept as something special, which in reality, it is.

The key to these types of marketing initiatives is to get them out there in January when everyone is the most optimistic and ambitious about the coming year.

Then you will have established a dialogue that you can build upon for the next eleven months!

Source: Richard Abraham, Mr. Shmoose



Espresso Coffee

Congratulations on
Your Successful
Deal

Brian Larrivee
SOLD

2656 Deacon St
Abbotsford, BC

Free Standing Industrial Building - 17,300 sf
Price: \$1,700,000

Closed
December 30, 2009

Brian Larrivee
SOLD

1E & 1F - 1945 McCallum Rd
Abbotsford, BC

Commercial/Strata Office Space
Price: \$835,840

Closed
January 8, 2010

Larry Thomas
LEASED

1180-2860 Glenmore Trail SE
Calgary, BC

Retail Space - 9,245 sf
Lease Rate: \$15.00/sf

Closed
December 30, 2009

