



## **Joe Meyer teaches members of the JCQ Chapter of the Long Island Board of Realtors 10 Rules of Success.**

Members of the JCQ Chapter of the Long Island Board of Realtors gathered at the Villa Russo Catering Hall in Richmond Hill Thursday morning for a networking breakfast and to learn some tricks of their trade from Joe Meyer. Joe has trained tens of thousands of agents across the United States since 1987 when he founded Joe Meyer Presentations. "Follow these rules and your income will increase" Joe said, as he began to address the attendees...

### **1. Become an expert on the new homebuyer tax credit program.**

It ends November 9, 2009 so learn quickly. By visiting [www.Realtor.org](http://www.Realtor.org) you can get almost all the information you need.

### **2. Preview more homes. As many as possible.**

Realtors should preview homes in anticipation of working with buyers.

### **3. Re-connect with "old" buyers.**

74% of buyers who visit an open house buy a home within six months.

### **4. Make a goal of 5-7 buyer appointments per week.**

Follow rule #2 and preview the available inventory; you want to take more buyers out.

### **5. Prospect your butt off. 3-5 listing appointments per week.**

Less than 4% of realtors prospect FSBOs, think about it!

### **6. Follow up with every listed client once per week for price adjustments.**

When you call them, don't talk about THEIR home, but instead MARKET CONDITIONS. Give them food for thought. Let the seller come to their own conclusions.

### **7. Market your listings in a smart way.**

95 % of your marketing is in good pricing. Additional arrow signs for open houses will increase traffic. Try inviting all FSBOs you are working with to your open houses.

### **8. Use technology...but use it wisely.**

Stop emailing listings to buyers. Search the information for them and schedule appointments to show them the homes that meet their criteria.

**9. Upgrade yourself everyday. - Appearance, education, work habits, attitude.**

Without improving yourself, it will be very difficult to improve your business.

**10. Think positive ---> feel positive ---> act positive.**

Joe also went on to tell the members of the JCQ Chapter in attendance how important it is to create written goals, "I write down monthly, annual, and lifetime lists of goals. To date I have accomplished about 40% of my lifetime list." Furthermore, he spoke the importance of being positive and taking positive action everyday. No realtor should accept a "no appointment" day.

After it was all said and done, breakfast was over and all questions answered, Joe left the attendees with this one final important piece of information "Smile more...you will feel better about the world".

For more information about Joe Meyer and his Presentation for Real Estate Professionals go to:

[www.joemeyer.com](http://www.joemeyer.com)

**Joe Meyer Presentations, Inc.  
P.O. Box 167  
Lake Grove, NY 11755**