

ELITE PERFORMER MONTHLY

For The Real Estate and Mortgage Professional

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Your Team Defines You

By [Andy Harris](#)

As a professional paid to perform services for your client, you may or not realize that you're only as good as the team around you. We all rely on our team(s) to help complete each section of any given transaction, thus each team member having an influence on the overall experience of your client. While you are ultimately responsible for the quality of service, in order to gain the most momentum in reputation and referrals, you must also ensure you're working with the right team of people who put the clients interests before all else.

We're going to break down teams in 2 categories: Internal and External.

Internal Team:

Your internal team is simply your place of work and those who surround you- managers, co-workers, assistants, etc. Your internal team is very important because they have the most direct influence on your daily operations, business structure, and experience at the workplace. More importantly, they will influence the experience of your client- even with the filters you apply. Many have moved their license or placed their business at multiple places in hopes of an overall improved experience.

If possible, it's best to avoid changing your business identity too often by doing your homework and truly understanding the pros and cons for you and your clients. The biggest mistake is when people don't write a good business plan or do research on a company or new opportunity and are artificially motivated by money. It's great to have opportunities and jump on them- just make sure you get to know the people and company you're teaming up with.

Key Points

- Only surround yourself with people who have a positive attitude
- Only put yourself in an environment that is productive and team oriented
- Do your research when selecting a company or hiring an employee/assistant
- Always work with those who have strong ethics and integrity, no exceptions. If you personally lack either yourself- get out of the industry for the sake of the consumer and others
- Avoid or do not participate with Affiliated Business Arrangements or similar steering
- Have weekly or at least monthly team meetings to make sure systems are efficient
- If you're not enjoying your environment or not getting along with a colleague, step back and take time to think about changes you need to make or conversations you need to have
- Protect and shield your clients from any internal issues that could possibly impact their experience negatively, as long as it's not withholding information they need to know about their transaction

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External Team:

Your external team is simply those who offer other services needed to close the transaction- Realtor, Mortgage Originator, Escrow Officer, Inspector, Appraiser, etc. It's always the client's choice who they choose as a professional on any side of a real estate transaction. Competition, choice, and references are all very important factors every consumer needs to make the best decision. It's important to have a team of trusted and recommended professionals you can refer to your clients should they not have a source of their own or need additional advice/comparison.

Your external contacts and recommendations are also very important when creating your image to others. Take time to understand how others work. Look for excellence and for those that go above and beyond and not just go through the motions. Avoid those that come across "artificially" arrogant or driven by things that will not be positive to your client's experience or not be a joy to work with. Look for those who DO and don't just SAY. Make sure your people are reliable and return calls and emails promptly.

Key Points

- Choose your preferred partners carefully, as your reputation is on the line
- Refer only those with the highest ethics and integrity, no exceptions
- Work with those who are confident, not arrogant
- Work with those who are detailed and communicate timely
- Understand RESPA and do not violate. Never allow ignorance or greed to steer your business and reputation into failure
- Talk with other colleagues and get feedback on other professionals with good reputations
- Experience matters- check references and credentials
- Well done is better than well said

Until next time... motivate and inspire others!

-AH

Tip of the Month:

Get in the habit of updating your database after every closing or at least once per month. The longer you put off updating your database, the harder it will be to play catch up and ensure your newsletters and your drip marketing is timely and effective.

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