

ELITE PERFORMER MONTHLY

For The Real Estate and Mortgage Professional

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Preparing for 2010

By [Andy Harris](#)

With 2009 winding down and 2010 fast approaching, the next few weeks are a great time to review your success and failures experienced over the last 12 months. For 2010, build on the existing successful behaviors and develop new strategies to limit failures. Failures are corrected and overcome, ultimately becoming successes. Take that lesson from any past failures and drive into 2010 with a clear and focused plan.

This month I wanted to take an excerpt from an article written by a colleague of mine and industry coach, Brian Peart, that I felt would be beneficial and helpful while approaching 2010:

To start, think of just 1 thing you can begin doing to increase your volume next year. Business experts all agree, it is easier to get more business from existing sources than it is to find new sources. So your database, the past clients, friends and current clients that send you 70+ percent of your business is the obvious place to look. Many people do almost nothing to cultivate this group. At most, they send out something once a quarter. But think about this, if you send something 4 times a year to your database and you get say, 10 deals a year from those sources. What if you send something out to them once a month? If you touch them 3 times more during the year, is it unrealistic to get 3 times more volume?

Or another strategy, continue your quarterly mail-out but add a quarterly phone call. Following a mail-out with a phone call has proven to triple your response. So adding just one call a quarter could possibly triple your business. We are talking about almost free marketing, and we are talking about guaranteed sales growth. Just send something of value, whether it is a news clipping on the economy, something you write or any of the "newsletter" type services that produce nice newsletters for you, it really does not matter what you send. Pure hard facts says that increasing the "touches" to the group already sending you business will certainly increase your income next year.

I wish you and your family and very Happy Holiday and safe New Year!

Until next time... motivate and inspire others!

-AH

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Wisdom for Today

The secret of joy in work is contained in one word- excellence. To know how to do something well is to enjoy it.

- Pearl S. Buck

P.S. I am not just a Loan Officer, but a partner that sincerely strives to help increase and grow your business and referrals. Give me a call anytime to discuss marketing strategies or ideas to help develop a productive and successful 2010!

- Andy

[About the author](#)

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