

# COACHING: Should I or should I not?

## Is coaching an investment or a waste of time and money?

With the tremendous advances in technology and websites giving the average house hunter the ability to see any home for sale anywhere in the country without leaving the privacy of his or her home, the perceived need of the typical real estate agent is diminishing fast.

Peak Achievement introduces a three-part series on how coaching benefits real estate agents in the new millennium. We will examine how to determine if you should hire a coach, what a good coach looks like and how to find one, and how to reach your greatest potential with a coach.

### Part 1: SHOULD I GET A COACH?

The word "COACH" is defined as: A person who gives instruction. We typically associate a coach with some type of sporting event (i.e. football or basketball); however, there are acting coaches for actors and voice coaches for singers. Tiger Woods—one of the very best in his field of golf—even has a coach. Michael Jordan also had a coach to help him achieve several professional championships in basketball. They both used a coach to keep themselves at the very top of their game.

If real estate is a hobby or a sideline business to you, then a coach is probably not for you. However, if you are committed to being a great real estate agent and it is your main passion and focus, then a coach is a **NECESSITY** for you.

A coach for a real estate agent can create a dramatic increase in production of transactions. They can also create balance with family and help you establish boundaries with clients. Agents tend to get scattered with too many things to do and not enough time to do them. Agents need a coach to help them stay focused, on track, disciplined, and to think differently about their role in today's marketplace. Coaches also help agents stay motivated and inspired as well as develop stronger win-win relationships that can last past the closing of a transaction.

Do you desire to develop confidence, skills, abilities and trustworthy relationships with clients? Or is it your goal to have great presentations and to make a powerful impact at every opportunity? Or perhaps you have found yourself at a plateau in your business or want to get to the next level? Or maybe you're feeling like the training in your office is not quite meeting your needs?

If any of the above is true, then a coach is probably for you.

In Part 2, we will discover what a great coach actually looks like and how we can find one.



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