

COACHING: Should I or should I not?

Part 2: How Do I Choose a Coach?

In my previous article I discussed what type of real estate broker would be a good candidate to work with a coach. Let us now examine what a good coach looks like, the type of background they should have and where to find one.

A good real estate coach is one who can help agents develop skills and implement processes that will create short- and long-term business opportunities. Coaches should have systems in place that accurately assess an agent's business on many levels and make a diagnosis of areas that need improvement. A successful coach can do this because he or she has been a top-producing agent themselves and have practiced everything that they teach. Through proper motivation and inspiration, the coach will teach his or her coachee to create and implement systems that cultivate greater long-term success.

A good coach will help an agent cut unneeded expenses on advertising and focus on the best use of available resources. He or she will show agents how to generate business through proactive, effective systems. Coachees will learn to create new business where previously none existed. Agents that are properly coached earn substantially more money than those who have not received formal coaching.

Where do you find a coach that can help you? One way is to search the Internet – look for individuals who have been top producers and have substantial experience helping agents improve their business. You can also ask the top-producing agents in your office and find out who helped them become successful.

There are many ways to find a great coach. The key is to find one who will fit your needs and help you develop a successful real estate business.

In part 3 of this series, we will take an in-depth look at what a great real estate coach can do for your business.



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