



*Creating Champions in a Changing Market*

**Buddy West**  
**Patterson Schwartz Real Estate**  
**Hockessin, Delaware**  
**BUDDYWEST@BUDDYWEST.COM**  
**302-593-9282**

Write 5 things of value \_\_\_\_\_ bring to \_\_\_\_\_.

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

Write 5 things of value \_\_\_\_\_ bring to \_\_\_\_\_.

1) \_\_\_\_\_

2) \_\_\_\_\_

3) \_\_\_\_\_

4) \_\_\_\_\_

5) \_\_\_\_\_

Prepare for a change in the market  
Understanding economics and helping agents plan.

### Notes

---

---

---

---

---

## GUNG-HO

1. Understanding your team
2. Building rapport with top producers
3. Working together "Gung-ho"
4. The internet will replace realtors
5. Agents jump when times are tough
6. Agents only want higher commission

Building Rapport  
F.O.R.D.

Once rapport is established, your chances improve dramatically.

Along with rapport comes trust.

Trust leads to control.

F\_\_\_\_\_

O\_\_\_\_\_

R\_\_\_\_\_

D\_\_\_\_\_

“Just when someone is saying how great you are is when you are the most vulnerable.”

## DECADES OF CHANGE

1970's-Mid 1980's      Dependence

1980's-Mid 1990's      Independence

1990's-Present      Interdependence

The trick is to turn common \_\_\_\_\_ into common \_\_\_\_\_.

SPIRIT OF THE SQUIRREL  
WAY OF THE BEAVER  
GIFT OF THE GOOSE

Companies that grow people grow profits.

Companies that shrink people, shrink profits.

## WAKE UP!!

Here is a survey that should open your eyes.

Gallop Poll

One million people polled

2,500 businesses

Results have a 2% error

### Conclusion:

The manager, not pay, not benefits, perks or a charismatic corporate leader was the critical player in building a strong workplace.

## MANAGERS NEED TO MANAGE

Managers are like coaches. They aren't just there when camp begins, but during the game and afterward. They nurture, encourage, goal set, train, condition, even partner to reach a combined goal and build a symbiotic relationship.

## HELP AGENTS THINK FOR THEMSELVES

Everyone is a customer.

Internal customers look for the same thing the external customers do.

Examples: Ritz Carlton, Fed X, LL Bean, Department of Motor Vehicle

## NOTES

---

---

---

---

## SYMBIOTIC RELATIONSHIPS

Companies need agents, agents need companies. What do you do to improve the quality of your agent's lives? What do the agents do to increase the value of your company?

Are they mutually exclusive?

Do you both share the same values?

If you think you are leading and no one is following, then you are just taking a walk.

**Position means nothing—Influence means everything**

Questions?

## NOTES

---

---

---

