

Council succeeds after abandoning law school



Council

When Pat Council entered the world of real estate, she gave up a life-long dream of becoming a lawyer. After observing a friend buying a home, she decided that it must be the easiest job in the world. "Why should I go through another three years of school, when this is so easy?" she thought. But Pat had a rude awakening her first day in real estate; she realized she had to search for clients and customers. After she found that first customer, she decided to stick it out. She began talking to top producers, to learn their keys to success. She also began reading everything she could get her hands on. "People want to deal with experts. And the only way to become an expert is through education," she said.

This belief that she had to obtain knowledge, is one ingredient in Pat's recipe to success. She also believes that everyone must have well defined, mapped-out goals, that we must stay in focus, and most importantly, customers and clients must always come first.

Pat enjoys looking for her customers' best interest, because she feels many people do not understand real estate. She believes a REALTOR® must take the time and explain everything that pertains to them. In fact, a few months ago, Pat walked into a deaf woman's home. Immediately, her son explained that she should be careful because his mom had already kicked out three real estate agents. Something that Pat did made this woman trust her. Trust — a commitment to quality and excellence. Trust — to convey that you will look out for your customers best interest. This is

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surrounding areas. This is just one way Pat drums up business.

When Pat needs a break from reality, she just gets in her car and drives. She doesn't always know where she is going, but she uses this time to find answers to business and life affairs. "I give it (the problem) to my subconscious and, just like that, it solves itself." But these trips is to search her subconscious; she has fun as well. "It wasn't easy to get where I am today, but I did it," said Pat. She points out that if anyone wants to survive in this business, they must have enthusiasm and get as much education as possible. "At the beginning, whenever you get a spare dollar, buy a book and read" she said. "This business is becoming too refined for any agent to take it casually. Always remember that the commission check is a guarantee, customers are not. Become an expert. But don't forget enthusiasm — it will carry you a long way. When I go to an appointment, I'm ready to sell."