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North America's Leading Real Estate
Coaching and Training Company™

"I DON'T UNDERSTAND"

By Mike Ferry

I DON'T UNDERSTAND

The truth is I don't understand why an industry as big as this industry operates the way they do. In fact the longer I'm involved in this industry, the less I seem to understand. Maybe you can help me understand some of the following:

1. I don't understand why ... People go into the real estate business when they don't have any idea what this business is all about.
2. I don't understand why ... When people come in for an interview, real estate companies do not screen them efficiently.
3. I don't understand why ... Real estate agents think that being an independent contractor gives them some great advantage.
4. I don't understand why ... Real estate companies think that having independent contactors working for them is a good idea.
5. I don't understand why ... When real estate agents are told what to do to become productive, they don't follow that advice.
6. I don't understand why ... Real estate companies don't tell real estate agents the truth about what it takes to succeed in the sales business.
7. I don't understand why ... This industry is afraid of being infiltrated by actual salespeople when the people who founded most real estate companies were hard working salespeople.
8. I don't understand why ... Most companies and agents cannot figure out what it takes to sell forty or fifty homes a year.
9. I don't understand why ... Companies allow agents to work, not list and sell homes for their first six months and then tell them that's okay.
10. I don't understand why ... Companies let agents remain in offices and then sell two or three homes a year.
11. I don't understand why ... Companies don't set higher minimum standards.

12. I don't understand why ... Companies are afraid to monitor the activities of their salespeople.
13. I don't understand why ... The industry is so afraid of 100% companies or the discount real estate companies.
14. I don't understand why ... Learning scripts and dialogues is not mandatory in this business.
15. I don't understand why ... Companies allow sales managers not to be sales managers.
16. I don't understand why ... When an agent makes the decision to sell fifty plus homes in a year, they are not enthusiastically encouraged by the broker/manager rather than discouraged and criticized for what they want to accomplish.
17. I don't understand why ... Owners are scared to death of their managers, managers are scared to death of their agents and agents are scared to death of their prospects.
18. I don't understand why ... Companies allow non-productive or negative agents to slowly pull their companies apart.
19. I don't understand why ... Real estate offices are sitting with vacant desks and the manager sits behind his or her desk and does not go out and recruit.
20. I don't understand why ... Companies keep their offices open when they lose money, month after month and year after year.
21. I don't understand why ... An agent can go to work for a company, do nothing for two to three years and yet never gets fired.
22. I don't understand why ... An industry as big as this one does not do the research necessary to find out exactly what works and what doesn't work.

Yet, at the same time has low profits, low per person production and high turnover.

23. I don't understand why ... So many policies and procedures in real estate offices are designed for non-productive people.
24. I don't understand why ... So many real estate companies are so resentful of agents who are top producers.
25. I don't understand why ... Accountability, retention, training and recruiting are not the primary functions that brokers and managers are involved in daily.

I want you to know that I do understand the frustration that you experience running your business ... and I do understand what it takes physically, mentally and emotionally for a real estate agent to build a large business.

What I don't understand is why managers get so upset when the agent goes out and wins because of what we teach and you are the one person who will win when they succeed. Why ... do you get so upset when these agents succeed at high levels?