

## **Fig. 1.3 Qualities of a Successful Real Estate Agent Associate**

### **High Personal Initiative**

- ❑ Your success depends on you being able to create programs and implement them on your own, with relatively little monitoring.

### **Tenacity**

- ❑ Only those who stick with it will win. Plan on dedicating 1 year to establishing your business.

### **Mental Toughness**

- ❑ A positive mental attitude is essential. Those who give up easily will try to influence the tenacious, mentally tough individual to give up. It takes courage to keep going in this long-term business.

### **Belief in Oneself**

- ❑ We each have to know, inside ourselves, that we are capable, that we have the talent and the tenacity to succeed and must be able to depend on ourselves.

### **Willingness to Take Direction**

- ❑ Real estate is a constantly changing field. Those who win learn new skills and apply them consistently.

### **Enthusiasm**

- ❑ A joy in doing and desire to accomplish show themselves in an enthusiastic attitude.

### **Creativity**

- ❑ In today's marketing-oriented world, an agent must be creative enough to design programs where he she stands out as valuable and different.

### **Educated and Communicative**

- ❑ Writing skills are a necessity today. Effective verbal communication is also important to success. Our customers and clients expect good communication skills.

### **Team Player**

- ❑ The preservation of office spirit and cooperation is very important. We are all more successful together.