

# A Cry for Help: Is anyone listening?

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This is an official cry for help to broker owners and managers. Please read this carefully and process...

Is everyone tired of being in an industry that clients choose us by default like the airlines? Does anyone care that clients hate us. The latest Harris Poll said 7 out of 100 people trust us. We are also ranked as the least competent profession in the country.

This is what the leadership over the past 50 years has created. Does this spark any type of feeling out there? This has happened under our watch. There are many reasons this has happened:

- Training that focuses on making money not competency and client satisfaction. We send our agents to trainers that teach how to manipulate not serve. Take a close look at the scripts and manipulations taught. How would you feel if used on you? Our clients have told us. Ninety-three percent can't stand us. But what do we continue to do? We send them to the same old guys who helped put us here. Don't you care about the buyers and sellers?
- Leaders in the industry too focused on the lasted new business model instead of the core issue...the client experience. How do I know this? Look above at the stats again. I base this on fact.
- Broker and Agent incompetency. I've asked major companies a simple question. How much company dollar have you lost in expired listings in the past month? The number one answer is...huh? Almost 50 percent of a company's listings expire. How much money is that? How about this one. When half of your listing clients are promised a result and then don't get one how do you thing they feel about your brand?

Friends, that is just a tip of the iceberg. Your agents don't know how to negotiate. They don't know how to do a CMA. They still tell sellers their marketing plans still sell homes and both agents and brokers still advertise overpriced listings. Yep, we still pay to tell the world that we are clueless.

It is time to think of the buyer and seller first. Are you ready to step up?