

Give Your Agents The Ultimate Gift

by

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As a manager or broker what is the greatest gift you can give your agents on a daily basis? What would add true value to their lives? Is it a higher split? More tools? A better looking office? The answer is no.

The greatest gift you can give your agents is your own ability to self discover. When you create a self-learning environment, you inspire people to greatness.

And it all starts with YOU.

Do you have a conscious plan that you are executing to grow yourself as a human being? Are you creating a culture that promotes your agents to look inside themselves to find the answers to their struggles?

The human experience is such a complex one. As a leader, are you supporting your agents in recognizing they have the power to change the way their mind thinks, which creates different choices, which creates a different life?

Again, it all starts with YOU.

Most people/agents are hypnotized by their environment and lack of awareness that they are responders, not creators. What about you? Your thoughts create your experience in life. What judgments do you pass? Do you assume facts that are not? Great leaders are on a constant pursuit of knowledge, understanding that what inspires are not the answers, but the questions.

It all starts with YOU.

Make a deal with yourself. Start today with an agreement to create a condition of self discovery for yourself. As you continue your relentless pursuit of knowledge, take your agents along for the ride. Create a transparency with your agents that lends itself to their own pursuit. Develop your gift intentionality. Then watch them develop their own. It's the greatest gift.

It all starts with YOU.

Rich Casto is Founder of Rich Casto & Company, The Real Estate Coaches,
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