

Attach Yourself to the Truth, Not the Commission

by

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I find it interesting where a great deal of motivation in our industry comes from. All one needs to do is look at what is continually recognized and supported in the industry - who makes the most money or who sells the most properties. I will concede that an agent's productivity is a great indicator of engagement in the business. My concern is how it is treated as the only true benchmark.

Our industry lends itself to agents becoming attached to the money. Don't get me wrong, we all deserve to earn the income we desire. How some of us earn our income is a concern.

When we are attached to any result our subconscious mind tends to manipulate the process to get that result. It is not that we are bad, just human. What may suffer are the process and sometimes ultimately the truth. Striving for results is necessary, attaching ourselves to them can be dangerous.

If we are to have a healthy attachment, let it be the truth. Attaching ourselves to telling the truth can create a business most agents could only dream of. If you can look at your clients and truthfully say, "Whether you list or buy a house is not my number one concern. My number one concern is to serve you in the process. I am not here to sell you, but to support you." The result of this will be a great income and ultimately a wonderful experience for you and all that you come into contact with.

We all know that when we are attached to the money we never have enough. We tend to be in financial distress when we are attached. Detach from the money and free yourself.

You will live a better life and your clients will become an attraction process and not a prospecting process.

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