

Noticing Without Judgment

By

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If you had to guess what would you say is the number one human need....Love? Money? Security? I truly believe the answer is quite simple...being noticed and appreciated. Most human beings just want to be accepted for who they are and appreciated for what they do. This is never more apparent then in your office right now.

I have a very simple activity for you to go through. Take your office roster and go name by name. Rank your relationship with each agent on a scale from 1 to 5. Five being the best. Anyone ranked below a three is now at risk of leaving you. As the leader in the office, you are responsible for that relationship. Is there some clean up that needs to be done? Repair work? Don't hesitate. Make it a priority to get with your ones and twos immediately.

Retention of your agents is a direct reflection of the accountable relationships you have with your agents. The true definition of accountability is NOTICING WITHOUT JUDGEMENT. Sometimes I think people confuse accountability with a consequence for improper behavior. Accountability simply means you care. You notice. You appreciate. You take the time.

As the leader, creating accountable relationships is easy. Truly listen to your agents' visions, purposes and desires. Ask your agents for them! Then all you must do is just notice if they are making them happen. The issue is not if they are getting the results they desire (this is a choice they make). The issue is if YOU are noticing (this is the choice you make).

Ever wonder why there are great agents that are loyal to companies that don't have half the stuff your office does? You have even offered them more money than they are making now, but still stay where they are? It is simple. They are in an accountable relationship with their leader and it feels good.

Create this relationship with your agents and create a culture that means something more than productivity and money. Do that and

your agents will stay loyal and start appreciating and noticing you. Which, by the way, is your number one need. Think about it.

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