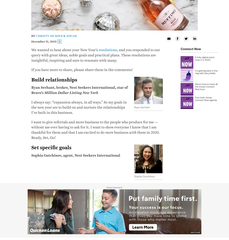
AGENT

We crowdsourced your New Year's resolutions: Here's what 30 real estate professionals told us

We reached out and you responded! Here's what you're planning in the New Year and beyond



BY: CHRISTY ROBYN & SOPHIA
December 31, 2018 | 0

We wanted to hear about your New Year's resolutions, and you responded in our query with great ideas, noble goals and practical plans. These resolutions are insightful, inspiring and sure to resonate with you.

If you have more to share, please share them in the comments!

Bold relationships

Ryan Serhant, Sneider, Next Seekers International, star of Bravo's Million Dollar Listing New York

I always say: "expansion always, in all ways." So my goals for the year are to build on and nurture the relationships I've built in this business.

I want to give referrals and more business to the people who practice for me — without me ever having to ask for it. I want to show everyone I know that I am the guy they can count on to succeed in our business with them in 2019. Really, that is it.

Set specific goals

Sophia Gutschkow, agent, Next Seekers International

Quicken Loans

Practice self care

Ashley Ordonsky, Higher Living Real Estate Founder in Southeast Michigan

My resolution for 2019 is to continue to make time daily for self-care. My business will suffer if I'm not taking care of my mind & body. After all, we're not going to be running and performing at our best if we're not taking time to take care of ourselves. One of the core values of my business is mindfulness, that I need make sure that I'm practicing it in my daily mind.

You want to be a better leader right now? Listen.

Inman Podcast: Leadership Lessons from Ryan Serhant, Doug Yang and more

Focus on affordable housing solutions

Karina Schell, Real Living Capital City associate broker in Atlanta, Georgia

As a 25 year veteran of residential real estate sales I have had great success in my business but I want to expand my reach and serve more New Year resolutions. Over the years I have improved marketing, file management systems, networking and my bottom line due to a mindful, annual process of introspection related to my business.

For this year, I have taken on the cause of affordable housing. I have been participating in the top of my attitude. I want to every day when I am not in the field working with buyers, sellers, and my sphere of influence, I want to be working on ways to help our residential real estate agents contributing solutions to the growing dilemma of affordable homes?

The system of wealth building via home ownership rests squarely on the ability to maximize price. In relationships I have with sellers my fiduciary responsibility is to help them meet their financial goals which is usually to sell for the highest price. The short story here is that I am highly biased to owner occupants and not investors and not homes that are rental affordable.

With this in mind, my 2019 New Year Resolution is to become a leader within my sphere of influence on issues of affordable homes and homelessness in our neighborhoods.

I pledge to support policy, programs and ideas that will improve the availability of safe and suitable homes for the entire community. I have spent 25 years helping my clients build wealth and reach their real estate investment goals so their trusted advisor, skilled negotiator and expert facilitator.

This year I am choosing to also use those skills to support and enact high quality affordable housing solutions in my city and my state. I know that we are changing our business practice of owner homes and has contact I am seeking to be a leader in this effort. I know I can make an impact, the impact is needed. We need more compassionate capitalism.

No great sales process sold and without making an ask, so here is my ask to my colleagues across the nation: I know that our real estate sector is in full of creative and caring agents and leaders so I ask that you all join me in this resolution. It will take all of us to make a difference on the issue of affordable housing.

Batten down the hatches

Bruce Allison, Bill Davis and Lonsery, Associate broker in Atlanta, Georgia

Bruce Allison

I expect 2019 to be a great year for Realtors. Lots of sales, great for building, and market is fairly quality stuff, display well, appraisals, and prepare for the storm ahead in 2021 and 2022.

There is a growing consensus that we have a global bear market and a bubble. Just as in 2011, we have historic low unemployment, historic high participation and a widespread belief that this time is different, and we will have endless expansion. It is a time to help owners liquidate assets and prepare for the buying opportunities coming.

Make sure team responds quickly

Nicholas Oliver, Homebuy Real Estate principal broker in New York City

Nicholas Oliver

Calling back leads within five minutes will continue to be one of the main goals for our sales teams heading into 2019. Buyers are a significantly more responsive and convert at a higher rate if they're contacted immediately after inquiring about a listing.

Consistently provide timely, relevant market information

Jay Neville, Coldwell Banker Sea Coast Advantage Sellers in Surf City, North Carolina

Jay Neville

For I'm looking at my YouTube channel of at least 12 videos that I have not posted or have not created yet in 2019. I'm thinking, Gold I need to be more consistent on blogging and posting unique content. I need to be more consistent on Facebook Live, I need to be more consistent on Instagram.

Focus on detailed business plan

Jim Armstrong, JR Real Estate Agent in Pittsburgh, Pennsylvania

Jim Armstrong

Yes sir, I'll all about developing a smart and easily executable 2019 plan to grow my business — and tracking my progress throughout the year. I'm ready to take a giant leap in competitive revenue and boosting market in the coming year.

I just completed a multi-faceted marketing plan covering the areas of website/blogging, email marketing, online profile management, social media, new listings marketing campaign, new lead conversions, networking, media relations, and community engagement. Tasks are broken down by what I need to do on a time-line setup, as well as what I'll need to do on a daily, weekly, monthly, quarterly and annual basis.

In addition, I've developed performance content for each milestone in the buyer and seller transaction process. I've also created a "Buyer Guide" and a "Seller Guide" for my marketing campaign that I'll use throughout the year.

Provide more info, conduct mindful business

Lauren Schmidt Wong, Clarkliving Compass agent in Pasadena California

Lauren Schmidt Wong

As I'm setting my goals for 2019, here are a few of my New Year's resolutions:

- Commit to doing more video in my business
- Continue to serve, not sell
- Commit to being more "green"
- Lose 10 pounds (because what is a resolution for without weight loss)

Focus on relationships

James McGrath, Co-Founder and Principal Broker of Tamara New York City

James McGrath

My New Year's Resolution for 2019 is to develop a well thought out content calendar. Over the years I have regular content sources on our blog but nothing during our first ten years. I'd admit we have been slacking over the last couple of years, and we have taken more of our time but it's worth it because

I want to create a well thought out schedule of blog posts, videos, social media posts and anything else that's worth trying to stay in front of our past, current and potential clients.

Staying in touch, and staying healthy

Lewis Friedman, Friedman Team at Compass in New York City

Lewis Friedman

2019 is the year to keep up with my social media and networking events. I also resolve to:

- Keep in touch with past buyers and sellers, and plan on spending time with them — be it drinks, dinner, or even a yoga class.
- Postcards and mailings — send me this Halloween, as a reminder.
- Attend more broker open houses to know what is coming on the market
- Eat more healthily and up my gym attendance

Embrace change

Rose Sliva, Coldwell Banker Residential Real Estate agent in Brevard County, Florida

Rose Sliva

I will center 2019 with a growth mindset. My New Year's resolutions are to be more open to change, to be more flexible, to be more Profitable, to be more Productive, and to be more value-conscious. In the podcast, we will be featuring our contractor pool and local experts to answer buyers and sellers most Google questions.

With this platform, we hope to expand our client base into new markets, including the largest buyer pool — the millennials. My family, consisting of a millennial and a Gen X, are gearing up to join The Rose Team and bring their tech savvy minds to the table.

It is important to be open to all the new technology that is emerging the real estate industry. We need to be open to change, and we need to be open to change to my target market, which is then on social media and online.

Of course, I need to create new year "rules" in the New Year and begin to delegate to our team, while continuing to learn and stay current on technology, and determine what works best for our team moving forward into the next decade. I will have a lean focus on creating new habits, moving forward and continuing change.

Stop reinventing the wheel

Travis Carroll, Oxford Property Group agent in New York City

Travis Carroll

My real estate new year's resolution is to stop trying to reinvent the wheel and just do all the basics brilliantly!

Help clients understand trends

Hall E. Willis, President, Brown Harris Stevens in New York City

Hall E. Willis

The 2020s, we will continue to focus on helping clients make the most sense they're always ready to stand ready. Whether they are thinking about buying, selling, or trading up or down, we can help them understand your value.

Maintaining personal connections

Amy Dreyer, Keller Williams agent in Upper Montclair, New Jersey

Amy Dreyer

In 2020 our goal and focus is on retaining satisfaction with our customer experience. In a world that is increasingly impersonal, our goal is to be the real estate professionals with our clients as we partner in transactions that are not only financial, but emotional as well.

With all the chatter around Amazon and its use in the real estate industry, we have always delivered good real estate business at the forefront. While keeping pace with technology and realizing its impact on real estate, our commitment is to providing our clients with the best experience possible while they are buying or selling their home.

Recognize negativity, and let go

Lynne Charles, director of the Charles Group, Aaron Kirman Group, Compass and co-author of CNBC's Living Dangerously

Lynne Charles

My resolution is to kick the "energy vampires" goodbye!

What I mean by this is do not give your energy to people who take and take and are negative, but focus more that energy on yourself in a positive way. Surround yourself with people who are positive and who are the same page you. Focus your energy on things that are working, and do not try to revive things that are not working.

I pick a personal experience with a particular person, I have been that person myself too sadness and fears, both in my personal and business life. This client taught me an important lesson. Not everybody is going to appreciate and offer and collaborate in a positive way.

When someone has negative energy, it is not something you have the power to change. Understand that, accept it, and meet importantly, move on!

Focus on big picture, volunteer more

Phillip Salem, Stylepower agent in New York City

Phillip Salem

This year is all about letting go of the small things that I shouldn't be worrying about. I'm a perfectionist and I don't sweat the small stuff. I'm a little bit of a "Type A" personality, but I'm not a control freak, because it was insignificant.

Also, doing even more work with the animal shelter I volunteer at in the city in terms of fostering, rehoming and raising money toward donations.

Schedule specific time for phone calls

Brandon Weitzner Lee, Stylepower agent in New York City

Brandon Weitzner Lee

Phone free is 5 p.m. on Monday through Friday. I will make my prospecting and nurturing calls only. I will schedule my appointments around this commitment. I, for one, is

Focus on quality, not quantity

Jessie Ashley, Douglas Elliman agent in New York City

Jessie Ashley

There are a lot of predictions circling about a spooking the real estate market and the economy. I personally don't believe it will, but I'm not a fortune teller. I'm a realtor who is a mom, a wife, a friend, leader, and heart. And as, for next year, it's not good to have the challenges into things with passion and a smile.

Winston Churchill once said, "A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty," and finally, I'm planning on finding a lot of opportunities in 2019 — difficulties or not!

Train agents to run excellent businesses, not just rack up transactions

Brian Kelleher, managing broker owner, EXIT Real Estate Partners in Downtown Green, Illinois

Brian Kelleher

It's very important that agents treat their business as a business. Unfortunately, the industry has attracted many well-intentioned organizations of Realtors, so we're building Coldwell Banker around setting goals and planning for 2019 (and setting our own meeting for new agents, how to sell/buy/run a listing or brokerage seminar) in the new year.

At EXIT Real Estate Partners, one of our New Year's Resolutions is making 500 new agreements with the Association of REALTORS Commercial Alliance or Excellence Programs. It's a certification program to elevate professionalism and knowledge in the industry. We have 100 agreements so far and we plan to have all of our agents complete it by the end of 2019.

A main focus for EXIT Real Estate Partners in 2019 is growing our agent production. Focusing on the success of our agents is the best way to do that. We also intend to work on an average of 5 million dollars sold by each agent next year.

We've always valued philanthropic work and community service. At EXIT Real Estate Partners, in the coming year we want to continue and expand our charitable work with Habitat for Humanity and various local organizations.

Strengthen decision-making skills

Samantha Ichi, Fivemade chief operating officer and agent in Toronto, Canada

Samantha Ichi

Saying "No," more often.

I have ended up my real estate business in 2019. However, I realized that I could have performed much better if I understood the art of saying "No" to impossible requests. I kept on increasing my energy on some clients who were not a fit for us.

Instead, for 2020, I have a resolution to strengthen my decision-making skills and saying "No" to such clients as early as possible. That way, I can focus on innovative ideas rather than dreaming out of energy for no-no."

Work on expanding my network

Jason Sullivan, Compass agent in New York City

Jason Sullivan

"1. Most at least one new person per day, adding contact info into my CRM. Building my network is the most important thing, and being a successful agent is to grow your network. That's, that's new contacts and more opportunities for referrals and business opportunities.

2. Hyperfocus on areas of expertise. As our industry grows and the arrow of opportunity expand, we tend to try and have a generous curriculum because we want to be a resource to our clients, serving them as best we can, no matter the area.

However, I think it's important to remember that we should always have a specialty and focus on that. Because, we can't be everything to everyone. We can be the absolute "go-to" in our area can result in more opportunities for clients to your core expertise.

3. Being a broker/owner. I have personally referred business to other brokers to other cities/towns quite a lot. Clients and friends moving for work, family, etc. In 2019, I want to make sure that while I am referring business out, I do it because of the knowledge of the broker I am referring to, I need to be that broker's broker for all referrals within the metro NYC area."

Increase both online and offline communications

Tracy McLaughlin, director of luxury estates, The Agency in Miami-Coconut, California

Tracy McLaughlin

1. To have more in-person dialogue with clients versus text and email to increase more personal communication.

2. Increase videos and content for social media.

3. Work on our taking listings where sellers are unrealistic about price.

Jack Mills, International luxury ambassador, Coldwell Banker Global Luxury, Beverly Hills, Beach Inlight

Jack Mills

"My 2020 resolution is to continue to break records and to sell a fourth property over $100 million."

Joyce Rey, global luxury specialist, Coldwell Banker Global Luxury, Beverly Hills, Beacher Inlight without listing Inlight Luxury

Joyce Rey

"My new year's resolution is the same every year, which is to be a better human being in every possible way, and that includes being kinder, more thoughtful, more generous and more fun. I'm a firm believer that if I do that, the rest will take care of itself. I'm also a firm believer that the rest will take care of itself anyway.

Valerie Fitzgerald, global luxury specialist, Coldwell Banker Global Luxury, Beverly Hills, Hop season Inlang NFS artistics

Valerie Fitzgerald

"I'm excited in 2020 to see more time and money with lead generation activities that just restore time. I'm hoping that I can have a significant dollars a month for Search Engine Optimization where the results are only meaningfully affected. And so I'm very interested in that and I want to make it work and I'm with selfsearch — the new Inlang Inspect pool. My goals for 2020 are to make Inlang Inspect work, to make it work for me and to make it work for my clients."

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Recruit more agents

Jim Psyhogios, designated managing broker, Baird & Warner in Orland Park, Illiniois

I want to share the Baird & Warner story and culture more to the agents in my marketplace. A successful agent always embraces the culture of the brokerage and remains curious and of course adaptable to change. If you love what you do the money will come.

Keep records updated, learn more, improve marketing skills, get more involved in community

Barbara Ireland, DJK residential agen, in New York City

Real estate professionals start new habits to ring in the new year:

- Take your listings to the next level. Learn to make and post your own real estate videos.
- Change up your existing listings with fresh new photos and a new listing description layout to give your listing a subtle brand. Make an effort to upgrade your listings with clear information for a consistent professional look and feel. Update your headshot.
- Make a new habit to update your client contact list weekly. Code each potential prospects with their apartment needs and lease end dates. Keep each profile updated so you can quickly send them your new listings.
- Attend the monthly community board meetings. Learning from your local community board could give you the edge with critical insight on what is happening in your key neighborhoods. It also helps expand your network.
- Learn more. Attend classes that can bring you to the next level in professional designation such as LREB (Licensed Real Estate Broker) ABR (Accredited Buyer's Representative) SRS (Seller Representative Specialist) SFR (Short Sale and Foreclosure Resource) Plan to take continuing education courses over the next two years.
- Work smarter and arrive to your appointments on time. Focus your day by scheduling each task so you don't forget a promise."

Exercise spirit of generosity everyday

William Petrick, DJK residential agent, New York

"The real estate business is driven by giving with the expectation of return. You help someone find a home or a rental with the expectation that you receive a fee for your assistance. But in this holiday season when so many give without any expectation of return, it's a nice feeling to help without getting back.

My resolve for 2020 is to spend a moment each day — a text, an email, a phone call — to offer good information or ideas to people searching the market, especially those who don't have a lot of financial resources — without it being a solicitation. Just help.

What's that look like? This month I told a couple who were desperate for an apartment (as a baby was due soon) about a way-below market apartment in a brownstone Brooklyn home offered exclusively by the owner. No agents, no brokers. They got a home — I got to feel good for a day."

Christy Murdock Edgar is a Realtor, freelance writer, coach and consultant with Writing Real Estate. She is also a Florida Realtors faculty member. Follow Writing Real Estate on Facebook, Twitter, Instagram and YouTube.

Are you ready for what the industry holds in 2020? Inman Connect New York is your key to unlocking opportunity in a changing market. At Connect you will gain insight into the future, discover new strategies and network with real estate's best and brightest to accelerate your business. Create your 2020 success story at Inman Connect New York, January 28-31, 2019.

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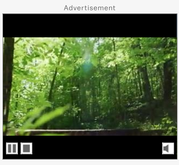

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Go with this from Steve Jobs.
https://m.youtube.com/watch?feature=youtu.be&v=jcFbGsl8DDI#
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Helen Skaleris
That was an inspiring video Roland - thank you.
Like · Reply · 19w

Roland Estrada
Helen Skaleris You're welcome. Steve as is the case for us all was not perfect but he lived his life and career with passion.

Every year I listen to a book called Insanely Simple by Ken Segall. It's a book on Apple's corporate culture of simplicity as it lives in a world of businesses mired in complexity.
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Jim Armstrong Realtor
Great article, Christy--thank you!
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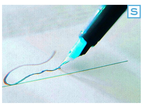

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