



# POINTERS

News to Use for Real Estate Professionals from Paul Poston Insurance

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## KEEP COOL WHEN YOU'RE HOT UNDER THE COLLAR

When someone you must work with says something that aggravates you, it's tempting to give them a piece of your mind. But blowing your top at work seldom helps anybody. Actually, it's more likely that it will hurt your chances for success. But keeping your feelings bottled up may cause you to feel like a steam boiler without a pressure release valve. You might generate unhealthy stress that could result in a big-time explosion later on.

That may sound like a Catch-22 situation. Fortunately, there are techniques to help you maintain your composure—while holding on to your integrity.

- **Write it down.** When you're hot under the collar with another person—and cannot afford to snap back at them—then write it down. Writing about your feelings does several things: first, it gives them acknowledgement and validity. It also helps you to understand the situation better. And it releases negative energy. When your anger is intense, get it captured on paper and then feed it to the shredder or rip it to pieces.
- **Step back.** Ask yourself what is really upsetting you and try to understand what might have caused the other person to act the way he or she did. It may not have been a deliberate attack, and you may be taking it way too personally.
- **Get some perspective.** Are you overreacting? Ask yourself, "How important is this?" The incident may have blown your blood pressure, but it might be only a mild case of bruised ego.
- **Talk it over with a confidant.** Express yourself by using "I" statements, such as "I feel..." instead of assigning fault or bad motives to the other person.
- **Think before you speak.** Before you lash back, before you confront the offender, and before you complain to the boss, take time to cool off. Ask yourself what you really want to accomplish. If there's nothing to be gained, then let it go and redirect your energy to productive work that will benefit you.

Sadly, we can't just turn off our feelings while on the job. But we can learn to deal with them in ways that are both healthy and professional.

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### AND I QUOTE...

"If you think you can, you can. And if you think you can't, you're right."



— Mary Kay Ash

### SHOW OR TELL?

Believe it or not, but market studies reveal that some folks just show their product without a real presentation. Are you a quick study when it comes to pointing out features and benefits of the properties you are showing to your clients? Don't ever assume something is so obvious that your client just notices it or somehow already knows about it. And do it with enthusiasm—the difference between a *Teller* and a *SELLER*! Which are you?



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**NEW REAL ESTATE COMMISSION  
RULES AFFECT INTERNET SITES**

According to Bill Kidd's syndicated "Business Notebook" column, the Texas Real Estate Commission has amended its advertising rules to include offers made using the Internet. They've included specific disclosures to be made in advertising created using electronic communications. Brokers and salespeople advertising on the Internet must see that each page of Internet advertising carries a notice that he or she is a licensed broker or agent.

**RE/MAX AGENT IS A ONE-  
WOMAN HIGH-TECH TEST MARKET**

Being in the top 100 RE/MAX agents in the U.S. has perks. *Real Times* reports that Judy McCutchin, a Collin County REALTOR®, tests new high tech goodies for companies such as Intel and Sony.

Judy is using the Jutvision service, in which homes are photographed in 3-D by Jutvision. A disk is provided to Judy, whose clients can do a virtual "walk-through" on her computer

of the homes they are interested in—without having to travel to the sites. Judy is the only REALTOR® in Texas offering the service on her web site. Jutvision recently announced that REALTOR.com will add the service to its list of agent-friendly business tools. A virtual tour of any home can be ordered for about \$99.

When manufacturers have a product they think can be marketed to field personnel or anyone who is pioneering the virtual office, they know a busy REALTOR® is a good test candidate. They offer a test model to use for a time, and Judy gives the companies feedback on user-friendliness, performance, and end results. McCutchin isn't a computer whiz. That's why she's the perfect candidate. Most people who buy technology are beginners. User-friendliness is critical to product success.

McCutchin's home office contains ten networked computers. She takes a sub-notebook computer everywhere. Judy values how these systems keep her in touch with clients and staff, but she does not see technology as a replacement for personal service. Instead, technology should improve the real estate process for clients and herself. With e-mail, a client can send her a message at 1:00 in the morning, if that's when the client has the time. Technology is an enhancing tool. With a site on the Internet, e-mail, and services like Jutvision (virtual home tours), a savvy agent can reach more people and offer more services.

Real estate can benefit from high tech advances. Anyone buying or selling a home is taking a major step and wants the process to be easy, efficient, and effective. Ultimately, the real estate business is about people—helping them to feel comfortable and positive working with you. If high tech tools can help, it makes sense to use them.

**TIP SHEET**

**"An effective organization has a purpose that is shared by all its members and to which they will willingly commit their efforts. People working together can do almost anything."**

— James L. Hayes

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## I'M GLAD YOU TOLD ME...

- **Redeem the time** — Place magazines, newsletters, or other correspondence near your phone. Next time you find yourself "on hold" for a few minutes you'll have something useful to do while waiting.
- **Password privacy** — To protect your computer and to safeguard your data, choose a password that's longer than five characters and contains a mix of letters and numerals. This makes it more difficult for someone to guess or break through it. For example, instead of using "Robin," you might choose "Redbird7." However, be careful that you avoid making the password so creative that even you can't remember it!
- **Planned mailings** — When mailing out promotional mail pieces for your business, try to schedule its arrival between Tuesday and Thursday. This way you avoid the Monday morning mail clutter and the Friday T.G.I.F. pile that will wait until "later." This way your mail has a better chance of getting your customer's or prospect's attention.
- **Fax after five** — Try saving non-urgent long distance faxing until after 5:00 p.m. The rates on long distance calls are lower, so the cost of faxing will be reduced.
- **Finger-licking good it's not** — Some doctors have suggested that the chemical toner used in photocopy machines may cause allergic reactions and burns on the tongue. They recommend that you not lick your fingertips when making, collating, or otherwise handling photocopies.
- **Seventh inning slump** — Do you experience afternoon "sinking spells"? Are you sleepy or sluggish by the time afternoon rolls around? Scientists say our minds and bodies need a rest every 90 minutes. In fact, our nightly sleep is in 90 minute alternating cycles of deeper and lighter slumber. So take a brief five-minute rest every hour and a half. Stretch, walk around the office, or walk around the room. You'll be more alert and productive the rest of the day.

Now, aren't you glad we told you!

## FOLLOWING THE LEADER

Wherever we work, whatever we do, we often find ourselves in the role of the follower. Whether part of a committee, a work team, a special task force, or your regular reporting situation, being a good follower is just as important as being a good leader.

You can be an effective follower by practicing these suggestions:

**Loyalty.** The most important skill a good follower can develop is loyalty to the leader. Work enthusiastically on your leader's behalf everyday. Demonstrate your commitment to a united cause and show that you represent your organization with the highest standards of integrity.

**Predictability.** The best followers are stable people who maintain an even-tempered disposition and offer no surprises to the people who work with them.

**Communicative.** Sharing statistics, news, and other important data with the leader and the rest of the group is another skill good followers exhibit. They ask probing questions and develop new perspectives. Great followers are also great listeners.

They're good at observing subtle nuances of the leader and group members, and acting on concerns or worries they may exhibit.

**Practicality.** Good followers come up with thoughtful, positive suggestions, and novel solutions to problems.

**Efficiency.** It's always appreciated when followers get things done quickly, with minimal cost and/or aggravation. They attend to unexpected needs and last-minute details, and lend a helpful hand wherever needed.

**Understanding.** A wise follower understands the vision of the leader, communicates it, and integrates it into daily activities. Just as important, good followers pick up where the leader leaves off, and wherever possible, complement the leader's skills and ideas.

## MONEY TALKS

"He who loses money, loses much; he who loses a friend, loses more; he who loses faith, loses all."

— Author unknown

