

**What to Do When a Listing Goes Cold in a Hot Market**  
Jeanne Taylor Abernathy shares tips. pg. 30



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# FLORIDA Realtor

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## POWER SALES MEETINGS

# CREATE MEETINGS AGENTS WANT TO ATTEND!

BY LISA A. BEACH



Ready to revamp your stagnant sales meetings? Try this tactic and jump on the opportunity to empower your agents.



**WILL LANGLEY**  
Berkshire Hathaway  
HomeServices  
Knight and Gardner  
Realty, Key West

**W**ith just under 50 real estate professionals, Berkshire Hathaway HomeServices Knight and Gardner Realty is one of the largest agencies in Key West. But, like other firms, it could attract only a handful of sales associates to sales meetings.

"We used to do monthly meetings," says Will Langley, Berkshire's co-owner and managing partner. "In slower summer months, we'd even push it off if there was nothing pressing to talk about."

Noting the lackluster attendance, Langley realized he had to offer more than just information about new listings to make the meetings worth his sales force's time.

To understand what agents wanted from meetings, Langley solicited feedback from every agent. Then, he overhauled the process. He changed the meeting content, created a structured agenda and regular schedule, and promoted meetings both verbally and via email.

Langley's sales meetings are now standing room only, with agents spilling out into the hallway. Besides increased attendance, Langley noticed improved morale, better teamwork and a 20 percent jump in productivity over last year.

### HERE'S HOW LANGLEY DID IT:

#### **Listen to your agents.**

When meeting with agents one-on-one, Langley says he quickly found one recurring theme: Agents were hungry for tools and technology that could help set them apart.

#### **Handle new listings online.**

Rather than feature agents talking about their new listings, Langley put together a weekly e-newsletter with that information. "It's efficient to get listing info out there without spending hours talking about them at a sales meeting," says Langley.

#### **Always have an agenda.**

A sales meeting isn't the time to wing it, notes Langley. Plan what you want to discuss and stick to the agenda. Cover critical issues first, so if you run out of time, nothing vital gets cut.

#### **Mix it up.**

Doing the same thing will bore attendees. Langley dishes out a blend of technology, local updates, relevant national and global issues, marketing tips and real-world solutions.

#### **Give agents what they want.**

While Langley briefly touches on technology in every sales meeting, he devotes an entire hour once a month to an in-depth technology discussion or demonstration. #

*Lisa A. Beach is an Orlando-based freelance journalist, content marketing specialist and copywriter.*

## 5 Tips to Better Sales Meetings

1. If you're not excited about your sales meeting, your agents won't be either.
2. Ask yourself, "Is what I'm talking about going to help sales associates grow their business?"
3. Share local statistics. Give a quick summary of market updates.
4. Don't spend much time on housekeeping issues. Remember, these are sales meetings, so focus discussions on helping agents sell.
5. Tap into teamwork. Ask agents to bring their challenges, such as a listing they're having a hard time selling. Then get feedback from other agents to help get that property sold.