

**5**  
**FACTORS**  
**YOU NEED IN**  
**ORDER TO BE A**  
**TOP PRODUCER**

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**BY LYNN GOR**

# Foreword

First of all, let me start off by congratulating you on your first step to great success! By getting this book, it means that you are willing to learn and improve yourself. In this book, you will receive 5 simple yet crucial points to be successful in the Real Estate Industry.

With 11 years of Real Estate experience, and after closing more than 650 deals, I have compiled and summarised the **5 Factors** (and more) that a Real Estate Agent needs to have, in order to be a consistent Top Producer. There are still way more factors, but I'll leave it at 5 first.

## **Factor One: Focus & Clear Direction**

Many a time, I have noticed that 90% of agents “run all over the place” to look for business.

For instance, when a top producer shares that it was Facebook Marketing that led them to be successful, 90% of the agents out there will flock towards Facebook, attempting to learn and adopt the platform as their main money-making tool. 2 weeks in, and another top producer shares that they have been using Instagram ads to get their business, and this cycle repeats itself.

When an agent goes through many different avenues at once, they lose focus and dilute their efforts. Honestly, I do not blame these agents, because I have seen other top producers fall victim to this vicious cycle, and we can only hold our desire, of wanting to be the best, accountable.

Using my previous sales experience, I found a direction and decided to channel my efforts into this project called Double Bay Residences. With just one condo (Double Bay Residences), I performed 266 transactions! Furthermore, 30% of the other transactions, were referrals from the clients of these 266 transactions! My downline followed my advice and was able to replicate my strategy, and found great success in Bartley Ridge!

Having said that, focus does not necessarily mean just concentrating all your efforts into one condo. It can mean focusing in a district, new launch projects, shophouses, factories, HDB estates that reached their MOP status, or even ethnic groups and nationalities! I personally know a few top producers who solely focus on targeting their own ethnic community, and how some agents work with their fellow Chinese Nationals.

So how do you get a clear direction and this focus?

By right, your manager/ team leader should assist you with setting realistic, but not self-limiting, goals to work towards your focus. However, I see that only a few of these managers are successful in guiding their agents, and this is because they themselves don't have this focus!!

The reason why they don't have focus is that their managers, too, don't have a clear direction to work towards!

So, can you see this phenomenon repeating from top to bottom? Go observe your group/ division's culture, and see if this is prevalent.

Therefore, before you can become focused, as a consistent Top Producer, you must have a clear and precise direction. Do let me know if you need my assistance, for I am just a text or call away.

## **Factor Two: Latest IT Knowledge & Tools**

Information Technology! A friend to the adept, a foe to the inexperienced. In recent years, information technology changed from what it was and have greatly impacted our lives and livelihood.

The presentation tools, the software used to analyse data, trends, figures, marketing methods and more, are completely different from a decade ago.

When I first started out, 12 years ago, the industry standard for presentation sales kits were thick binders of printed pages filed into folders. In show flats, you could see that every agent would be carrying one of their customised sales kits, and would be fervently scanning through the pages to find the slide that they want to present. In fact, I have to admit that I was amongst this group.

When the iPad first launched in 2010, I was the first few who recognized its potential and adopted it to show my presentation slides. In today's market, you can see that every other agent carries an iPad around. But if you start observing, you will notice that a large majority of agents still either use their phones or even the four-fold to present!

Also, another industry norm was agents were hanging large canvas banners, printing flyers, and heavily advertising on the Classified Section of the Straits Times newspapers.

Then, online portals soon emerged, and most of the listings transitioned to online portals such as PropertyGuru, 99.co, and SRX. Today, agents used additional methods such as advertising on Google, Facebook, 360 views of the apartment, video home tours and many more!

If you belong to the demographic that that have found some success using the methods above, well done. On the other hand, if you have not tried, or aren't successful using these digital marketing tools to get leads, perhaps it is time to do a review.

In today's market, a real estate agent would have to make use of the latest apps to produce figures and market trend graphs, in order to help you close their customers.

At the same time, an agent has to understand and be familiar with terms such as Search Engine Optimisation (SEO), Pay-Per-Click (PPC), impressions, and doing digital marketing through popular social media sites.

Most of the non-top producer agents that I have interviewed shared that they find it too difficult to adopt these new strategies, and that that they either have no one, or their managers do not teach them.

I asked my fellow Top Producer colleagues and found that many became successful because they have a strong grasp of IT knowledge, and know how to use the tools to get leads easily.

Therefore, to be a top producer, an agent must be familiar with the right IT knowledge and tool, so that they would efficiently use the right tool for the right job.

So. Are you an agent who carries an iPad around for show? Or do you actually have a dedicated sales kit, within, to present to your clients?

Want to see what I have in my iPad that I use to present? My secret is just a cup of coffee away!

## Factor Three: The Right Network

“Surround yourself  
with *only* people who  
are going to *lift you*  
**HIGHER.**”

*Oprah Winfrey*

First of all, you have to understand that in order to be successful, Real Estate has to be treated like a business, and a people's business at that. Which is why you need to think like a CEO, and like in all businesses, you need to have the right connections and be in the right circle of influence.

Most Top Producers, including myself, prefer to hang around with positive and successful people. This is because positive vibes help keep us motivated.

Take a good look at your current circle of colleagues. Do they always complain that their landlord is demanding, that their client decided to go with another agent, and their deal went bust because of “the other agent”? Or are you the person that always contributes these things at gatherings?

**Or**

Do you constantly share about something new that you've learned recently, a new app that can help presentations better, or a calculator that is simple yet effective?

If you belong to the former, I suggest a change, because that is not a trait of a Top Producer. That is why, in order to be a Top Producer, you must be in the right network of people.

This factor is related to the following Factors Four and Five. Read more and you will know why.



## Factor Four: The Right Culture

In order to be a Top Producer, an agent must be in an organisation which has and supports the right culture. What do I define as the right culture? My definition of “**The Right Culture**” is one that is sustainable, fitting and empowering.

In **PropNex** and **Powerful Negotiators**, most of our agents follow this **Sharing Culture** which instills the principle of being generous and the willingness to share with one another.

I’m sure, at this point, you will say, “Hey Lynn, my team always conduct training sessions” or “We have consistent meetings, and our boss always shares tips and news with us.”

However, in my 12 years of experience, I realized that training can only help that far. What matters most is not the number of training courses you attend, but whether there is shared amongst your circle of influence. Until today, I have not heard of any other group that can match **PropNex/PNG**’s standard of openness to sharing.

### What is PNG’s “culture of sharing”?

In PNG, we strongly follow the “**Ubuntu**” mentality. **Ubuntu** is a term, coined by the Xhosa people of Africa as: “**I am because we are**”. We, in PNG, understand that by helping others, we are actually helping ourselves. By empowering each other, we get to learn from one another and are able to climb to greater heights. Which is why the **Powerful Negotiators Group** has 4600 agents out of the 7000+ agents in **PropNex**!

Here’s a real-life scenario. Today, Top Producer division leaders, including myself, are conducting cross-division training sessions. A PNG leader would invite other leaders, with their divisions, to attend

the training session. With this collaboration in place, I am starting to see more and more newly joined agents becoming Top Producers.



Therefore, the right network and the right culture of sharing will help you become successful. Come and experience a better difference in us.

## Factor Five: The Right Leader/Mentor

The last and most important factor is, having the right **leader** and **mentor**. The right leader will constantly empower his people and care for them from a holistic point of view.

In my experience, team managers act like bosses and always treat their downlines like cogs in a machine, and focus on their sales target. These managers tend to forget to care about their downlines' family, and happiness. After a while, the downlines start to feel burned out, loss or unmotivated to continue their pursuit for results.

I have also noticed that teams that excel, have leaders that advocate frequent bonding sessions, and find ways to add value to their team members.

For instance, do you already know:

- 1) The theory behind and how to pitch "Sell 1, Buy 2" to your clients.
- 2) The Right Investment Formula with a 95% success rate, of making sure that your clients' property choice earns money.
- 3) A proper presentation flow to your potential leads.
- 4) Getting new leads online, rather than traditional practices such as door knock, roadshow, and telemarketing.

The reason why I listed these points above, is because these are the basic knowledge that almost every other PNG agent knows how to do. If you do not know how to do these, I believe that some change should be in order.

By now, you would have realised that you would need an active leader who has a proven strategy, time and commitment, and the willingness to guide you to the **Right Direction**.

## Need more Advice & Guidance?

It's simple! I'm always free for a cup of coffee! Schedule an appointment with me today, to see how I can help you transform your real estate business!



Lynn Gor  
Group Division Director