

5 Resolutions for Real Estate Professionals

New Year's resolutions featured as Old Republic's final blog post for 2016.

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Did you know that making a New Year's resolution dates back to ancient Babylon? The Babylonians celebrated their New Year in early spring, when they would resolve to start anew—paying off debts and returning borrowed farm equipment. In short, if you're among those who commit to bettering themselves each January, you're carrying on a 4,000-year-old tradition!

Of course, you're probably not hoarding any farm equipment that doesn't belong to you, so we've compiled a list of fresh ideas for real estate professionals—resolutions that just might pay off in 2015.

Become More Tech Savvy: According to a recent NAR report, 90% of homebuyers search for homes online at some point in their house hunting process. In other words, learning how to market your services online, attract leads, and connect with potential buyers and sellers is integral to your business like never before. [Lynda.com](#) offers training on software and web technology, and your local Board of REALTORS® is likely to offer workshops that teach you how to integrate technology into your real estate business.

Make Genuine Connections: When attending networking events, seek out quality conversations, rather than running around the room and offering your card to as many folks as possible. People tend to work with those they trust, and they are more likely to recommend a real estate professional who stands out as caring, competent, and genuinely interested in what they have to say.

Pick Up the Phone: Have you been finding ways to procrastinate on your marketing calls? It may not be your favorite thing to do, but if you dedicate a specific block of time each day to reach out to prospects and past clients, you will fall into a rhythm and, chances are, you'll see results!

Improve Your Listing Presentation: Does your listing presentation need a makeover? The Internet is teeming with helpful resources. [Canva](#) and [Google Slides](#) are free design tools that can help you create visually stunning and informative presentations from your laptop. [PiktoChart](#) is another option—it isn't free, but it can help you do some amazing things with data presentation, bringing numbers to life with info-graphics and charts that won't put your prospects to sleep.

Take Care of Yourself: A career in real estate can be rewarding, but it's also intense. Getting plenty of sleep, eating well, and working out on a regular basis can reduce stress and keep your brain functioning properly. Also, maintaining a healthy work-life balance can help you keep things in perspective and

remember what matters most in life. So, make a specific resolution to change at least one thing to improve your health and add balance to your life in 2017!