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Listen Up!

Ok, heads up. Here are six easy steps to becoming a better listener. There are more, for sure, but starting with these will help you a lot.

- 1.) Decide to be a better listener. That's like an attitude. You can really decide to be a good listener. It's a decision. Will everything be of interest or value to you? Maybe not, but not listening might be dangerous. So make a mental decision to listen better to those you talk with, especially if you have asked them a question and they answer. You need to LISTEN to them.
- 2.) Welcome the customer on the phone or in person; in business or at a social event. We need to make the person feel welcomed. That in turn helps make you a much better listener. Be obviously friendly when you're talking with a customer. And it's got to be sincere. Most folks can tell when you're not. So bring a welcoming phrase to the table and use it to make the customer feel as though he's a long lost friend!
- 3.) Concentrate. This is not the time for multi-tasking. And today, we can all turn to the left or right and catch someone texting and probably having an in-person conversation as well. One of these things will be in trouble. We simply cannot do two things well at once. Your concentration must be on the customer, again, in person or on the phone. Do nothing else but 'listen.'
- 4.) Keep an open mind. Why do we need to do this? I'll tell you why. There are some of us who think we know what the other person is going to say before they say it and so we interrupt or interject our comments before the customer can answer. That's not keeping an open mind. That's interrupting. Some of the time we're right and we do know what the person will say. But it's important to put your teeth in your tongue and not interrupt. By keeping an open mind you'll gain more information as well.
- 5.) Give verbal feedback. Talking with someone and not acknowledging what they're talking about is very frustrating for them; especially on the phone, because we don't even have body language to check out. So a few "I see," "That's good," "OK," "Interesting," and a few words and phrases like that help the person feel as though you're listening and listening well. In person, you have the ability to nod and smile and they can SEE your expressions. However, on the phone, we need verbal feedback. And be careful we're not saying the same word over and over. Like OK, OK, OK, OK. That's boring to both of you.
- 6.) Take notes as you talk. And yes, even in person. That's perfectly acceptable! Taking notes and letting the person know you are doing it is a sign of great interest. I do it all the time when I'm on the phone. I tell the client, "I'm taking notes so we can refer to them later and so I don't forget what you're saying." No one has ever said, "Don't do that." Most say, "Good, that's super!" Taking notes so you can refer back is a big compliment. Don't forget to do it.
By Nancy Friedman, The Telephone Doctor

WHAT DO I GET FOR MY DUES

11.) Of Special Interest to New Young Real Estate Professionals. When you're new to the industry, you need special guidance. Join the National Young Professionals Network to connect with other young, and new real estate professionals. At the Young Professional Network blog, you can talk about sales and marketing, technology, prospecting, the latest business challenges, and how to build your business. Network online at <http://ypnlounge.blogs.realtor.org> or in person at a variety of national and local events.

SALES COMPARISONS

MARCH 2010
Units sold 77
Average Sale 64,932
Total 4,999,786
MARCH 2009
Units Sold 67
Average Sale 67,966
Total 4,553,725

CENTRAL MICHIGAN ASSOCIATION OF REALTORS®

Central Dispatch

2010

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Central Michigan Association Of REALTORS® Adopts a Platoon

We are accepting donations for our adopted troops fighting overseas. Drop items off at either the Association Office or at Alma Abstract. This will be done through out the year for our Association members who have families in Iraq and Afghanistan .

Don't forget to remember our service men & women!

We are looking for the following items: gum, snacks, playing cards, board games, stationary, stamps, cash donations (to pay for postage), toiletries, assorted greeting cards (so they can give to family), pens, pencils, envelopes.

JUST FOR LAUGHS



If you think the
market is hard; try
selling this house!

NEW MEMBERS

Jade Woodcock, Coldwell Banker MPR
Jeff Buehler, Re/Max, Mt Pleasant
Steven Vargas, Century 21
Bowerman/Peake
Matt Cozzie, Hometowne Realty

ON THE MOVE

Barb Hamp, ERA Central

Upcoming Events and MeetingsAPRIL

8TH
GOLF MEETING 9AM
PUBLIC RELATIONS 1:30 PM
13TH
BOARD OF DIRECTORS 8:30AM
15TH
EQUAL OPPORTUNITY 3PM
20TH
GENERAL MEMBERSHIP
MEETING
27TH
EDUCATION COMMITTEE 9AM
29TH
ORIENTATION 10AM-3PM

DID YOU KNOW ?



REALTORS® and the Importance of the Code of Ethics And Professional Standards Procedures

All REALTORS® follow the Code of Ethics, which sets them apart from licensed sales agents, who are not members of a REALTOR® association and, therefore, do not follow the Code. The term “REALTOR®” has come to connote competency, fairness and high integrity resulting from adherence to a lofty ideal of moral conduct in business relations.

The NATIONAL ASSOCIATION OF REALTORS® has mandated that each member Board shall adopt the Code of Ethics as a part of its governing regulations. Any member Board which neglects to maintain and enforce the Code with respect to business activities of its members can be expelled from membership in the NAR.

Enforcement of the Code of Ethics also includes responsibility for ensuring that persons primarily responsible for administration and enforcement procedures have successfully completed training that meets the learning objectives and minimum criteria established by the NAR from time to time.

If the Code is applied inconsistently, it becomes arbitrary and oppressive. If it is applied without understanding, it becomes unreasonable and dogmatic. If it is used in ignorance, it becomes meaningless. If it is used inappropriately, it becomes irrelevant. If it is used without moderation, it becomes irrational.

Professional Standards procedures of member Boards must reflect substantively the approved due process policies and procedures of the Code of Ethics & Arbitration Manual in order to ensure Board entitlement to coverage by the Professional Liability Insurance Policy of the NAR in litigation involving the Board in connection with Board enforcement of the Code of Ethics.

Because the Code is a “living document,” it is necessary to update the training periodically as the Code of Ethics, itself, as well as the Code of Ethics & Arbitration Manual containing procedure, is updated on an annual basis, both by the NAR and then by the Michigan Association of REALTORS® to reflect Michigan State Law.

Leadership Emphasis – Nothing is more essential than leadership emphasis. If the President, Officers and Directors count the Code and enforcement important, the members will count it important.



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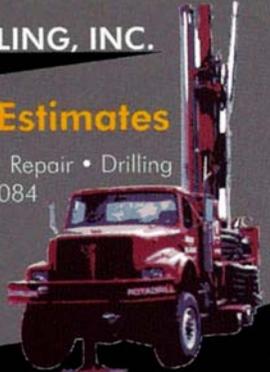
Central Michigan Association of REALTORS®
 is dedicated to serving the community by preserving private property rights and providing educational, ethical, and professional services while holding the REALTOR® to a high standard of accountability.


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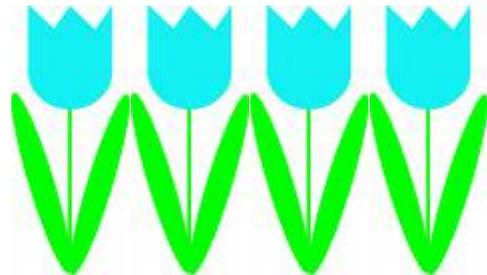
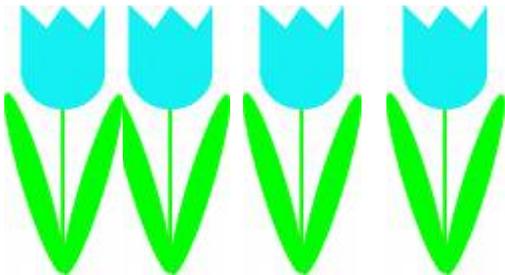
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