



GREATER FAIRFIELD CHAPTER [www.wcrgfc.org](http://www.wcrgfc.org)

Your Success Is Only As Great As Your Network

PAGE I  
April—June 2008

## From The Desk Of The President

*RuthAnne Salvatore*, President 2007

We are in this...TOGETHER!

It's impossible to venture anywhere these days, as REALTOR®'s, without being asked the million dollar question..."How's the market?" It is a top-of-mind subject for everyone whether or not they even own real estate. The media pumels us on a daily basis and the economic news is equally dismal. As real estate professionals, we continue to put in greater than full-time hours with fewer closings and less appreciation from our clients for all we do.

With such negativity around us, where do we turn? The answer is right in front of us..."**each other!**" Our fellow Realtors, mortgage & insurance brokers, attorneys, inspectors, home staging professionals and others provide us with a safe haven of support through this challenging market cycle. We understand the market and each other better than our clients and our families! That is why WCR continues to be a critical support network for us all. Our monthly business meetings focus on continued learning as well as affording us invaluable networking time with our many Realtor and affiliate members. Sure, war stories are

exchanged, but, more importantly, positive energy is shared among attendees. Connections are made which provide endless resources for the future.

The Greater Fairfield Chapter of WCR will be on summer hiatus through August. Our first fall meeting is scheduled for Weds., Sept. 10<sup>th</sup>. Please plan to join our program bringing awareness for "Realtor Safety Month". We are in this business to succeed and to continuously improve our professional skills. Allow WCR to assist you in attaining your goals!

**Have a safe and wonderful summer! See you in September!**



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## CALENDAR OF EVENTS

**September 8, 2008**  
**Breakfast Meeting**



**Realty Safety Month**  
**Safety and Security**

**Networking**

**8:45 am —9:15 am**

**Speaker & Lunch**

**9:15 am —10:45 am**

**Anthony's Lake Club**  
**Danbury, CT**

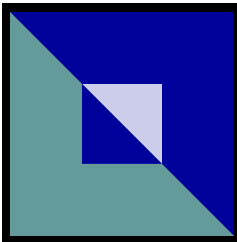
- *We are:*
- **ESTABLISHED** as a reliable source of knowledge
- **COMMITTED** to the personal and professional success of our **members**
- **TRUSTED** by professional REALTORS® for over 60 years

• *We daily strive to be...*

**STANDARD BEARERS of**

- professionalism and personal excellence
- **EDUCATORS** providing the programs that build relevant skills
- **BUSINESS BUILDERS** generating over \$100 million in commissions annually.
- The Women's Council of REALTORS®....

**WHERE IT ALL COMES TOGETHER!**



## Living By the Golden Dozen

Here's the best way I've ever found to pull the best performance out of yourself. It's an extremely simple method. Not easy; simple. First, hang copies of these twelve words where you'll see them at work, in your car, and at your home: I MUST DO THE MOST PRODUCTIVE THING POSSIBLE AT EVERY GIVEN MOMENT.

Now comes the important part: Dedicate yourself to living that declaration. It doesn't help to look at those words once in a while and think, "That's what I'm going to start doing just as soon as I can get myself together." If you really want to achieve, start living by those precious dozen words now.

Doing so requires only four steps. But let's get one thing clear: Doing the most productive thing possible means just that -- the most productive thing. Not look busy. Not get by. But doing the most productive thing possible at that given moment, no matter how distasteful, hard, or worrisome the thing might be. This often means facing up to an unpleasant task, or heading into a likely rejection. It means shooting for the top when you know you should, but are afraid to. It means preparing when you need to prepare and doing when you need to do.

That's why I say it isn't easy, and why so few people follow it. It is simple, though. Anyone can do it; you just have to want to.

Consciously repeat these four steps minute by minute until they become second nature:

(1) Tell yourself, "I must do the most productive thing possible at every given moment."

(2) Decide what the most productive thing is.

(3) Do it.

(4) When you've pushed that thing as far forward as you can right now, go back to step one, and start over.

Don't be a fanatic. Sometimes the most productive thing you can do at a given moment is to sit down with your favorite person and spend an hour watching the sun go down. Sometimes the most productive thing possible will be exercising, sleeping, or taking a well-deserved vacation. And, very often, the most productive thing you can do this minute will be the last thing you want to do right now. The edge between winners and losers cuts sharpest at this precise point.

Winners almost always do what they think is the most productive thing possible at every given moment; losers almost never do. When you look at what winners and losers actually do moment by moment, the difference between these two divisions of the human race really is that small. But the results of those small differences keep adding to each other at every given moment until they reach a critical size. Then they start multiplying.

Look at the results obtained by anyone you know who does the most productive thing possible with most of his or her moments. Then, look at the results obtained by all the people

you know who'll do what's easiest rather than what's most productive every chance they get.

You'll see an enormous difference. What's been accumulated and multiplied by many moments spent productively will be knowledge, skill, health, contacts, opportunities--and at least the beginnings of wealth. What's been accumulated and multiplied by many moments given to doing the easiest thing possible? Perhaps some debt for pleasures consumed and forgotten, some extra pounds around the middle, and some time moved from one's future to one's past creating some missed opportunities. Little or nothing of value will be retained.

We live moment by moment, not year by year. Do the most productive thing you can think of with each and every moment as you live it, and your future is assured. Do that all day every working day, and your progress will soon astound everyone who knows you. More importantly, you'll be astounded, delighted-and justifiably proud of yourself.

By: Tom Hopkins, [www.tomhopkins.com](http://www.tomhopkins.com)

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### WCR MISSION:

We are a network of successful REALTORS® empowering women to exercise their potential as entrepreneurs and industry leaders.

## Attracting and Keeping Clients

By Linda McCaffrey

“Its not how much you know it’s how you make them feel”

Do you know people that you look forward to spending time with, who you would always do a favor for or go out of your way to help? Do you have some clients that you will go the extra mile for even without being asked? I would bet it isn't because they are smarter, or more important, or more successful, or because you both went to the same college or both have golden retrievers. I'll bet it is because it is how they make you feel when you are with them. People will be attracted to you for the same reasons. You can chase prospects with “I am” statements and killer presentations or you can attract them by making them feel special, empowered, respected, appreciated, secure, relieved and most importantly, HEARD.

It has been said that people want to do business with people like themselves. I have been to many national speakers who will tell you to mirror your client; to parrot their speed of speech, their hand gestures, using the same sensory vocabulary the client uses. If they are visual to use “I see” or “I can visualize”. If they are auditory to say “I hear what you are saying”. I use the technique myself of finding commonalities. These are all good techniques but it still comes down to how you make them FEEL. Here are some suggestions to attract people to you rather than having to chase them.

When you meet someone make it seem like it is your honor to meet them not the other way around.

Smile and give good eye contact.

Use their names often. People love the sound of their own names.

Give a sincere compliment. “I’ve heard a lot about you.” “I’ve looked forward to meeting you.” “You home obviously has been loved.”

Ask questions and follow up questions. “That’s fascinating tell me MORE.”

Question...question...question. Try monitoring your conversations paying attention to the fact that twice as many sentences should end with question marks as with periods.

Do not finish peoples thought and sentences or follow their story with your story.

Take notes when appropriate. Writing is down is a sign of respect.

Hand written thank you notes for everything!!! It is a lost art and will set you apart.

Give information, contacts, introductions going forward without being asked

Be an upbeat, positive person even when you are telling them their septic has failed or their house smells like cats..

A great book for summer reading is “What Got You Here Won’t Get You There” by Jonathan Maxwell. It is all about these types of communication skills. Enjoy.



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