

The Sales Leader Myth ... you have read typical puffery from the chain real estate franchises. “*We sold 65.9% of the single family homes sales in 2000.*” “*We are the sales leaders ...*” And so on. The question that should come to mind is ... so what? What exactly do volume sales figures mean to the client trying to sell a home. The fact is that the chain franchises are in the ‘numbers game’ and agent recruitment is the name of that game. Fill an office with cubicles and as many bodies to fill them as possible. It is also a fact that sales volume and agent recruitment results are top shelf corporate priorities. But what does that mean for *your* listing? A prospect’s call from an ad or a sign is going to be fielded by one of forty agents in an office with hundreds of listings. How likely is it that the floor agent has even *seen* your home, let alone be in a position to present a coherent sales presentation.

The Experience Myth ... It is a fact that franchise real estate companies are training facilities for new licensees ... once again it’s about ‘numbers’. New licensees naturally seek the support of corporate identity and training. There are many fine salespeople in every office, of course; but in a real estate market growing ever more complicated and litigious, experience is a primary concern for any homeowner considering listing their home. Is the person representing you a ‘broker’ or simply licensed salesperson—a huge distinction?

The Brand Name Myth ... When you consider hanging a corporate logo on your home, it is important to know that all franchises are individually owned and operated; in most cases, they were local brokerages before affiliating with the franchise. A corporate identity offers few distinctions; but one might be philosophy. Part of a sales volume philosophy is focusing on ‘listing inventory’. Corporate philosophy preaches that an agent’s time management should primarily be focused on acquiring ‘new business’ (ie; more listings). Good business? At **O’Neal Brokers of Lake Tahoe**, we believe business grows through successful long-term relationships. We take the listing agreement seriously; and, in this agreement, *we* promise to apply all of *our* time, effort and money to sell our client’s property ... not just ‘drop’ the listing in MLS and move on to the next appointment. We are the largest independent real estate brokerage in North Lake Tahoe, true. In our downtown general brokerage office sits eight top producing brokers—*only eight and only brokers*— each of whom have more than 20 years experience in the Lake Tahoe real estate market. It is our goal to be *the* real estate brokerage most closely identified with Lake Tahoe. It is of no consequence to us that we do not also sell homes in North Carolina. Talk to us, you’ll be glad you did.

Michael Willette