



Elite Club

Featured Member:

Brian Luccio

Fidelity National Title – Portland, OR

1. How long have you worked in title sales? **This October will be six years**
2. How do you stay on top of your goals every month, business and personal? **It's all about my systems and processes. If it's not written down, it doesn't get completed. Many goals can't be completed with a single action so I ensure I write down and complete the specific action items in order to fulfill my overall goal.**

How many months this year have you reached your goals? **Out of the goals I have set for myself this year, I have attained success 8 out of the 8 months. I am on track to exceed my new business revenue by 25% this year.**

3. What is the #1 thing that gets you an appointment with a target? **Persistence and referrals. My ever present marketing mix allows me to stay top of mind with my prospects. Throw in a wonderful referral from another respected agent in their office, it will usually solidify the opportunity to get that 1:1 meeting with my target.**
4. How do you go after a TOP producer? **Research. I spend a fair amount of time doing research on a top producer. What their online presence looks like, how many people on their team, the ebbs and flow of their business over the past 3 years and then I start looking for holes and ways to support them where they are challenged the most. Find the pain point and reveal a solution to their problem. I can usually get a meeting if my message resonates with them and bring that value. I try to remember, they are building a brand image and that image is themselves so anything I can do to highlight and support that makes a huge difference.**
5. What weakness did you overcome while you were in coaching? **Spending too much time with the non-directing agents or agents who are time suckers that don't have enough business to warrant my time.**

How is it different as of today? **I simply say NO, more. If I can refer them to a resource or put them in my project book, they still feel the love without monopolizing my time. It's amazing what has happened when I control my schedule and am proactive vs jumping through hoops for individuals who can't help me win in my business.**

6. How do you stay motivation if business slows down? **I chase consistency. We work in an industry where the market can dictate so much of whether we succeed or fall short as a company, there is so much that is out of our hands so I focus on what I can control; The consistency of my activities, the information I share and the relationships I maintain/earn.**

What do you do to pick it back up? **I remain consistent with my activities but I increase my output in the process. Its simple math. The more calls I make, e-mails I send, meetings I engage in all while bringing**

consistent value, will yield more business but hopefully increase the amount of loyal partnerships I establish.

7. What do you do to keep a strong relationship with your team? Consistent engagement with EO's, appreciation of the entire branch team and allowing others to lead/have input in the process (shared leadership). People want to be involved and know their voices are heard. By asking and engaging in this manner, it allows people to feel connected to our company/clients –it builds trust and makes my teammates feel valued. We celebrate success and individuals when due.
8. What are some take- aways or systems that you implement from coaching that work well? The Project Book is my go to. I know who I am connecting with every day, what I am talking about with them and a strategy to help them win. The Bubble is crucial to my success. I am now able to accomplish in 4 hours what it may have taken me 8 hours before coaching. I am hyper focused on the daily activities, weekly benchmarks and not allowing stuff to come into my bubble.
9. What advice do you have for a new sales executive getting into title? This job is not about instant gratification. This role is about building relationships and bringing value to partnerships for decades to come. Be relevant, determine what you want to be known for. When I started, I wanted to be known as the foundational guy, the guy who would always return phone calls/emails in a timely manner, I may not know the answer but I was hell-bent on being able to find them the answer. The highest compliment I can receive now (outside of a new order) is when my clients/targets call me first to help with a problem, project or just need some advice on how to handle a situation. Be consistent overtime. I know this is such a buzzword but be 'authentic' and 'genuine', allow your partners to know the real you – it will build trust and that is more valuable than anything you can receive doing this job.
10. What advice do you have for someone who really wants to grow their business? What should they do every day? Find a consistent system that works for how you work. If you love getting on the phone every day, prospect and get those appointments. If you want to build your network through education, then make it happen. If you haven't' gone through coaching, then do it. If you have gone through coaching than follow what you have been taught. Be open to new ideas, share and collaborate. Be the dot connector. Follow whatever your system is EVERY DAY. I have agents ask me all the time, teach me what the top producers are doing because I want to grow. They usually don't like my answer because it's a lot of work but it's simple; you have to be willing to grind it out. Make those calls, connect with your sphere regularly, create a newsletter, have a social media program that engages with your audience, connect people with one another, pop by and show appreciation, be a collaborator, be a good listener, ask for referrals, celebrate milestones and whenever you open your mouth, be a contributor.
11. What's the highest opening or closing month (or year) you have ever had in your career? IT has to be this year – 2018.
Why do you think that was? Elite Sales Coaching and my willingness to be a good student/to be coachable.
What did you do different other than any market increase? I have been consistent with my activities and stayed true to who I Am.
12. Anything else you want to share with the Elite Club members that could help them in their business? Please share. We are all significant others, parents, siblings, daughters or sons in some regard. Remember why you do this job and what is at stake. Take time for your families, show and share your appreciation for those who support you. Remember too that we are not an island, it takes the support and alliance of escrow & title officers, sales people, admin staff, couriers and more to enable our success so be grateful and be kind. Thank you for the opportunity to share.