



Elite Club

Featured Member:

Judy Williams

- 1. How long have you worked in title sales?** I have been in Title as a Senior Title Officer for 22 years and have spent the last 8 years as an Account Executive.
What company do you work for? Chicago Title, Skagit County, Mount Vernon Washington.
- 2. How do you stay on top of your goals every month, business and personal?** As one of my Pod Groups requirements, goals are done monthly. I keep my goals, both personal and professional hanging right in front of me on the wall behind my computer I spend the most time at, right in my line of sight. Every Friday I review where I'm at for the week and what I need to be doing to stay on track. Timeblocking the next week's calendar to accomplish what I need to do. And in each Pod call every month we go over with the group where we're at, leaving room for comments or suggestions for any challenges I may be facing.
How many months this year have you reached your goals? As of June, I've reached over 90% my professional goals every month. As for my personal goals, well, let's just say I haven't exercised as much as I should. 😊😊
- 3. What is the #1 thing that gets you an appointment with a target?** When introducing myself to a target for the first time I share my prior title experience. But ultimately it is my ability to assist them in growing their own business by prospecting as well as lead capture. My favorite three tools are Chicago Agent, Corefact and of course Micro Farming.
- 4. How do you go after a TOP producer?** Consistency and visibility are key. Being in front of them regularly, and by in front of them, I mean regularly calling on them, sending them emails/texts with info. regarding their current projects. And most importantly, getting an up to date Personalized Escrow Plan. Making sure we know what they require and expect from us, and then working together with them and their team to create a seamless process between their team and my office.
- 5. What weakness did you overcome while you were in coaching?** I went from being a Title Officer to an Account Exec. I knew what I thought they did all day, but that couldn't have been farther from the truth. Coaching helped me with implementing marketing programs and staying in regular contact with my clients.
How is it different as of today? I continue to work with the Elite Club monthly accomplishing the Diamond Club Tracker is a large part of my continued success. And as I previously mentioned working in my Pod is also a great form of support, and idea sharing.

6. **How do you stay motivation if business slows down?** It's funny, not that I'm ever taking a great market for granted, but when the market is down I seem to have even more drive to slice myself a bigger piece of the market pie.

What do you do to pick it back up? Consistency and visibility, focusing on lead generation such as project book.

7. **What do you do to keep a strong relationship with your team?** In my county I have 4 escrow teams and I work with each one of them. I ask them to email me every morning the files they have closing. That gives me the opportunity to reach out to my agents and lenders and congratulate them on the file they "have closing today". That also helps me to understand what the escrow's teams desks looks like for the day. Should I expect any issues? If an agent calls me regarding their closing, I've got the knowledge of where they're at. I also have a team leader meeting once a month. It gives us a time to share our individual goals regarding targets and existing clients, etc. It creates great culture of camaraderie.
8. **What are some takes aways or systems that you implement from coaching that work well?** One of the biggest things Coach encouraged me on is taking advantage of my Title Officer back ground. With that I have created what I call my Red Light, Green Light title review. I check each title report to see how it looks. Then send an email to them and my escrow team with the "Red Light" or "Green Light" to close. If it is a red light I also share what will need to be done to clear that particular title issue. And whether it is red or green light, I thank them for the opportunity to work with them recognizing that they have a choice in Title and Escrow and I'm pleased they trusted myself and Chicago Title with their client's transaction.
9. **What advice do you have for a new sales executive getting into title?** Be a sponge. Not everyone takes to the same programs, not everyone works in the same manner. Be open to what we're all doing and then determine what direction you're going, what programs you're going to share.
10. **What advice do you have for someone who really wants to grow their business?** Consistency and visibility. I know I've already said that a couple times, but it doesn't really matter what side of the business we're in. In order for someone to trust me with their business, they have to know me and be confident that I'm going to do what I say, when I say. Having a Coach to lead me through that was and is imperative to my success.
- What should they do every day?** Prospect!! This is something you do whether you're busy or you're slow. If you wait for time to do it, you never will. Time Block is the key. Otherwise, your day will run you instead of you running your day.
11. **What's the highest opening or closing month (or year) you have ever had in your career?** My highest month was, \$229,550.00
- Why do you think that was?** Coaching has definitely helped my career and my totals. They have been steadily climbing since I've really committed to doing the work.
- What did you do different other than any market increase?** Regular prospecting: i.e. project book, meetings with targets and emerging talent.
12. **Anything else you want to share with the Elite Club members that could help them in their business?** **Please share.** I mentioned emerging talent. There are a number of people breaking onto the real estate scene. Many of them are what I've heard called Young Lions. They are making an impact. They do not have preferred closing teams yet. They're not set in their ways yet. They are out there available and have made an impact on my business and on my office. Keep those top producers in your sights, but don't overlook the rest of your territory in the process.