



Elite Club Committee Article **Elite Club #46 June 2019**

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How coaching has helped my business...

I've been in the Real Estate business almost my entire life. When I was about 10 years old, my mom had to go back to work and did so as an assistant at a Real Estate office. Working hard and learning the business from the ground up, she worked her way up to become a Real Estate Broker and eventually actually ended up purchasing the business when the owners decided to retire.

When I was 18 and fresh out of High School, I was looking for work and she recommended I apply at the local escrow company that had an opening for a receptionist. I applied for the position and got the job. That was 31 years ago (this upcoming November) and I worked my way up through the business from receptionist to Escrow Assistant, to Escrow Officer, Escrow Branch Manager, County Escrow Manager and finally Escrow Operations Manager for the State of Colorado.

Just like everyone, I had some highs and lows through my escrow career. In 2012, after 24 years in business on the escrow side, I started to feel burnt out and I had the opportunity to switch over to the sales side of our industry.

It really helped me to have the knowledge I did from my escrow experience to help me grow on the sales side, but it was not enough. After 3 years of working to grow my sales pipeline I realized I wasn't moving forward at the pace I wanted to... walking around real estate offices and making calls to prospects to "check in to see how you are doing" was not helping me hit my goals.

I had the opportunity and jumped at the chance to start in a new program Fidelity was offering - coaching. I was in the 2nd class Lisa offered and began my coaching journey in the fall of 2015.

At that time, the coaching program was quite a bit different then it is now... it took many hours (including evenings and weekends) of hard work and dedication to graduate from the program, but I not only graduated, but did so at the top of my class.

Coaching helped me learn ways to stay in touch with my clients and prospects and really start to understand that sales was so much more than just checking in to see how someone is doing or walking around an office just to be seen. I started to provide value, to truly appreciate my clients and to stand out from the competition with my prospects by providing tools to help save them time and money.

I learned to manage my time by using time blocking and my to-do list. I kept in touch with people through Project Book and social media. I looked to add value and truly help my clients grow by using our company tools and the out-of-the-box ideas I learned through coaching. It was an amazing thing to watch not only my clients grow, but to see my business soar and after 2 years of using the tools I was taught through coaching, I became #1 for Chicago Title in the sales department in Colorado for 2017.

I've stayed with coaching and have continued on my journey... I completed the Elite VIP 2.0 program in 2017 and just recently, the Revenue Disruptor. SO powerful! Using the tools I learned through the first two coaching programs and then adding to them with the Revenue Disruptor, I now feel confident to not only target your typical Real Estate Agent, but also top producers. I "Combat the NO" like a pro and practice by making calls and getting appointments with the top professionals in our industry.

The Elite Club has been such an important part of my journey and how I keep my business fresh. It helps me to continue to grow and push myself outside of my comfort zone. We are so fortunate to work for a company that not only believes in helping us succeed, but provides us the tools and systems to be able to reach our goals.

I look back over my ongoing journey in the Real Estate business and think about when my mom took that step to go back to work and how it affected my career path. I strive to be at the top of my field like she was and always look for opportunities to learn and grow... Coaching provides that. I'm so grateful to be able to call Lisa my coach and feel so lucky to be given the support and tools our company gives us to keep us growing.

I'm excited to see what the future brings!