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Learning to Let Go to Achieve our Dreams

The famous opera singer Leontyne Price, a true national treasure, said, “There are three things that can never be taken away from you: quality, achievement, and consistency.”

Only you can give them up.

What allows us to build and keep these fine attributes? What will enable us to be good or great, achieve our goals, and be consistent in our deeds and accomplishments? Time, knowledge, skill, experience, a good attitude and aptitude, and a great support team. These things make us invaluable to our clients and our potential clients.

Another applicable quote by Ms. Price: “The ultimate of being successful is the luxury of giving yourself the time to do what you want to do.”

We need the most of the thing we have the least of, which is time. Time can affect our knowledge, skill, experience, and especially our attitude. Are we spending our time doing what we do best? Are we spending our time on what we enjoy doing most? Do we have the time to build our knowledge base, expand our skill-set, build on our experience, to grow our business?

Or is it spent doing those things that we least enjoy or would be better handled by others?

What makes for a valuable agent or any professional businessperson? Time, negotiation skills, friendly outreach, clean contracts, and being compliant go a long way. A good support team can help by handling the

last three, providing us with much-needed time, and definitely by putting us in a better headspace for our own friendly outreach.

Our support team can affect how our time is spent and can help with quality and consistency and with achieving our goals. But we have to take the steps of building that team. This can include inside or outside team members that we outsource work to. We need to think through what works best for us and our businesses, as there are things to consider; do we want to train someone? Do we have to provide office space? Do we want to hire an employee or work with an independent contractor?

Some of us don't want to spend the money hiring others, and some have a hard time giving up the control, but those who do usually take off and never look back! Let's keep what we love, let go of what is holding us back.

Do you know how much your time is worth? Have you done the calculations to know your hourly rate? If not, take the time to do it now! We can hire someone to do the work that we don't have time for, don't enjoy, and can pay less than our own hourly rate to have it done, so why wouldn't we?

As we grow our business, we need to allocate the proper resources to enable us to achieve this growth. What will bring true value to us and help our business grow into our vision? Let's put our resources into knowledge and skill-building and a great support team. That will lead to having more time, a better attitude, and bring a whole lot more value to our clients! It's smarter and a lot more fun if we do what we like to do, and do best, and let others do the rest.

The wonderful word “delegate” will get us there, but we have to be willing to let go of some control. Not only is it an amazingly freeing concept, but even better when implemented!

The whole concept comes down to us finding a way to bring in people to work with who can assist in achieving our goals and vision. This will help us gain and keep those lofty attributes of quality, achievement, and consistency and take us to new heights that we have only previously imagined.

Anita Kestel is the owner and founder of My Transaction Co. She provides transaction coordination, consultation, and training for agents, brokers, and their staff. She also sits on the Howard County Association of REALTORS® Board of Directors, and is a very active member of the Maryland real estate community.