

Why do we keep doing what we do?

...when we really don't have to



Donald Teel - Founder

e-Partner®

Dear real estate professional,

After being in this business for nearly two decades, experiencing the changes that have occurred during that time and seeing what we are now capable of doing in the industry...I can't help but ask myself, "why do we keep doing what we do?"

Every week I meet new real estate professionals, owners and agents, who are incredibly frustrated about the complexity of the business and the financial return they receive. Over and over again, I keep asking myself, "Why do we keep doing what we do, especially when we don't have to?"

For example, why do we keep erecting larger-and-larger office complexes that simply create overhead that has to be paid for when we really don't have to? Why do we continue to hold on to the old policies and practices of a bygone real estate generation that have little or nothing to do with what sellers and buyers want from us when we really don't have to? Why, for crying out loud, do we keep perpetuating the myth that we need to create expensive environments where agents and employees can congregate to engage in silly practices such as office meetings, tours, coffee-drinking, donut-eating and ego-promoting when we really don't have to? Why do we create overhead that simply lowers commissions and potentially keeps agents and owners from creating individual wealth?

Why haven't we as an industry been able to adapt our business models to what consumers want and don't want? Why haven't we stopped building monuments that only appeal to the ego of people who think they control the real estate business? Why haven't we unleashed the economic power of technology to create new wealth models for agents and owners? Why haven't we been willing to let go of the industrial-age real estate models that continue to pit agents against owners in a struggle over money?

Why do we still hang on to the now defunct notion that buyers and sellers expect us to be sitting in an office waiting for them to show up, when most of the business is being conducted by real estate professionals who don't even need an office with consumers who couldn't care less? Why do most agents have two offices, the one the broker/owner pays for and the one they are paying for at home? Why in the world do we keep doing what we do when we don't have to do it anymore? I just don't get it.

Although I don't have the complete answer to the complex question about why people do what they do, I know that each e-Partner, its affiliate Brokers, business model and program empowers an agent to take control of their business, eliminate all of the nonsense associated with office overhead, policies, practices and politics and finally realize the professionalism, freedom and economic excellence they deserve. I know that as long as we continue to create unnecessary overhead that doesn't contribute to actual transactions, we will also have to control the commissions we pay agents and maintain the worn out models that were designed to guarantee us that we can pay the overhead we create.

If you are ready to break free from the pack and chart a new direction, please contact me for a confidential interview. Isn't it time for us to ask ourselves why we keep doing what we do when we don't have to?

**To Explore the Possibilities
Call Toll Free
877.380.1000**

Sincerely,

Donald S. Teel
President & CEO
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