

Don't be a Secret Agent

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[Insert the popular 60's song here.](#)

My mentor reminds me of this on a regular basis. What's the use of being in real estate (or insurance, or sales, or anything for that matter) if no one knows? You're not a super spy, you're not doing covert ops, and you're not incognito.

Be proud of what you do, carry business cards with you (and don't be afraid to give them out!), talk about the industry and provide advice (Although, I HAVE found there's a fine line between being an attention hoarder and being helpful – and not many people like attention hoarders so don't be 'that person'...)

People want "easy" and that's exactly what you do for them; you make the home buying/selling process easier. There's no reason to keep that a secret. Get out there and don't be so James Bond about it!

Now, I COULD sell you a house, but then I'd have to kill you 🍷