

BoeKnows Real Estate

Your Questions from Real Estate Buyers, Sellers, & Agents

By Patti Boe

Q. What is your advice for Buyers, Sellers, and Agents navigating these current real estate waters?

A. Balance and No Fear. These are the two essential ingredients in my life and work. I almost fell rock climbing when I was in my 20's. I then raced off-road motorcycles, flew airplanes and jumped out of airplanes though the years. Just 2 years ago, I jumped off the 630 foot Sky Tower in Auckland, New Zealand. I did all this to make sure I was still alive inside this skin bag. I know if I have no personal fear, nothing will scare me in business.

Today's chaos and tragedy is yesterday's history. Stay steady. Be flexible. Be creative. Be resourceful. As usual, nothing is new news. Throughout my professional career, no matter what field I was in, I always did business differently and always found a niche. To be effective, to stand out; just do what no one else is doing. In real estate, I learned how to do sales by learning tactics and innovation through sales methods used in consumer electronics and the high tech industry -- which are extremely competitive fields. Those folks take no prisoners. Whether you are a buyer, seller, or an agent; look at the market. Look at your competition. Look at what has sold. Look at what is still on the market. How can you get ahead of the wave? Don't do what others do. Also, don't take what people say and do personally. Sometimes people need to vent. (Remember the "The Four Agreements"). Keep an eye on the big picture. Look at world markets and trends to see around the next corner here in the Santa Cruz real estate market.

I remember reading a few years ago that Stanford Business School was experimenting with requiring their students to take an art class as the last class before entering the real business world. The art class required a new set of skills and creative thinking completely different from any other previous studies. Students were required to come up with completely new innovative (sometimes seemingly outrageous) concepts in order to out-smart the competition.

Entrepreneurs, savvy buyers and sellers, and smart agents know that success methods in one field can often be transferred to another field. There are several non real estate books I would recommend. The first is "Blue Ocean Strategy" by W. Chan Kim and Renee Mauborgne. This book tells "how to create uncontested market space and make the competition irrelevant." Another is "The Art of the Start" by Guy Kawasaki "for the time-tested, battle hardened guide for anyone starting anything." Guy was responsible for the marketing success of the Mac computer. Along with these two books, I especially recommend the "bible" of the business, "The Seven Spiritual Laws of Success" by Deepak Chopra. I use Deepak's book before I start my business day. I begin with the First Law of Success on Sunday and the next Law on Monday and so on. It's amazing how each of the 7 Laws apply to each day. No matter how many days, weeks, years occur, each will be different depending on the task at hand and the Law magically applies to each perfectly. This keeps me centered so that new information for that day can be received without distractions.

This is the balance. This is always the answer. Keep the balance. Have no fear. Each day. Each week. Each deal. We are lucky to be here in Santa Cruz. All of the foreclosures, the fires in Southern California, and the distant wars and poverty serve as a reminder as to how fortunate we are here. My advice is to be wise, thoughtful, create and share the abundance. For specific answers, comments, and more questions, please call or email me at 831-345-8040 or patti@pattibo.com. Have a safe and Happy Halloween.

Call Patti Boe 800-738-3261, See PattiBoe.com for beachfront homes, commercial and income properties

***Send Questions to Patti@PattiBoe.com**

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