

Real Estate Index™

Sample Report

25 Mar 2013



Welcome to YOUR Real Estate Index:

You are a unique individual and many aspects make up your “personality”. The foundation of **YOU** in your real estate role is made up of your values of yourself and the world around you. In this real estate profile we look specifically at your understanding and feelings about the world around you (Real Estate World View) and yourself (Real Estate Self View) from a real estate perspective. Together this will show YOU insights into **WHY** you do the things you do in real estate, **HOW** you go about doing them and **WHAT** you can do when you are fully engaged in selling real estate.

REAL ESTATE WORLD VIEW: This measures how much you understand and how you feel about the external world around you from a real estate perspective. Do you understand people and do you tend to over-value relationships, treat them situationally or manipulate them to get what you want? Do you know how to get things done as a Realtor? Do you understand the value of following the real estate plan and rules, and do you rely heavily on them in your real estate role or are you a maverick?

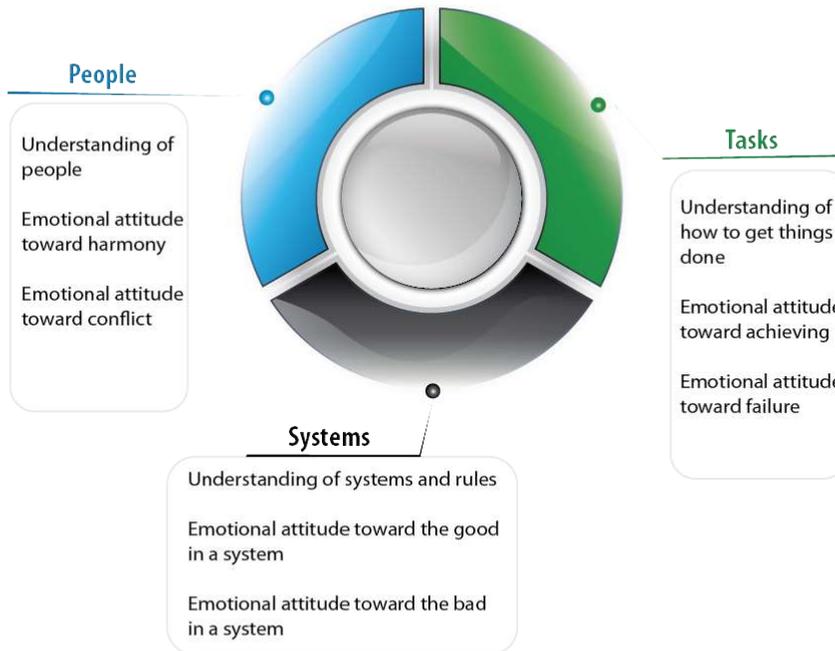
REAL ESTATE SELF VIEW: This measures how much you understand and how you feel about yourself. Do you understand where you have come from, where you are in your real estate role and where you are going in your real estate career? How do you feel about your potential to grow and develop, your current role and your direction toward the future? Are you focused on the past, the present or the future and how does that affect you today as a Realtor?

COMBINED ATTRIBUTES: These attributes are measured by combining your Real Estate World View and Real Estate Self View to get a complete picture of YOU from a real estate perspective.

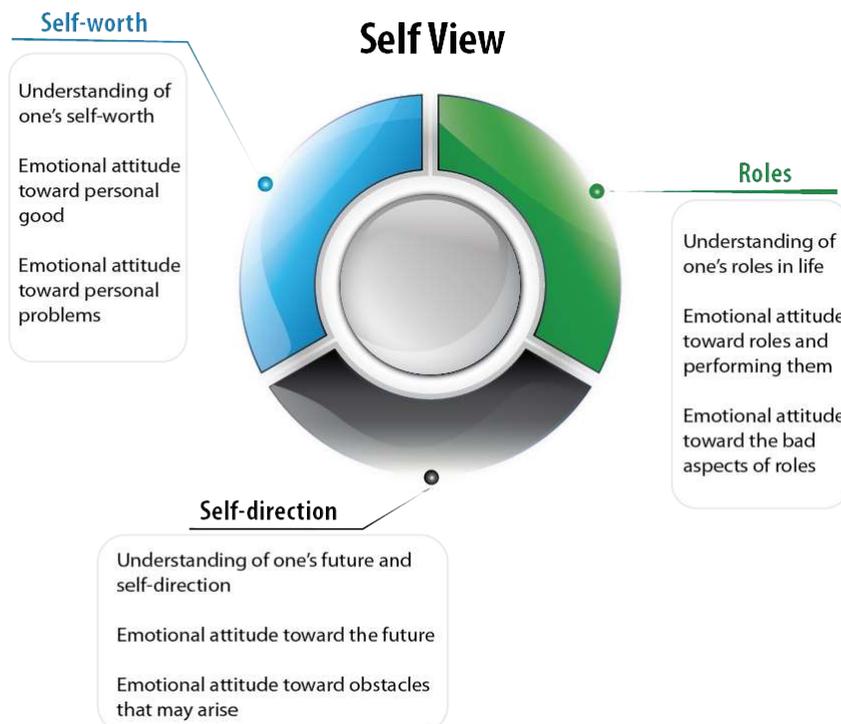


6 Cognitive Dimensions 12 Emotional Intelligence Factors

World View



Self View





Attribute	Reliability : 0.91 : 0.87	Score
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Real Estate World View

People	1. Real Estate Relationships:	6.4	Clients
	2. Attitude toward Interpersonal Harmony:	Under-Valued	
	3. Attitude toward Interpersonal Conflict:	Neutral	
Tasks	4. Real Estate Operations and Processes:	8.6	Working
	5. Attitude toward Real Estate Success:	Over-Valued	
	6. Attitude toward Real Estate Failure:	Under-Valued	
Systems	7. Real Estate Policies and Procedures:	9.4	Rules
	8. Attitude toward Compliance:	Neutral	
	9. Attitude toward Defiance:	Over-Valued	

Real Estate Self View

My Self	10. Intuitive Awareness of Self-worth in Real Estate:	7.2	Being
	11. Attitude toward Personal Potential:	Under-Valued	
	12. Attitude toward Personal Problems:	Neutral	
My Role	13. Real Estate Role Engagement:	7.6	Achieving
	14. Attitude toward Peak Performance:	Neutral	
	15. Attitude toward Performance Problems:	Under-Valued	
My Future	16. Real Estate Self-Identity and Self-direction:	7.6	Becoming
	17. Attitude toward Personal Growth:	Over-Valued	
	18. Attitude toward Personal Regression:	Over-Valued	



Attribute	Reliability : 0.91 : 0.87	Score
COMBINED		
19. Accountability for Others:		6.7
20. Concentration:		8.1
21. Conceptual Thinking:		8.2
22. Conflict Management:		6.4
23. Continuous Learning:		8.1
24. Client Focus:		7.0
25. Decision Making Ability:		7.8
26. Diplomacy and Tact:		7.6
27. Empathy toward Others:		6.1
28. Flexibility:		4.8
29. Goal Achievement:		8.5
30. Influencing Others:		6.7
31. Interpersonal Skills:		7.2
32. Intuition:		8.2
33. Objective Listening:		6.2
34. Personal Accountability:		8.0
35. Planning and Organizing:		8.2
36. Practical Problem Solving Ability:		8.6
37. Resiliency:		8.5
38. Results Orientation:		9.3
39. Self-management:		7.7
40. Self-starting Ability:		7.4
41. Teamwork:		7.7



Attribute	Reliability : 0.91 : 0.87	Score
ATTRIBUTE SCORES FROM HIGHEST TO LOWEST		
Real Estate Policies and Procedures:		9.4
Results Orientation:		9.3
Practical Problem Solving Ability:		8.6
Real Estate Operations and Processes:		8.6
Goal Achievement:		8.5
Resiliency:		8.5
Conceptual Thinking:		8.2
Intuition:		8.2
Planning and Organizing:		8.2
Concentration:		8.1
Continuous Learning:		8.1
Personal Accountability:		8.0
Decision Making Ability:		7.8
Self-management:		7.7
Teamwork:		7.7
Diplomacy and Tact:		7.6
Real Estate Role Engagement:		7.6
Real Estate Self-Identity and Self-direction:		7.6
Self-starting Ability:		7.4
Interpersonal Skills:		7.2
Intuitive Awareness of Self-worth in Real Estate:		7.2
Client Focus:		7.0
Accountability for Others:		6.7
Influencing Others:		6.7
Conflict Management:		6.4
Real Estate Relationships:		6.4
Objective Listening:		6.2
Empathy toward Others:		6.1
Flexibility:		4.8

Real Estate World View



This measures how much you understand and how you feel about the external world around you from a real estate perspective. Do you understand people and do you tend to over-value relationships, treat them situationally or manipulate them to get what you want? Do you know how to get things done as a Realtor? Do you understand the value of following the real estate plan and rules, and do you rely heavily on them in your real estate role or are you a maverick?

1. Real Estate Relationships:

How important are clients and other people in real estate to you?



This score measures your understanding of others and your mental clarity regarding the importance of clients and co-workers in any real estate sales or business effort. It measures how you generally esteem and appreciate other people. Your clarity score expresses your judgment about how high or how low you place “relationship” values within the full spectrum of Realtor sales values.

A **moderate score** indicates you have a relatively good understanding of others, and are generally perceived as empathetic, though you may not always manage your interpersonal relationships well.

Note: The next 2 attributes (with percentage scores) are relative to the value of the attribute score above (with the 10 point scale). If the number **above is in the high range**, then the attributes below are **less significant** and become more tendencies (or situational attributes) as your score above approaches a 10.

2. Attitude toward Interpersonal Harmony:

How well do you get along with others?



This score is a measure of your attitude toward effective, harmonious relations with others at work. It shows your attitude and feeling toward the positive aspects of interacting with others and the benefit others can bring to your real estate performance; it is also a measure of emotional satisfaction and fulfillment derived from your interaction with clients, co-workers and others.

An **under-valued** attitude indicates varying degrees of emotional distance from

others, which many professional Realtors purposely take to maintain objectivity and control of the showing, as well as the sales process and the close. They may focus instead on their professional interaction, thinking “I am here to persuade prospects to buy, and to make sales, not friends.”

Combined with a **high** clarity score in Real Estate Relationships, an under-valued attitude here is much less significant, and may be due to your overarching focus on sales goals and strategies or operational real estate efficiencies, while working under duress or demand to meet current sales quotas or expectations in your office.

Combined with a **low** clarity score in Real Estate Relationships, this attitude can reflect that the good in others is under-valued, taken for granted, or made less important. This could mean that you don’t care as much about customer satisfaction as you should, and you may tend to take your support or service staff for granted. You may lack sensitivity and concern for others; you may have weak listening skills, and be passive or unwilling to engage with others on a personal level. This could be due to being hurt by someone close to you, which makes you resistant or fearful of taking the risk again. However, many real estate professionals choose to take an emotional distance from clients and co-workers purposely, to better maintain objectivity and control.

3. Attitude toward Interpersonal Conflict:

How well can you handle buyer resistance or support staff mistakes?



This score measures your attitude toward interpersonal conflict and discord. It shows your attitude toward the negative aspects of interacting with clients and co-workers and the potential harm others can and often do.

A **neutral** attitude shows objectivity toward others’ deficiencies. If you have this score, you see and judge others’ faults and shortcomings realistically and clearly. Your objectivity includes the understanding that clients do defect and choose to buy from the competition at times. You also understand that sales and service people and clients are not perfect, and will make mistakes. You are clearly aware that personal criticism and blame could be counter-productive, and you generally engage others in a fair way that makes your point while preserving the relationship.

4. Real Estate Operations and Processes:

How clearly do you understand and value the cause and effect aspects of sales operations and transactions?



This dimension reflects your mental grasp of tangible, observable real estate business realities: tasks, actions, causal relations between sales efforts and results, practical sales routines,

(including highlighting the benefits of certain houses), having good and timely showings, and customizing your showings to meet clients' needs, and how they all fit together in space and time in a given situation. This score also measures your capacity to understand real estate operations and production tasks and how they relate to each other in critical processes, as well as performing the directed routines as a Realtor or real estate manager with a strong work ethic.

A **high score** indicates you know what to do and when to do it in any given real estate sales or service situation.

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5. Attitude toward Real Estate Success:

What is your attitude toward the positive processes of sales operations that lead to success?



This score reflects your attitude toward success in sales. It shows how you relate to the good, constructive aspects of the real estate sales process and measures the emotional closeness or distance you feel toward practical sales operations. This includes the degree of familiarity and involvement with clients, workflow, established company procedures, and co-workers and support staff in their functional roles.

An **over-valued** attitude indicates strong engagement and reliance on doing things right, practical efficiency, and reflects your passion and love for selling real estate and your capacity to totally immerse yourself in the sales process. You value a competent service or support staff, and you tend to be a hands-on "doer" with a strong work ethic. You are competitive, skillful, enthusiastic and persuasive in your showings and sales presentations, know how to highlight the features and benefits of a home, and value recognition and fair compensation for your sales achievements. This attitude may also indicate you have an overactive sales conscience with excessive emphasis on meeting or exceeding quotas or beating the competition.

6. Attitude toward Real Estate Failure:

What is your attitude when business does not go as planned?



This score reflects your attitude toward real estate problems, missed appointments or showings, and failure. It shows how you relate to the negative as well as disruptive and potentially destructive aspects of real estate operations.

An **under-valued** attitude shows that you judge “bad” or deficient real estate processes as less bad than they really are, indicating that you may ignore or accept problems that lead to failure. In your mind, putting off paperwork, transaction errors, losing sales, missed appointments, poor showings, incompetent service and support personnel, etc. are all part of routine real estate operations and are to be accepted as such.

Combined with a **high** clarity score in Real Estate Operations and Processes, this could mean you prefer to avoid conflict situations, and if your attitude is over-valued in Attitude toward Real Estate Success and under-valued here, this is a strong indicator that you have an optimistic versus pessimistic attitude. Your focus is on making real estate showings and sales in a positive, enthusiastic way as opposed to a “mistake or problem-avoidance” focus.

Combined with a **low** clarity score in Real Estate Operations and Processes, this attitude indicates you may feel reluctant to fully engage yourself in sales operations, or you are in the habit of overlooking or making errors that could cost the whole company, including poor showings, too many sales losses due to missed appointments, or fraudulent real estate practices, which should be addressed and resolved immediately versus tolerated. This presents a challenge for owners and managers, who need to practice consistent follow-up until you get in the habit of paying closer attention to the details that could lead to these types of problems.

7. Real Estate Policies and Procedures:

How well do you understand discipline and the demands of working in real estate?



This dimension is about “what’s what” in the world of real estate, in terms of how the business is organized with a chain of command, policies, prospecting, strategic plans, knowledge of the housing market, and established sales procedures. It involves standards, principles, quotas, organization, rules, and all elements establishing discipline, structure, and order to best manage your real estate work in a sales context.

A **high score** indicates conscientiousness and understanding of rules, policies, and expert knowledge of the real estate market, as well as productive relations with authority figures, such as managers, owners and designated regulatory entities (e.g. laws applying to real estate sales and closings). You are a Realtor who has developed sales strategies that work in the sense of planning your work and working your plan in a way that organizes your listing, showing, and selling process, making it efficient and effective. You understand the importance of knowing all the housing market information, presenting yourself as an authority, and qualifying leads or prospects to make best use of your available time.

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above approaches a 10.

8. Attitude toward Compliance:

How disciplined are you with respect to real estate requirements and laws?



This score measures your attitude toward the benefits of managing your real estate work or territory, and defining your real estate strategy, as well as your prospecting efforts and the discipline required to be effective in sales. This score reflects your attitude about your planning, organizational and fiduciary responsibilities, as well as thorough knowledge of the housing market and experience learned by coping with systematic real estate organization through planning for holistic sales needs.

A **neutral** attitude toward the beneficial aspects of managing real estate sales shows realism and objectivity toward the “good” in systems, standards, strategic sales and marketing plans, as well as established company policies and proven real estate strategies, which you tend to use as guidelines in your sales work; you demonstrate a two-way communication style centered on genuine willingness to cooperate with authority figures, like sales managers and regulatory entities, but will also express your own opinion if you think they are off track.

9. Attitude toward Defiance:

To what extent do you accept or reject real estate rules or laws?



This score measures your attitude toward disorganization and deficiencies and incompetence in real estate management that could result in errors and mistakes or missed sales opportunities.

An **over-valued** attitude toward “bad” or incompetent management in real estate reflects your tendency to magnify “organizational mistakes” or lack of system and structure, making them even worse than they really are. You refuse to tolerate misleading information or improper financial planning – which could lead to loss of profits or even bankruptcy, and you are willing to directly address these kinds of errors. This attitude indicates you are vigilant about maintaining an effective real estate strategy and an efficient prospecting system. You do your best to complete paperwork requirements and avoid giving out any information to your clients or prospects that could be misleading, or misunderstood. You may be quite critical of others who “cheat” or break the rules, as well as sales managers and sales people who may not live up to reasonable performance expectations. You are also willing to point out organizational and systems deficiencies, as well as things that are beyond your control, such as a decline in the market.

Real Estate Self View



This measures how much you understand and how you feel about yourself. Do you understand where you have come from, where you are in your real estate role and where you are going in your real estate career? How do you feel about your potential to grow and develop, your current role and your direction toward the future? Are you focused on the past, the present or the future and how does that affect you today as a Realtor?

10. Intuitive Awareness of Self-worth in Real Estate:

How well do you understand the value you bring to real estate as a unique individual?



This score measures your intuitive sense of self-worth, an awareness of your “being there” - apart from what you can do or achieve.

A **high score** indicates a strong, clear understanding of the self-worth you have as an irreplaceable human being - an awareness of your unique and authentic self (who you are), without defining yourself through what you can do in your roles or achieve in your lifetime. A high score indicates you have faith in yourself and your real estate potential, and understand your strengths and weaknesses very well. You enjoy being your authentic self and feel your life has definite purpose, which makes you excited about your life in general.

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11. Attitude toward Personal Potential:

Do you have the inner desire to improve and get better through drawing out your potential?



This score reflects your emotional orientation toward your inner potential and the degree to which you desire to tap into your undeveloped potential in real estate and bring it into reality for greater social and professional success. It is a measure of the quality of your internal motivation.

An **under-valued** attitude indicates you agree you have a lot of undeveloped

potential within and you desire to more fully develop and apply your talents.

Combined with a **high** clarity score in Intuitive Awareness of Self-worth in Real Estate, this attitude is less significant, but it still implies that you have a strong desire for further improvement, and don't feel you have arrived yet.

Combined with a **moderate** or **low** clarity score in Awareness of Self-worth in Real Estate, this attitude indicates varying levels of dissatisfaction with yourself; you may enjoy being yourself, but you may not feel totally at home in real estate, or feel that selling brings out your best. This may result in varying levels of discomfort in the real estate context, but it also tends to fuel the fire within to improve yourself and increases your potential for success.

12. Attitude toward Personal Problems:

What is your attitude concerning personal problems?



This score reflects your orientation toward personal problems or obstacles that may stand in your way to achieving real estate success.

A **neutral** attitude indicates an objective and realistic awareness of any personal problems or shortcomings you may have, and the likelihood that you are doing what you can to overcome or resolve these problems.

13. Real Estate Role Engagement:

Do you feel your talents are being fully utilized within your current real estate role?



This score measures your ability to achieve and maintain the harmonious integration of your personal and real estate roles. It indicates the degree to which you are getting personal fulfillment and a sense of personal achievement from your role as a Realtor as well as your identification with your various roles in life.

A **high score** indicates that you love what you do for a living and identify strongly with your professional real estate role. You have achieved a strong sense of role harmony, and you are not experiencing any conflict between your work-role and your personal life. You tend to fully engage yourself in the realty job or position you currently have and you try to be fully present to each task or role responsibility as you are doing it. This indicates you are highly success oriented and you tend to handle your workload well.

Note: The next 2 attributes (with percentage scores) are relative to the value of the attribute score above (with the 10 point scale). If the number **above is in the high range**, then the attributes below are **less significant** and become more tendencies (or situational attributes) as your score

above approaches a 10.

14. Attitude toward Peak Performance:

How well do you perform in your current real estate job?



This score reflects your attitude toward professional success as a Realtor, and the degree to which you enjoy your sales role, as well as your other responsibilities in the sense of consistently working toward your professional goals.

A **neutral** score indicates an objective, balanced view of your role as a Realtor, and a clear understanding of why you are engaged in your current position. You have a realistic attitude toward realty role involvement and success, and you tend to see the pros and cons of your current job equally well. You are good at showing and selling real estate, and believe that well-defined goals improve your performance.

15. Attitude toward Performance Problems:

How do you respond when problems arise or things go wrong?



This score reflects your attitude toward problems or deficiencies in your real estate performance, working conditions, work ethic, professional sales readiness and engaged participation, which can and often do lead to failure.

An **under-valued** attitude indicates you do not see many, if any, problems or obstacles to maintaining Realtor readiness and a strong, productive professional life. You do not feel that your work is disorganized or that you are unable to handle the demands of real estate work. Instead, you are proud of your performance, and you feel you have good work habits and a strong work ethic; you feel you are doing the very best you can.

16. Real Estate Self-Identity and Self-direction:

How clearly do you identify with your specific profession, job or career in real estate?



This score measures the clarity of your self-identity in terms of your specific real estate profession or career, and your mental understanding of the planning and discipline necessary to best organize your work as a Realtor, your life and prepare for the future.

A **high score** indicates you feel a strong sense of direction in your life and real estate career; you have a clear, strong and mature self-image in terms of making real estate sales. You believe you

are a born closer and have a high level of self-identify with sales work. You understand productive work principles and you have definite plans, clear performance goals, as well as the discipline to forge ahead to your targeted destination.

Note: The next 2 attributes (with percentage scores) are relative to the value of the attribute score above (with the 10 point scale). If the number **above is in the high range**, then the attributes below are **less significant** and become more tendencies (or situational attributes) as your score above approaches a 10.

17. Attitude toward Personal Growth:

Are you headed for greater success in real estate?



This score reflects your attitude about your positive aspirations and real estate career goals for the future.

An **over-valued** attitude indicates you have a high level of drive, ambition and discipline, which generally leads to real estate success.

Combined with a **high** clarity score in Real Estate Self-Identity and Self-direction, you are clear about your goals and aspirations, as well as committed to your career as a Realtor; your consistent efforts and strong planning and self-discipline virtually guarantee you will achieve your future sales goals. Achieving is everything to you, you believe you're a natural closer and a winner in real estate, and you clearly possess the mental toughness, energy, ambition, and persistence necessary for long-term career success.

Combined with a **low** clarity score in Real Estate Self-Identity and Self-direction, an over-valued attitude here indicates that although you work hard, and over-value working toward your goals, you may not be very clear about what those future goals are or should be. You may believe and project to others that you are a born Realtor (or would like to be), and you may have some plans for your future that are definite in your mind, but they may not be very realistic, objective, or achievable. You express optimism about your future in real estate, but your sense of optimism is not sufficiently clear or well-defined. To stop spinning your wheels without having a definite destination, you could most benefit from clarifying your realty goals to ensure that they are realistic. Then you will have a definite and achievable target to help you more effectively channel your energy, time, and talents, enabling you to bring your desired future into reality.

18. Attitude toward Personal Regression:

How do you handle potential personal failures?



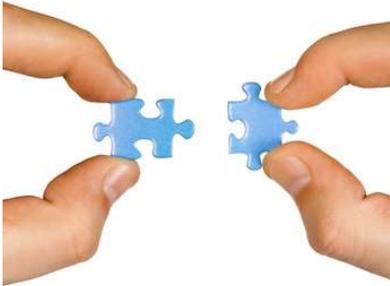
This score indicates your attitude towards barriers, difficulties and loss of direction on the road to success in your real estate career and life.

An **over-valued** attitude indicates indicates you may feel it is very difficult to get ahead or reach higher levels of real estate success. You may have unrealistic expectations that are not being fulfilled, or you may even fear what the future will bring.

Combined with a **high** clarity score in Real Estate Self-identity and Self-direction, this attitude becomes less significant; the problems you may be currently experiencing are likely inherent in your current real estate role, and should be temporary or situational. You should be able to resolve them quickly and get back on the success track.

Combined with a **low** score in Real Estate Self-identity and Self-direction, you may feel a loss of power or control over your destiny, making it difficult to overcome the barriers and obstacles standing in your way to real estate success, which are currently magnified in your mind. If you have problems with time management, or feel unable to keep up with your work requirements; if you feel you make a lot of mistakes, or that you are a failure in real estate, this can have a negative impact on planning your future, and make you feel fearful, confused, and drain your energy and ambition. This is a strong indication that you could benefit from working with your manager, a mentor or coach to get back on the right path that will give your life in real estate direction and more positive meaning.

Combined View



These attributes are measured by combining your Real Estate World View and Real Estate Self View to get a complete picture of YOU from a real estate perspective.

19. Accountability for Others:

Do you take responsibility for the actions of others?



This score measures the degree to which a person will take responsibility for the actions of others. One who is accountable for other people will say “the buck stops here” for all errors, omissions, or poor performance in real estate.

A **moderate score** indicates you are willing to take responsibility for the actions of others close to you most of the time, but you may occasionally lay blame when you feel things are out of your control. You may also feel you are responsible for the outcome of too many people, tasks or projects to manage them all equally.

20. Concentration:

How well can you maintain focus throughout a given real estate process?



This is the measure of your ability to focus full attention on the task at hand.

A **high** score indicates you are not easily distracted; you are one who works with intensity. A high score also indicates you focus well – you do not like to be disturbed or interrupted.

21. Conceptual Thinking:

How well are you able to visualize a plan or model conceptually from start to finish?



This score measures how well a person can mentally envision a big picture (comprehensive, long-

range real estate plans or goals), or visualize real estate models, methodologies or processes. It includes the capacity to identify, evaluate and allocate resources that will be needed to implement and achieve the specific plans or long-range goals, while accurately visualizing the potential results.

A **high score** indicates you definitely have the capacity to mentally envision models, methodologies, and processes, as well as the execution of a long-range real estate plan or projection. You also tend to make accurate predictions concerning the potential results.

22. Conflict Management:

How well do you manage conflict in real estate?



This score measures the capacity to identify and resolve differences of opinion, disagreements, contention and opposition, through making the adjustments necessary to bring them into accord. Conflict management includes gathering relevant information through appropriate questioning and listening. Then ensuring each party fully understands the other's views, in an open and candid manner. This entails presenting well-documented, relevant data, and options for reaching the best resolution with personal conviction to gain consensus with real estate clients or support staff.

A **moderate score** indicates that most of the time, you are capable of addressing conflict situations effectively. You generally are able to diffuse the tension of conflict, listen effectively to the issues, and reach a mutually beneficial agreement to work through the issues at hand, while maintaining a good professional working relationship. However, there are times and situations when this is more difficult for you than others. This may be especially true when the conflict centers around you or your real estate vision, versus between other individuals on the team.

23. Continuous Learning:

How motivated are you to keep learning?



This score measures the degree of a person's desire and motivation to consistently learn more.

A **high score** indicates you have a passion for knowledge in general, and you enjoy learning new skills as well. You like to keep up with what is happening in the world (news), as well as innovations in your industry or the real estate profession, and take advantage of continuing education courses or training opportunities.

24. Client Focus:

How well do you focus on your real estate clients and their needs?



This score measures the strength of a person's focus on, and engagement with clients.

A **high score** indicates you are a Realtor who is highly sensitive to client needs and desires. You are good at building trust and personal rapport, listen well, and do your best to fulfill client expectations and ensure they are satisfied. This generally results in repeat business and referrals.

25. Decision Making Ability:

How well do you make decisions in real estate?



This score measures the ability to make consistently sound, accurate, and timely decisions in your work role.

A **high score** indicates that you can effectively make real estate decisions that are consistently appropriate, productive, and efficient. This enables you to work "smarter" and respond better to the needs of your clients, teammates and managers.

26. Diplomacy and Tact:

Do you maintain poise under real estate pressure and promote cooperation and understanding?



This score measures a person's sensitivity to others and appreciation of their feelings. It also focuses on the sensibility and tact it takes to promote cooperation and understanding on all sides, without causing conflict.

A **high score** indicates you have developed a keen sense of what to do or say in difficult or delicate situations, to maintain good relations with others and avoid offending them. You tend to create a good impression when meeting prospects, are socially adept, and maintain poise even under the stress of potentially embarrassing, or volatile situations. If you are called upon to criticize or correct someone, you do your best to raise receptivity and keep the interaction constructive.

27. Empathy toward Others:

Do you understand and empathize with people?



This score measures a person's capacity and capability for managing interpersonal relationships in a sensitive manner, with care, appreciation and respect for the other person and their thoughts,

feelings, and point of view.

A **moderate score** indicates you are able to understand and empathize with other people most of the time, with genuine sensitivity to their needs and desires. However, there may be times when you do not feel like you can relate to a client's (or another person's) issues, or when you have to focus more on the organization's needs, rules, or processes.

28. Flexibility:

How adaptable are you in real estate?



This score measures a person's capacity to adapt easily to different types of people, new situations and changing real estate environments.

A **low score** indicates you tend to be rigid or obstinate in your thinking and approach to life. You may have difficulty compromising or entertaining new thoughts, ideas, and ways of doing things in real estate which are different from your past conditioning. This can make it hard for you to be versatile, and adapt well to change.

29. Goal Achievement:

How well do you focus on achieving your real estate goals?



This score measures the capacity to concentrate one's full attention on the project or goal(s) at hand. It calls for unwaveringly staying on target, in spite of potential difficulties or distractions, until the project or goal is achieved. This requires clarity and dedication to the goal itself, as well as personal commitment and discipline.

A **high score** indicates you have the ability to stay focused and on track when engaged in achieving your real estate goals. You always keep the goal(s) before you, while ignoring potential problems or interruptions. You stick with it, are resourceful, and strive to hit your numbers, come what may.

30. Influencing Others:

Are you able to influence people to make the real estate sale?



This score measures the capacity to convincingly present one's position, opinions, feelings, or views to others in such a way that they will listen, and say yes to the sale. This usually requires good sales intuition, listening and communication skills, asking the right questions, appealing to another's feelings, sense of reason or pain point, while trying to demonstrate or prove that

something is true, credible, essential, commendable, or worthy of doing buying or owning.

A **moderate score** indicates that you have a moderate level of sensitivity when it comes to listening and understanding others' views, concerns, potential objections, and defenses. Most of the time, you will respond to them effectively to positively influence their minds, and opinions to say yes and buy.

31. Interpersonal Skills:

Do you have the skills to effectively communicate with others?



This score measures your ability to interact well with others through your sensitivity and understanding of interpersonal relationships and team dynamics, coupled with your ability to effectively communicate with others, while maintaining your emotional control (even during times of pressure and stress in real estate).

A **high score** indicates you have natural or outstanding talent in this area. You feel comfortable interacting with others and put them at ease, because you are personally, professionally, and socially adept, with excellent listening and communication skills. You know how to relate to people, and can adapt well to virtually anyone.

32. Intuition:

How well can you “feel into the situation” and process without needing to think or have all the facts about it?



This is the capacity to sense the most important aspects of complex real estate situations and problems, with the ability to take appropriate action when all the facts are not available.

A **high score** indicates you can make accurate intuitive decisions. You have the ability to “shoot well from the hip” – a few important elements are enough for you to work with. You can feel into the core of real estate situations without knowing or analyzing all the facts and take the right action.

33. Objective Listening:

Are you able to listen to what is being said and evaluate it in an objective manner?



This is the capacity to objectively listen, understand, and accurately interpret what someone else is saying. Listening requires focusing one's full attention on the other person and hearing not only the content of what is being said, but also discerning the other person's feelings and motives for what they are saying. Personal opinions and mental criticisms must be withheld while listening to objectively evaluate what was said.

A **moderate score** indicates you have achieved a relatively good level of objective listening. You generally interpret what you are hearing accurately and objectively, and you pay attention not only to content, but to how the other person feels as well. You may occasionally be influenced by your own bias, personal situation, or other things going on around you. If you have a strong opinion on a subject or time constraints, you may not be fully engaged in listening, or you may become argumentative. This could have a negative impact on focusing your full attention on what someone else is saying.

34. Personal Accountability:

Do you take personal responsibility for your actions?



This score measures a person's capacity to take responsibility for their own actions, conduct, obligations, and decisions and the consequences thereof. This requires an internal willingness to be answerable for oneself and one's actions, without shifting focus or blame on anything or anyone else.

A **high score** indicates you will take personal responsibility for successes as well as failures, with no excuses. You are willing to stand behind your real estate actions and decisions. If you have made an error, your focus will be on correcting that error and moving ahead.

35. Planning and Organizing:

Are you able to envision the future and plan accordingly?



This score measures the capacity to see the big picture and envision a different, better future as well as the ability to forge clear, realistic plans to bring this picture of the future into the present.

A **high score** indicates you are able to clearly "see into the future" as if it were in the present. Then, you see exactly how to make this futuristic picture real and actual by establishing clear goals to fulfill your vision for your real estate success.

36. Practical Problem Solving Ability:

How well are you able to solve routine real estate problems in a practical manner?



This score measures the ability to understand a real estate problem or problem situation, and solve it. This requires the ability to identify exactly what needs to be done to actually resolve the problem, which can range from solving a client complaint to an organization-wide issue.

A **high score** indicates you are able to understand and interpret the problem at hand in all its aspects. You have the mental capacity and experience to dissect the problem, discern the essential aspects of it, identify the best option for problem resolution, given available resources, and then apply this knowledge to solve the real estate issue.

37. Resiliency:

How resilient and persistent are you?



This score measures the capacity to steadily pursue any project or goal that a person is committed to, in spite of difficulties, opposition or discouragement. This requires inner strength, perseverance and determination to stay on course in the face of adversity, regardless of problems or obstacles.

A **high score** indicates you have a strong capacity to stay focused, motivated and committed to see the project through, or to achieve the real estate goal you are working toward. You have the inner strength, drive and determination it takes to stay on course and bounce back, no matter what circumstances may occur.

38. Results Orientation:

How focused are you on real estate results?



This score measures the capacity to clearly and objectively understand and implement all variables necessary to obtain defined or desired real estate results, including specific people/talents, work processes, speed, or whatever it takes to get the job done. This is generally demonstrated by the ability to complete work tasks efficiently, meeting deadlines, performance goals, or quotas as expected.

A **high score** indicates you tend to be efficient and productive in organizing your tasks toward achieving results. For you, reaching the destination is much more important than enjoying the journey. You may be highly driven or demanding, if you consider the results much more important than the process or people necessary to achieve it.

39. Self-management:

Are you able to manage and organize yourself effectively?



This score measures a person's identity with their real estate job or career plus their clarity of self-organization in terms of a well-defined self-image and clear personal expectations. The combination of career involvement and self-organization reveals how people manage themselves. This requires role responsibility, personal accountability, and goal clarity, as well as self-discipline,

organization, and a personal commitment to live and work up to one's self-imposed standards.

A **high score** indicates you are very good at managing and organizing yourself, and you are also a good role model for others. You are clear and definite about your role as a Realtor, and you have the necessary discipline to focus your abilities, time, and energy on achieving your future goals. You tend to take responsibility and are accountable for results, because you are good at planning your work and working your plan.

40. Self-starting Ability:

Are you motivated to jump right in and get going?



This score measures a person's sense of urgency in linking a desired future outcome to the present. If a person has the desire to achieve a future goal, this score reveals the degree to which they feel compelled to bring it about as soon as possible. Once the real estate goal has been defined, or the plan has been created, self-starters do not need additional motivation or prodding to get going. They have the necessary internal motivation and the drive to get to work.

A **high score** indicates you feel compelled to "get started now" in working toward your immediate goal or, in general, towards your envisioned, better future. You are self-reliant and demonstrate strong personal initiative and motivation to start working. People with this capacity do not need anyone else or external factors to motivate them. Your strong sense of self-motivation and drive indicates you also have the ability to lead others; you are the one who gets the mission off the ground and keeps it going forward.

41. Teamwork:

Are you focused on all aspects of real estate teamwork?



This score measures a person's attitude toward the cooperative aspects of working closely with others, and being a contributing real estate team member. There is no "I" in team, and good teamwork consists of surrendering, or subordinating one's personal prominence as an individual or employee, to the efficiency of the whole, ensuring that the team functions as a collaborative harmonious unit to successfully achieve a mutual goal.

A **high score** indicates you find it easy to relate to, work with, and share well with others, as opposed to being a maverick, the "star" producer, or keeping power and control to yourself. You feel comfortable being a real estate team member and demonstrate a willingness to do your part to achieve the real estate goals of the organization. You believe "together, we can achieve more."



Profile Notes: