

FINISH STRONG



by President Jeanne Vogt



It's that time! It's the FALL SEASON! What does that mean to a REALTOR®? It signals that we are coming around the curve on the racetrack of this year with the finish line in sight! It's time to LEVELUP and time to FINISH STRONG!

Whether you are a seasoned REALTOR® or an agent in your first year, this final lap needs to be INTENTIONAL. It needs to be SUCCESSFUL, and it needs to be STRATEGIC!

Each year brings on circumstances of its own, but one strategy remains paramount: STAY ENGAGED. Many agents have records that indicate their strongest quarter has been the fourth quarter of the year. The season where Fall turns to Winter. This year turns to next year. The clock starts over.

HOW DO YOU STAY ENGAGED when you are tempted to put it into neutral or idle?

- Take a class!
- AMP up your marketing.
- Network with other agents.
- Intentionally set goals and strategically accomplish them!

Remember, the title companies do not shut down at the end of the year and you shouldn't either! Deals are still being made, so make a deal!

Fall is a great time to remind your sphere of influence that you are in business, and you want their business!

What strategic marketing move will get your face in front of the people you want to work with? Personal connections are always the best and certainly fit the budget!

If you want to finish strong in this last lap of 2021, be determined to kick in the gears and take this last lap for a WIN! How you leave determines how you enter. Do what it takes to set yourself up for a successful, intentional, and strategic 2022 by Finishing Strong in 2021!

"The perfect ending to any day, race or project is to FINISH STRONG."

— Gary Ryan Blair



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