



REAL ESTATE

LEVERAGING SKILLS

THE BUSINESS - GROWTH STRATEGIES



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HOW TO LEVERAGE STRENGTH?

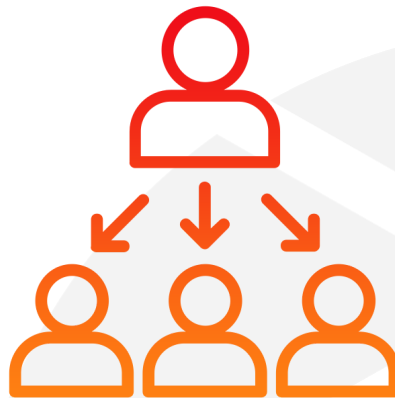
GROWTH STRATEGIES

In this guide, I'm going to talk about leveraging your strengths. When you first start your business, there's likely a lot of activities and tasks that you may have to do that you're not particularly good at or don't enjoy.



1 | DELEGATE TASKS

Just know as your business grows, and you bring on additional help, you can delegate those activities and tasks to others. It's important to know your strengths and hire others who are strong in the areas that you aren't.



2 | DIVERSIFY YOUR TEAM

You don't want to hire a bunch of clones of yourself. I think it's really important to have a diverse team with different strengths, skills, and expertise.



3 | OFFER SERVICES YOU LIKE

If you're operating by yourself and don't plan on growing, there may be a product or service that you offer that you don't enjoy. Don't feel like you have to offer it because you can undoubtedly find success by providing the services you're passionate about.

When I started ListerPros, we offered lockbox and sign installation services in addition to media services. As time went by, I was not passionate about the inventory management business. So ultimately, we got out of that business even though we lost 15% of our customer base due to the change. This change helped us achieve greater long-term success because we weren't dealing with the portion of the business that we didn't enjoy and the headaches that came along with it.

So leverage your strengths and delegate the rest. I think this will help you find more success long term as you focus on the things you're passionate about and enjoy.

