

# el sueño noticias

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**A dream or a nightmare?**  
The job of an estate agent is clear – to sell properties and nothing else. And should matters not proceed quickly enough for the clients, they look for another one. It's as simple as that. Whatever takes place behind the scenes is of interest to none except the agent himself, because he has the expectations and requirements of the clientele to live up to and fulfil. And woe betide should anything go wrong or not measure up to the preconceptions of the parties involved, then what is wrong? Is it worth it? But why? People are still well paid. More often than not too well. What's the big deal? So why praise the agent? Has he actually

learnt anything at all? Is it mostly just frustrated church officers, lorry drivers, hat makers and hairdressers that are now giving estate agency a try? There is no sign of professional training, so is it any wonder they are shown no respect, and that many people believe they could do it better themselves?

### **A bad image**

There is no question that the estate agent has quite a bad image. He is not exactly hard-working, let alone competent and above all, unreliable. He makes promises he does not keep. He is ruthless, sometimes even unscrupulous, not very well educated and does not listen to what

the client actually wants, but tries to sell to him wherever he will earn the most. Overpriced or not – it's all the same – the main objective is to sell, to count the cash is the motto. That is what is understood as success.

Who bears responsibility? And as for respectability, why? Other agents certainly do not show him any decency, but go behind his back. They do not pay him his hard earned commission and buy directly from the home owner, because they, supposedly, do not want to have anything to do with him. There is a lack of trust. Traps are set everywhere which he will fall into, if he doesn't pay attention, because each and every one is only thinking of his own interests.



### **Trust would be welcome**

Obviously, this is an exaggerated account. Nevertheless, who is to blame for this state of affairs? For the bad feeling among business colleagues? What can be done to improve the mood? How can people deal with each other in a more decent and considerate manner and be increasingly more trustful of each other?

That's a good question. It's definitely not the case from one day to the next. But when one begins to treat people in a trustful manner, it can, undoubtedly, result in conditions improving again.

We are, nevertheless, sceptical. The resulting damage is quite serious among agents, and between them and their clients. All too often, they will have spoken badly of each other. The estate agents community is, as ever, torn apart. It, basically, hardly exists. In an increasingly difficult emergent business, competition has become tougher and ever more ruthless, and anyone not on the ball, will fall by the wayside and be left standing.

### **A good reputation is in demand**

The question remains as to how this business can acquire a better standing, as it must also be distasteful for sellers to see how agents sometimes deal with each other. How one pushes out another. Are estate agents worse people than others, who are neither trustworthy nor have ethical characteristics, and act unscrupulously when the going gets tough? Hardly. Perhaps they are just the exceptions. None is laying their cards on the table. Secrets are being kept, and mistrust prevails.

### **It's a question of money**

It seems to be an everyday occurrence that employees go behind the backs of the firms for which they work and do business for themselves. For cash of course. Super! But why everybody? Is it that employees are badly treated? Or perhaps employees treat their employers badly. Maybe they treat each other badly. That is more likely in the majority of cases. Objectives are materialistically biased. Money takes priority. Okay, in what profession doesn't it? But with what consequences?

### **Extreme conditions**

Do you know how trust can prevail under such circumstances, how a cheerful nature and an active collaboration can develop? Discontent at

the current instability can be seen everywhere. No employee is going to remain with a firm that does not treat him well, nor pay properly for his services. Anyone taking advantage of their staff should not be surprised when people become unreliable or begin to look out for another job, and, here on the coast, that happens on a large scale. Not only since yesterday, but always, though recently, in an excessive way.

### **Watch out sons !**

Would you recommend this profession to your son? Hardly. And despite that many do so, because they believe the son will never let the father down and that the secrets of the business will remain guarded. What nonsense. Should the son have the aptitude to run the business, he will remain settled there, because it is traditional for sons to continue what the father has built up.

However, fewer and fewer are doing what is expected. Bravo! The father shall take on highly competent people, for whom he will make the job fun and who will not give in and say what the father wants to hear.

That is better for the business, for the clients, for a sound family life and last but not least also for the son. There will be more on this topic in the November Newsletter.

