

How to Build Long-term Success in Your Career

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SPEAKERS

Victoria Valle, Halie Morris

H Halie Morris 00:00
Hello, everyone, and welcome back to Everyday Business Solutions. My name is Halie. I have today with me, Victoria Valle.

V Victoria Valle 00:40
Very good. Yes, yeah,

H Halie Morris 00:42
I'm getting better. I feel like I'm, I'm one of those people really bad with names. So we have Victoria with us today from Danberry. And we're actually going to dive into what she does as a profession and how she remains competitive in her industry. I'm sure we're all familiar with just how saturated the realtor industry can be as a profession. And of course, right now, there might be a lot of people moving. And it is certainly an interesting time to talk about it. So I'm gonna let Victoria introduce herself. And we'll go from there.

V Victoria Valle 01:16
Hi, I'm Victoria Valle. With Luxion Home Team and the Danebury company have been in

the business since 1999. And we specialize in the upper end luxury homes, we made that a niche probably in around 2009/2010. And we do all price points. But our specialty is that upper end, and it works really well. Because those that you know, are not, they still get the benefit of the entire team and all the processes that we go through. So it, you know, works for everyone.



Halie Morris 01:52

So how did you end up specializing in that particular side of the industry?



Victoria Valle 01:59

back in '09 or so is when I went to a lot of different conferences and things like that. And so it just like setting goals or anything that you do in your life, when you try to be something of everything, you can't do it and do it well. So the best way to go about it was that you is to create some type of niche marketing that set you apart from the others. And so at that point, decided that we wanted to specialize in the higher end homes and learn everything that we could about them and went that route.



Halie Morris 02:37

It's really cool to hear. I know it's one of the things I'm coming into marketing is a newer professional and that I'm learning is you have to learn how to speak directly to a consumer. And if you're not niched down like that, you're never going to be able to speak directly to them, they because you don't know what they're seeking. So it's certainly interesting. What has that journey been like for you? Like, how did you transition into doing the luxury market?



Victoria Valle 03:07

Well, we started with branding. At that time, I really focused on our branding, and our name at that time was Victoria's luxury home team. So then we hired a branding company created brochures, our business cards and everything to really focus on that. And at that time, I also started a, like a luxury home group within the realtor. So I went through and I researched all the realtors, and tried to pick out the ones who sold the most amount of high end homes. And it was one the market was really tough, it was the opposite of what it is now that the market was a decline, and we were having trouble selling houses. So once a month, we would all get together. And we would tour our listings in that upper end because they were so hard to sell. And that allowed you to get the top agents, the ones that were most likely going to sell your property through your property.

What we also did is we all discuss the things about the home and the pricing and was able to give that feedback to that listing agent. And it worked really well because when agents have agent opens the top and agents just don't have the kind of time to go to those. So your success rate of having one was, you would get a lot of the agents that had more time but didn't necessarily have the buyer for that clientele. But when I switched the group to say we're not doing lunch, we're not doing breakfast, we're gonna get in, we're going to get out. It gave us also a chance for all of us to connect. So the camaraderie between us played very plays very well too. Because we connected with each other. We like working with each other and we got the feedback from each other at that point that gave me so even if I didn't have the buyers It gave me a wealth of knowledge to get into all of the high end homes were otherwise you're only going to get into them if you had a buyer. And so then I started to learn everything about the high end homes, from my counterparts, and get into them and hear their comments, which then educated us on the market and going through. So since then, as the market got much better, most of us then get too busy, and then started to say that the group and the purpose of it, you know, we outgrew it that, you know, at the time, and so the group is no longer we're no longer doing that. But just mainly because we outgrew it and that necessity of trying to get agents through because your house wouldn't sell was needed at that time. Wow,

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Halie Morris 05:51

it's really interesting to see how niching down didn't just affect how you interacted with the market itself. But how your team dynamic shifted, how you were able to say, Okay, we have different people handling this type of clientele. So we have to interact differently, versus just taking the standard old approaches, like you mentioned. So that was very interesting, because that's not one site, I think that we often think about when we're talking about niching down or establishing a stronger brand identity is how it affects you internally as well. So how does, how big is your team, by the way,

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Victoria Valle 06:32

I have, I've got one or two full time agents, john and brandy and myself. And then we have two administrative staff. So there's five of us total, Angie does the transactions, Max does the listings. Max does a lot we do we just in the past month, say year, added a software program that I expect will change our entire business. And I've been focusing a lot of my time and putting that software together. And Max has been helping me on that while Angie takes care of the transactions and the marketing and social media. And then john works a lot of the buyers and brandy does a little bit above.



Halie Morris 07:19

That's really cool. I know software definitely does change things that can have a large learning curve. But then the before and after sometimes so crazy to see.



Victoria Valle 07:28

Well, and that's what too, cuz we do so many things over and over. So how to find automation, because what I also found was human error caused a lot of problems. And so remembering it. So if we can find a way to automate some things, we won't have the human error, but then taking that one step further as we don't want to be an automated team, and just have everything come. So with that extra time that automation gives us that allows us to have that personal connection and that personal touch and talk to the clients and, you know, really get to know them and spend that time with them where before we got so busy that it was there just wasn't enough time in the day for me to have an interaction with you, it was really all business of, you know what, I gotta get to this and get to this. And here's where we're at, okay, I got to go because I got to go do this. And now that automation takes care of a lot of that. And so we've got that time to, you know, to have fun with our job worth. And so we're all loving it.



Halie Morris 08:36

That's awesome. I know, one of the things that we strive to do, or software company as a whole, is put that power to come in and do what we want to do back in our hands versus like, getting caught up in all the small stuff, the nitty gritty, elbow grease type stuff, which is really cool to see it in play for, you know, someone like yourself, and you're, you're someone that I can mention your name around the community. And there are so many people that recognize it. So it's really cool to see how it's, it's helping you take what you're already accomplished, and elevate it further.



Victoria Valle 09:12

And that was to where we came. Okay, so we changed our name from Victoria's luxury home came because I couldn't do it without my team. And so we started to get to let's say if you were going to sell or buy a house, and you know my name and thinking, well, I wanted to work with Victoria, that's who I contacted. But it's not me that you're working with it's the entire team, we have system set up so that every client is touched by someone on the team. And it's purposely designed that way but also so that each person can have a smaller role. And they can do it really well rather than trying to do everything. And so that's where I wanted to get rid of that part and change the name and we pick the name because it's a combination of luxury and vision. And we looked at vision and like, I don't

know, 10 fold our vision and for our clients, our vision for our marketing, our vision for giving back to the community, and everything was right in line of where we were. And then taking and staying with that luxury part of specializing in that high end that we're always looking to do something that excels from our counterpart.

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Halie Morris 10:32

What's so cool, and it's funny, also, again, here, like community service, and those kinds of things come up, because that's a recurring theme between the conversations I've been having. So it's just a really cool thing to see from my side is successful people tend to be involved community in their community and engaged in you definitely a show of that, which is kind of cool.

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Victoria Valle 10:58

Yeah. Well, I look at it. And I think you know, what, I feel super, super blessed for where I'm at, and those around me, and I'm a strong Christian. And I believe that I wouldn't be here without them. And so I have to remember where it came from. And it's really important, and you know, to give back, because without them I couldn't give, and I wouldn't have it. And God trusted me with it. And that is part of that role.

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Halie Morris 11:26

It's really great to hear and it's just again, really cool to see from my side, and re kind of reinforcing this common theme I've seen of the rewarding side of giving back. And that is just good all around for everybody involved, those who are being giving to and those who are in a given position. So it's really cool to see, I wanted to ask, as far as what you've been doing lately, what do you feel gives you a competitive edge, the most in in, in a market like it is right now.

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Victoria Valle 12:08

I wouldn't have to say my experience my team, I, if you would ask me where I think my strong points are. And that is finding solutions. I love what I'm do. And it's an am passionate about it. So I'm always just like, the new software program, always out there trying to figure out a better way to do things, or can think outside of the box. So when it comes to whether a seller selling or buyers looking for something, it would be an eye it would be that part of it is that creative thinking and really that passion and that drive that I have for the business because to me, it's not work. I'd much rather be here than playing golf or something in that nature, that that's this is where I get my fun. And you know, every

child in every challenge is an opportunity. And so a challenge comes up of looking at it and having fun with it and saying oh my gosh, I just got hit, you know, how are we going to handle this. And, you know, this is our opportunity to figure out a better way to do things.

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Halie Morris 13:24

It's just hearing you talk and your mentality and your approach to it is such a strong asset for you to like listening to you talk about as somebody who enjoys coming to, to work and doing that, I think that's something we all aspire to be is a job that we enjoy. But also the people that you interact are gonna feel that they're gonna feel that energy and that passion. And it's so much more enjoyable to work with somebody with your mindset than it is to work with somebody who's just coming to work to get it done for the day. So,

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Victoria Valle 13:58

you know, the other thing I would say, where you asked me what the differences and it's also been said to me, and I've realized it is really action. I think we all know what to do. But the difference comes with who does it. So we have that we have the education we know we went to different courses, we went to seminars. And ever since I can remember I've always been one to set goals to implement. I'm huge on one of my favorite books is the slight edge. And one that I just read that I really like is the Ford I think it's for disciples of leadership or execution for leadership. And so we our team really focuses and now with the new software of measuring and setting goals. So every week we have a wig and it's the wildly important goal of our main team and what are we each going Do towards it. And then everyone stay accountable of Did you do that, and trying to keep it simple of something that could be done in a week. So I'm going to update 10 contacts in the database, you know, so we're otherwise if we just said, update the database, it just never got done. But now we changed our whole systems that everything is about chunking. And you know, just doing a small amount. And if you do that, it's amazing at what gets done over time. And so that's worked really, really well for us.

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Halie Morris 15:35

Wow, that is definitely one of the biggest things that we've probably noticed in the last year, because it's literally been a year that we've been in this chaos in this pandemic, is that the doers, the people who are willing to act upon the things they know, have tended to be on the side that has thrived and found opportunity, or managed to remain strong in the face of like, the shifting markets and the changing demands of just everything, to be honest. And the people who, who tend to be better thinkers and less, less, less of an actual person, they tend to be the people that freeze, and then don't know what to do. And so

they didn't do anything, or they took hesitant steps that didn't get them where they needed to be. So it is probably one of the strongest things is that you might not always do the most optimal thing, you might not always make the best decisions. But if you're doing something, you're doing something that could work and you're making changes that are going to get you somewhere in going to promote growth. And

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Victoria Valle 16:54

yeah, so you know, and what, there's how I look at it as a learning curve, trial and error. You know, we go through that all the time with everything, you know, let's try this, see if it works. And if it doesn't, we'll adjust. Keeping in mind what our end goal is, we spend our systems to we know right now, it's our busy time. So we spend the end of the year preparing for the next year, and having all of our marketing and our different things that are in place so that they auto run. So when we get busy, we can focus all of our time in the business. And when it's slow focusing in on the business, and putting those systems in place so that they do keep running. And that's probably one of the biggest things in real estate of a new agent, that they don't have any business, they work to get it now they're working on it and they went up like this. Now they have no business because they weren't working, trying to get it and they were working. So then they go down, then they start really working, trying to generate business, then they go up, then they work on that business. Now they don't have any. And that consistency of knowing that we have to have all these systems in place in order to have it run, streamline, but be able to take care of our clients during that busy time.

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Halie Morris 18:15

Yeah, it is. It's a very interesting thing, because I think any business will hit a stronger periods of busy time than others like, we tend to get busy right around the beginning into the year as well, when we have a lot of signups and things like that, versus the summer tends to be our slower time as well. And it was really cool coming into this company to watch that they would work on preparing and refining the processes that we have in place. So that when we got there, everything like you said it can be in place to handle all the influx of customers or to adjust to whatever changes might happen to us versus us being the cause of them. So, it's been, it's certainly been an interesting time. Would you say that? How would you say the last year and the beginning of this year is like different from what you've seen? You know, since I would say, you know, like that, that 2008-2009 period?

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Victoria Valle 19:21

So now compared to 2008, nine,

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Halie Morris 19:24

well, I would say now compared to the last like 10 or so years,

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Victoria Valle 19:29

Well now it's a strong the inventories. I believe in an all time low interest rates are at an all time low. So which really creates that demand that was out there, where interest rates were still good, let's say 10 years ago, but because of the economy, the housing market, the number of foreclosures and the short sales, you know, prices just dropped considerably. So from that standpoint, we had a lot more inventory and not enough Buyers on it. If you look at like how COVID affected us, you know, and I, again, I think that's maybe one of the differences during that whole time for. I mean, we were really once things started to shut down in March and April, and I'm not sure how long that lasted, but may in June. And then we had a great end of the year, but it was really slow during that time. And I would say, I think I've worked more during that time than I have any other time. And so that difference again, that you don't like, kids, I wouldn't be up till two, three in the morning working. And I'd sleep for a couple hours. And my next meeting would be at, you know, four or five in the morning. And so really use that time. And that was all just working on our software program. And so we're other you know, it's funny, because so many people would say, I'm so bored, and so bored. And I was like, so bored. I'm kind of actually hoping this lasts a little bit longer, because too many things I got to get done before we get busy.

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Halie Morris 21:09

Oh my gosh. Now did you think going into last year that you would be making, like adopting software and doing all of the things that you ended up doing during that period?

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Victoria Valle 21:24

Actually, yes, because it was a goal of mine for the year before. So I had already spent a year researching software programs, trying to figure out if I could even find one that would do everything that I wanted it to do, then I came to the conclusion, there wasn't one out there. So then I researched what would it take for me to build my own. So spend a lot of time on that. And right before probably November or December, then I decided to hook up with whichever one a lot somebody use Salesforce, and they have a real estate program. But you can then customize that program to whatever you want it to do. So

even after a year, I am consistently working with a programmer and we're customizing it to you know, our the way we do business regularly. And so that was where with the IT person of you know, just customizing everything out that but I am super excited about it. And I mean, our whole team is that it works so well.

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Halie Morris 22:39

Yeah, CRMs are huge systems. When as they come more, I don't wanna say standard because generally like I know, Salesforce, and like ours is very customizable, but like, typically, how you start with the system is extremely complex. So it's really cool to see you take such a large system and really embrace it, and do the time to get it to where you need to be so that you can actually maximize the use because it's I grew up without technology. I know MBB my age, people don't always believe that. But like, I grew up with my grandma, and my great grandma, and I played on the same toys that my grandma played on. So I didn't have any technology. And when I first walked into this industry, I was like, This is overwhelming. But there's so much potential and like you said you want to be able to focus in on what matters for your business versus having to spend every moment trying to catch up with the work. So

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Victoria Valle 23:43

yeah.

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Halie Morris 23:45

Now would you say you see a lot of other realtors starting to look at CRMs or already having adopted something? Or do you think you're kind of ahead of the curve on that?

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Victoria Valle 23:55

Um, I, I think that I'm ahead of the curve. But actually, I think I'm ahead of the curve by quite a bit because I, before I do some different ones and I actually been create, we ran our business off of one note. And when I showed it to different people, they were just like you took one note and put it on steroids. And who would have ever guessed that you could do everything that you're doing with it, but we've really just outgrew it. And so I you know, there's lots of there's lots of different software programs out there. top producers been around for a really long time. But the frustration I had it was a set program. And so there was not a whole lot of customization and what you would find that if it didn't do what you wanted it to do, then you didn't use it. What I also found it didn't make things like I I would measure things but we can measure things. So I would spend not me or

someone on the team hours and hours, and I'm gonna guess maybe at least 10 hours a week putting reports together and things that we would hand you through Excel and access and different things like that, where now, once you enter in the information, the reports just automatically pop up, which how most companies run. But in real estate, you know, sometimes we don't look at us of like a company, you're thinking you're just an agent. So we truly run like a company and the reports have been, because if something can be measurable, it can change your results. And you can get the whole team excited about it, and that buy in and see exactly where we're at.

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Halie Morris 25:40

Yeah, I know, the ability to, like, communicate between people or rather not even have to communicate, because it's all there in front of you. is so cool. And then just the levels of reporting, because there's, you know, I don't, I haven't looked at everything, the perk of working with software companies, I know ours best. But just being able to pull different types of reports versus only having like one type you can pull and only relying on like one type of data, you can actually look at the you know, look at more of a full picture of what you're doing, which is kind of cool. Yeah. Sorry. So, being in March, and being about midway through March, what are you looking forward to this year, as far as with your company with what you want to do?

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Victoria Valle 26:34

I would say what I'm looking forward to, is it running? I don't know, if you wanna say streamline of that seeing how all the hard work that we put into it from last year of seeing getting to reap some of the benefits of that, that seeing our business grow, but yet not being stressed out. And being in a good mood, and being able to laugh and just be calm and consistent is probably what is my number one goal. And, you know, it's really important for me to my number, is to have team resonance, that I want to have every member on the team love working here. And that, you know, I work hard, or I think had to build them up. And where before at one earlier in my life, I was always afraid like, you know, I don't want to give you too much information, then you might leave or you're going to do this. And that's not a concern anymore. And then I just look at it and think if I can make this such a wonderful place to work. That only works for all of us. And you know, and so I would say, if I could see what I wanted for this year, it would be to increase our business to grow. But to be able to do it all while having fun and enjoying working together. And just seeing how the systems work and how it's, you know, all that hard work has paid off from the past year.

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Halie Morris 28:11

It is amazing to see that throughout our entire conversation. So far, your priority has been your team and your engagement. And I think something that's easy to lose sight of is sometimes that aspect of it, like you said, you want to make it fun, you want to make it an enjoyable place to work. And you are focusing on these operational pieces and on doing the hard work and getting you there. But like, you want to bring it back around to your team, which is just, oh, it's a really cool thing to see. You know, that's what people that's the kind of person somebody wants to work for and with is somebody who prioritizes that aspect that makes it an enjoyable place and and your team leaders and your bosses or who make the dynamic of your workplace as much as we want to think it is just our hard work. It is so so important.

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Victoria Valle 29:08

Yes, and you know, it took me a long time to learn that because I was so task oriented for so long in my career and it was about what can you get done and and it was stress stressful and it was stressful on the others and not to say that we didn't have fun at different times but everything was about a task and getting it done and doing this and being in front of the computer and what I found to from my clients that I would work really hard I would be really knowledgeable. But I don't know at the after the end that they really remembered me You know, they were happy with everything that got done and that they knew I had their back and I knew what it was real important to me. But we never got to connect through that because I was so busy making sure that they were well taken care of. I didn't have Have any time left over, to get to know them. And so and that's where I felt like I really missed out. You know, and I don't know, I guess I've learned from it. So I don't know if I missed out on it, but of learning to say, you know what all of that was important. But it's tough that there's only so many hours in the day. So now I have the experience, so that I was trying to make sure I learned it and didn't do anything. And so, I'd love for it to just everything to just be natural to not be so mindful of each small detail. And really, you know, watching it,

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Halie Morris 30:37

oh, you just say to that one of your, your greater attributes is your experience. And so, you know, I don't think anybody can just start off and have it all nailed down. I think part of the fact that it makes What makes you so good at it. And so understanding of it is the fact that you had to work through the other side, first, you had to gain that experience. And it gave you that better understanding so that you can be where you are now.



Victoria Valle 31:07

And I would agree with that, because that's where some other the other agents to where ever I learned something new every day that there isn't a day that goes by so if you compound that with the number of transactions that we do, and the number of clients that we deal with, to make sure that that doesn't happen the next time or to enhance on it. So when, when you're looking or comparing different agents, the amount of it that experience, you can't really put a number on the value of it, you know, or to just say that it's invaluable. And you don't really know the value of it till you have a problem. Or you don't really know that had you went with someone with the experience, you would have never had that problem. But this other person just didn't know. So you know, what they don't know what they don't know. which then can create some issues.



Halie Morris 32:04

Yeah, and that is, one of the interesting things is you never want to just say, oh, ignore the pupil without the experience, because then they don't get it. But it is amazing to watch somebody who has the experience, and they've not just sat in the industry for a while doing it that they've taken like you they've learned every single day. And they've been conscious of that learning, hit drink real quick. Tickle, really bad my throat. Um, but you are learning every single day from what you're doing. And there's something so valuable in that and like you said, You can't put a number on it, but you don't have to it shows in your work. No, I definitely think like I said, I have, I like to talk about what I do with the show. And I love to tell people about what we're up to who we're talking to, I love to brag a little bit about the cool people I get to meet. And it's just really cool when I brought up your name that people recognize it and they associate your name with, like, the value that you provide, which is pretty cool. And I'm sure that's gonna be reporting from your side to know that you are leaving that that impression, which many strive for, at some point in their career.



Victoria Valle 33:34

It isn't, you know, the weird thing about it is it's not until just recently did I really. And I still have a hard time with it, did I really see bad or look at it that way. And, you know, I guess that's a good thing or a bad thing. But



Halie Morris 33:55

it, it's very interesting, it's not something that I think you you would be able to notice, especially because it's not something that just pops up like that something that you've

you've built throughout your years of doing this is you've built that, that reputation, that brand and that connection with your community. So but it is cool. I love to tell people when you know, just a you have touched the community and people recognize your name and always positive things like people always smile. So I think that's pretty cool. Yeah, so if somebody is coming into this industry, or somebody is starting a new career as a salesperson or with whatever job and they just want to be able to stand out and start to kind of build up that experience and build up that brand, that personal brand and the brand overall. What advice do you have for them as like somebody new coming into it?

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Victoria Valle 34:54

Well, my advice might be different than others, but if I my advice would be Anyone new coming in, that there is so much to learn. And I also look at this is when you're buying or selling a house, it's the biggest investment of your life. And I don't think it's right for a new agent with no experience to come in and take that responsibility for someone buying or selling. I think it's actually super, super risky. And I can remember when I first got in the business, that I always viewed it that way. And I remember going to my broker and just saying, you know, what, I need you to walk me through it, you know, like, this is the biggest investment of their life. And this is only my second transaction. So there's no way I want to make sure everything goes. So from that standpoint, hooking up with another agent, and getting as much education as you possibly can. So if you look at it, when you first start, you don't have a whole lot of business. And if you want to be in this business, and you want to create it as a business and a career, and you want it to be take that time and get as much education as you possibly can spend every moment you're not in a seminar, or a webinar or a conference, because eventually then, and this was my mindset, I'm going to get so busy, I'm not going to be able to take all of this ongoing training. But I've This is the career that I've chosen. So I've got the time now to take the training in two years, I'm not going to have that kind of time. And I'm going to want this training and I didn't get it. I did team up. So when I got into the business, I looked for another agent. And I teamed up with Eileen O'Boyle, and she had been around for a long time, and she had a really great name. And it worked out really well for us that I said, How about if I do all the work, and she had the business. But Originally, it didn't work that way. She had open houses, and I would go to them, and I would just do all of her work. And I didn't charge I asked if I could pull stuff. And so that gave me the experience. And I did it all for free. And again, she would have something else and I'd ask can I do the marketing of that? Can I set up a website, and in my mind, I was thinking this is going to give me so when I get my first client, I'm going to know what I need to do. And so after I had done that for a while, she then said would you want to go on a listing appointment with me and I'll split it with you. And everyone was I can't remember in the office was like, I can't believe you're splitting that with her. And, and so we went on the first one. And then from that point on every

listing that we went on, she would split it. And you know, but it was probably. So the deal was like she brought in the business, I did the work. And maybe after a year and a half or so it started to be that I was bringing in, you know, just as much business as she was. And after two years, I was then bringing in more business from her. So eventually, we outgrew that relationship, because she wasn't there to do a lot more business. You know, Originally, it was designed so that she didn't have to. So but it works super well. And I would say anyone coming into the business, if you could find an agent to team up with would be your best bet. Because then people would feel more secure in buying or selling with you because they would know that you had someone directly to work with you. And you've got that team name and that backing to it. You also get to experience everything that they're doing seeing their systems, how they handle things. In our business, we're all independent contractors. So I guess if you want to say fend for yourself, and as much as we're willing to help, it's not like going into a company and people who are helping you that we're all independent contractors. So you're one my competition. And you know, and you don't work for me. So that time that you're taking from me. And it's not as though we don't help but it's tough to get a lot of help, and rightfully so from other agents while you're in there. So the biggest thing would be say, Get as much education as you can, and see if you could team up with another agent.

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Halie Morris 39:40

It's really cool. And for those who are listening say Well, I'm not in this industry. You can do this at any job that you are at is it realizing where your growth potential is and like realizing that when you start like she said, that period where you have room to get edgy. That time is going to shrink, the more you get well versed at what you do, and the more you take on responsibility. So take advantage of it, but also like mentors, business coaches and things like that are such a great opportunity to better grasp what you could be doing than if you just try to jump in without any backing or understanding or things like that. So I think that is perfect advice, Victoria, and I don't think I could have really summed up anything better than what you did. So

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Victoria Valle 40:34

yeah. And you know, the other thing that I've noticed here, because I say, you know, I don't know that, of course, haven't met anyone like me, but when I started how I mentioned, I all of the things that I did, I did, you know, if you want to say for free, but I looked at them, as this gave me the experience this gave me so when that time would come? And, you know, I don't I don't see new ones coming in. Actually, I haven't come across any that looked at it and just said, Can I do your brochures? Can I do your marketing, because I want to learn how to do it for my own. But if you're if you're going to

be in it for the long run, and you really want, then you know, that might be something that gives you that experience that you need, rather than looking at it and saying, you know, what, how about if I work for you part time on marketing or something like that. And just cuz I remember I had one guy too. I think I showed them over 120 homes. And I was so excited I'd go into the office, and then I would say go on to show some homes. And you know, and I said that way everyone would think I was really busy. But I looked at it. And I said, You know what? This gets me to know the inventory. I'm not I don't have any family in Toledo. I'm not from Toledo. And I don't even know how to get around. So even though I don't know if this person is going to buy or not. And I'll tell you they never did. I spent months and hours and drive time. But I looked at it to say you know what, when someone else calls me, I can either then talk intelligently about like, Oh, yeah, I'm familiar with that home. I so then I can start talking much more intelligently about the market, the condition the homes. So looked at those people, even if they weren't not to say that you spend your time on that. But look at that as saying, you know, there's no time wasted, I just got to learn the inventory of a new area, I got to learn about new houses. You know, but eventually, then I had to cut that off. And like I said, I don't remember what the number was, but it was well over 120 homes. And they never did by

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Halie Morris 42:56

oh my gosh, I can't imagine doing that. I mean, not that I'm not nosy and I love going through homes, but like, I'm gonna do that be on my own time and nobody else's, I guess. But oh, my goodness. Now, I bet it's a lot different, you probably know, Toledo area better than anybody else.

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Victoria Valle 43:15

I do know, the area's pretty well. And, you know, or now, you know, I wouldn't just go out because I know the areas, I don't need that education on the things, you know. So now making sure they're pre approved. And you know, we're not going to be spending our time out there. You know, and getting them the results that they want, and not wasting our time. I don't have to take you through five homes, because now I know I'm listening to what you're looking for. And I can tell you, you're not going to like that one. I can tell you right now that you know, it doesn't have the backyard that you're looking for it doesn't have this or that. And again, also that thinking outside of the box that you may, you know, they have the old saying buyers are liars. And you have to listen to what they say. And I'm a perfect example. I am the house admin now, I only had one criteria, and it was an absolute must. And that was to have a first floor master. I will tell you, I'm in a house with the second floor master. But if someone was my agent, and I said there's only one criteria, and that's a first floor master, I don't want to see anything else. That you've got to be able

to look past that and listen to them and see how they go through the homes. Because what happened was we went I saw the backyard. And the backyard was just stunning. And at that point that I said, You know what, I don't need a first floor master that young enough I can do steps and it outweighed it. But any agent would have, you know, most likely never have shown me that because I was so adamant to have a first floor master. So those are some of the Other things to have been able to listen to those things. And knowing when you could possibly go against something that you might have said, this is an absolute must or not. And that way, then you're not wasting your clients time, but yet you're hearing, and it's probably the wise, not the what. So if I knew why you wanted something, rather than what you want, is going to make all the difference in the world. Because now, if you say, why you wanted is to have space for your grandkids, I can start to think of space for grandkids is really important. So it doesn't, if the house didn't have the right number of bedrooms or something like that. It wasn't that that was so important. It was space for grandkids, that was super important.

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Halie Morris 45:49

No, that's, that is one of the coolest things is when you can start to make that connection. And you can start to dive in deep to that relationship and understand the buyer. Because I'm probably going to be I'm hoping to buy a house in a couple years and I whoever I work with, I wish them luck. But how I feel like I won't be too difficult once I can see a place and start to like feel out places. But I know looking online, it's really weird to look at houses online because you start getting this grander and grander idea of what you want and it gets a little out of control. But no, that's a that's an amazing thing as a salesperson or as anybody who is working directly with some kind of clientele is to be able to make that connection that leap or otherwise you're just talking about a wall almost. So all right, well, I'm going to go ahead and wrap it up here, Victoria and I want to thank you so much for coming on to this week's episode and I want to thank everybody for tuning in to this week's episode. And I wish you guys the best week possible and a good rest of your day.