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How You Can Apply Stephen Covey's Seven Habits To Your Business...

Rise above mediocrity and envy to bring out the best in yourself and others!

All You Need To Build Your Business Is A Powerful Vision

Dr. Stephen Covey, Professor of Management at Brigham Young University, developed a course on the "History of Self-Help Literature." His research brought him to one undeniable truth time and time again: the truth that there are a handful of universal principles that possess the power to determine people's success and failure, rise and fall, happiness and unhappiness. These principles pertain not to secret techniques or persuasion strategies but to habits that develop your own character and integrity. Dr. Covey published *The Seven Habits of Highly Effective People* in 1988 and the overwhelming success of that book was the catalyst to develop the time management firm, Franklin-Covey with revenues over 500 million last year.

Corporate America because of its uncompromising integrity and humility has embraced covey's message. Covey's clients include most of the Fortune 1000. In this newsletter, we are going to show you how you can apply each habit in your everyday

business to succeed in bringing out the best in yourself and others and, to create balance.

Habit One: Be Proactive

The very nature of real estate and lending requires you to be proactive if you are to be effective. You must create rather than react. In most cases you are not filling someone else's job, a position created by a pre-existing company. Your position did not exist until you chose to create it.

Since by nature you must be proactive, to raise this principle to the next level you must resolve to keep building and expanding your sphere of influence. Your examples of productivity and ethics shape the people around you everyday. The more you help people succeed the more you will be compensated. You live from your values, not your desires.

Habit Two: Begin with the End in Mind

If you do not choose the vision of your future, someone else will do it for you. And make no mistake; their vision is not the one you have in mind for yourself. To bring out the best in yourself you must adopt the position that you are a visionary, a goal-setter

and goal-getter. Every opportunity has a specific and intended result and you must commit to achieve it.

One of the keys to applying this principle is to understand that every opportunity may not resolve itself to your liking, however, ultimately it *is* resolved. And by maintaining high standards of conduct, even some of those opportunities that were lost will return to impact your business positively.

Habit Three: Put First Things First

You understand that to be successful you must act on the knowledge that long-term success in business begins by putting principle before money. Your duty to your family involves a commitment of your time. You must be as reliable in keeping these promises in your personal life as you are in keeping business appointments.

In your business life, you never place the commission first. Doing so will only result in a short-term gain with no residual value and in many cases, creates a distraction that further destroys your time management. Your goal in business is to avoid these types of distractions so you can accomplish as much as possible for the time

allotted to provide for your families' material support as best you can. Your daily goals are focused on doing what is most productive and important versus what is easiest or most pleasant. By putting first things first, you become an effective steward of all of your resources... especially people.

Habit Four: Think Win/Win

Personal jealousies work against a win/win system. When you help others succeed, you are naturally compensated. Your integrity builds trust in your relationships, which will eventually develop into successful partnerships. Create and play the game so that everyone wins

Habit Five: Seek First To Understand, Then To Be Understood

Home purchases are emotional decisions. People do not care how much you know until they know how much you care. The most effective agents and lenders are powerful listeners. Success comes not from having all the right answers but from having all the right questions.

The effectiveness of presenting your view of the decision depends upon your ability to understand the view of the person listening to you. Leading a prospect into making the right decision develops a client for life and builds your sphere of influence stronger and faster than any other methodology.

Habit Six: Synergize

In many cases the nature of real estate and lending generates competition from within. Leads become lost to the updesk, lenders compete against one another. By choosing to cooperate over competing you build confidence and effectiveness within those around you.

You ask for help when needed but more importantly you're never too busy to mentor and offer help. You seek opportunities to give credit to others when deserved because by showing appreciation you preserve

instead of alienate. Creating synergy in a competitive environment builds opportunities for everybody greater than the sum of its parts.

Habit Seven: Sharpen the Saw

In every business there are those who earn the reputation as "workaholics". They work 70-80 hours a week. They mistakenly believe they are sacrificing for their family, when in truth they are actually sacrificing their family. In some cases they earn enough money to purchase a small island. They'll need it because in the end they will have no place to go but their island. They have no balance.

If you are to be effective, happy and lasting in real estate you must take care of your physical, mental, and emotional health. These dimensions should be coddled and nurtured. They are the best tools you possess. Renewal and relaxation—in all dimensions of your life and work—are required for your continued success.

Real estate and lending offer more freedom than most traditional jobs. Yet time and time again we see agents and lenders who have become consumed with their job and miss out on the opportunity to create balance. These same people frequently are suspended just below the level of their potential. Applying Dr. Covey's habits and applying the principles assure you to reach your maximum effectiveness.

Portions of this newsletter were taken from Dr. Stephen Covey's The 7 Habits of Highly Effective People and a conversation between Dr. Covey and Duncan Maxwell Anderson.

Frequently Asked Questions III

Many of you reading this newsletter are new to the system and have many questions. We invite you to call to 1-800-882-9155 for assistance. In case you haven't had a chance yet, we'd like to take this opportunity to notify you of our FAQ web pages and give you a sample of what's there. These FAQs are taken from the "Getting Started" section.

I'm a new user on the Powerline system & I just don't know where to get started on setting my system up, can you help me?

First read the manual and watch the video to get a good understanding of the program. Once you've done this, get familiar with the system by following the Quick Start Guide in step six of your manual.

What is my mailbox number?

Shared Powerline IVR mailbox numbers consist of seven digits and begin with "10." In a Corporate POWERLINE IVR system, the 800 number identifies the master mailbox. In a Personal POWERLINE IVR system, the 800 number also identifies the mailbox.

I have my pager setup in my system but I'm not receiving my pager notification.

Confirm that pager configuration has been enabled. Call your pager number directly. Not receiving your Powerline pages can be caused by a number of things but in most cases can be easily fixed. Notify an Arch rep.

New Newsletter

Beginning July 1, 1999, we'll be upgrading our newsletter into a 4 page quarterly. We're hoping this format enables us to bring you better quality information in a more aesthetic format. This quarterly edition will replace the monthly newsletter and will be mailed separate from your bill. Currently, newsletters are only sent to account holders, so many users never see them. This may include users on Corporate systems or additional users on Personal systems. If you are a lender or realtor and you share the use of your Powerline, we encourage you to add your associates to our mailing list. Have them send email with your 800 number and/or their mailbox number to jennifer@archtelecom.com. We will continue to publish updates and informative news in a new section on our website "Monthly News" at www.archtelecom.com.

