



## DOOR KNOCKING - YES OR YUK?

G'day team

As my partner Sam, a former National Secretary of the Australian Democrats and former Chief of Staff for Senators Cheryl Kernot and Natasha Stott Despoja often comments, the correlation between politics and real estate is incredible.

She says both businesses seek the same things - with politics it is the vote, with real estate it is the listing, so what are areas of common activity?

Firstly, advertising and which is very obvious.

Secondly, and NSW is now awash with this, door knocking, and whilst the *species political* are going hammer and tong to get that crucial vote, the same cannot be said for the real estate sector chasing that needed listing, and for the life of me I cannot understand why.

For women agents it is a different matter and I readily agree that in many parts of the country, as some recent tragedies have shown, it is dangerous for women to canvas alone. However, that problem could be overcome by having a bloke accompany them.

Whilst I am obviously passionate about auctions (no surprises there eh??), I am equally so with door knocking.

Our job is to market property. Simple as that and in conducting just over 25,000 real estate auctions I have never seen a house bidding on a house - it has always been a human being so my question again is why don't we concentrate on people?

Door knocking, apart from being good for your health, puts you in direct contact with people and that can, and does, lead to positive results as was shown me earlier this week.

I had challenged one of the young blokes in one of our FAA Office Group to come with me door knocking in the street of his choice. I made sure that he had the marketing material with him (you have to be able to give the person something) and that we had our basic script right.

Off we headed to work around a property he had just listed as a private treaty and 35 minutes later we arrived back at the office with the following:-

- one appraisal
- a prospective investor in the \$600-700,000 bracket

- three people who chatted freely
- one person who told us to "p..ss off"
- one person who, if they cannot add an additional floor, will be wanting to sell.

Now the cynics can say that the activity was "more arse than class" but my observation over the years is that very rarely do you return to the office with no result.

Had the property he listed been an auction, and we had worked the area every week for four weeks as we say in our *From Signup to Sale* course, then he would be well on the way to effectively locking that patch of his turf up.

Does door knocking fit into your "regular activity"?

Could your sales figures be higher?

Maybe door knocking can help you get them there?

Carpe diem

Tony

Tony Fountain (Founder and Principal) 0418 238341

[tony@fountainandco.com](mailto:tony@fountainandco.com)

[www.fountainandco.com](http://www.fountainandco.com)

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**Fountain & Co Pty Ltd**

PO Box 717 Mona Vale NSW 1660 Australia

Fax: +61 2 9913 1626

Mobile: +61 418 238 341

E-mail: [info@fountainandco.com](mailto:info@fountainandco.com)