

The SKILL of the Facts

Just the Facts, Ma'am!

Remember the old Dragnet series? And Jack Webb's famous line, "Just the facts, ma'am." This was usually delivered with his usual dry tone, and with the intention of focusing the questionee on being clear, succinct and specific. In his quest to get to the bottom of the current crime, the detective was using our coaching model – **look, see, tell the truth and take an authentic action.**

When we learn how to apply this powerful model to help our buyers and sellers "tell the truth", they reach their goals with clarity, focus, ease and grace!

A Quick Review of Look, See, Tell the Truth

Step# 1—Look: Shifting your attention

When you look at something, you direct your attention toward it, focusing your energy upon it. Looking at something is simple but not always easy. It requires practice because we get interference from Monkey Mind. For example: If you were asked to look at how you spend money and you start to turn your attention toward the question, you may hear Monkey Mind saying: "I really don't need to do this. I am really ok with money, I just run short once in awhile." At that point, are you willing to keep your attention focused on looking at how you spend money—no matter how uncomfortable it seems? If so, you are on the road to success.

Step #2—See: Be curious about what is there

To see means to notice, examine, or discern. The act of seeing can give focus to the thoughts and actions that have been there all along but that may have been outside of your awareness. For instance, once you look at how you spend money you may see that you buy a coffee and snack every morning without really thinking if you want it. You may see you are often short and worry about paying for necessities. Or, you may see that you have money left over —enough to put away savings. Whenever you are asked to "see", Monkey Mind will start its chatter and you will need persistence and energy to continue to "see." Are you willing to see? If so, we continue!

Step #3— Tell the Truth: What did/did not happen in physical reality

Truth means the accurate facts or reality of a situation. The truth is what actually happened in physical reality. The truth is measurable and objective and without thoughts, feelings, judgments, or emotions getting in the way. "I exercised for 30 minutes." "I put \$150 into my vacation account." These are statements about what is true in a situation.

Step #4—Take Authentic Action: A meaningful next step

Authentic action moves you forward; it is purposeful action that moves you toward realizing your goals and dreams. Authentic action is simple and obvious. An authentic action for someone with a toothache is to call the dentist; for someone going back to school it may be to complete an admission application.

So let's look at what happens when we don't base our actions on the truth – just the facts. What happens when we take action based on our opinions or what we read on Facebook this morning? Or hearsay? Or wishful thinking?

What are some facts we might want to encourage or invite our buyers and sellers to observe?

Buyer FACTS:

What comps have sold for in the recent past?

What comps are PENDING and what we could find out if anything?

What else is for sale?

*Are prices/interest rates going up or down? If so at what rate? (Should we **FACTOR IN THE RATE** things are going up? For the one we are thinking of buying... and the ones that already sold.) Do the sales need to be adjusted? So we are comparing apples to apples.*

Do you see that answering these questions factually (as opposed to wishfully?) will help our buyers find a home they can afford, not pay too much for a home, and be realistic in their search?

What is more important - Buying a home to enjoy and live in and you can afford. Buying a great investment that is less than others have paid.

Sellers FACTS:

What comps have sold for in the past and how long did it take to sell?

What comps are PENDING and what we could find out if anything?

What else is for sale?

How fast do you want to sell? (Then can we adjust for future appreciation now? If you want to take 6 months then we can price high and try it and wait for values to catch up)

What are you replacing with? What rate are THOSE going up? Don't lose money on the spread...

Do you see that answering these questions factually (as opposed to wishfully?) will help our sellers sell their home quickly (if that's their goal) or understand that it will take longer to sell their home if they are priced too high?

So what happens if we look, see, tell the truth, get to the facts and the buyer/seller STILL doesn't want to base their actions on that truth?

"Sometimes people hold a core belief that is very strong. When they are presented with evidence that works against that belief, the new evidence cannot be accepted. It creates a feeling that is extremely uncomfortable, called COGNITIVE DISSONANCE....And because it is important to protect the core belief, they will rationalize, ignore and even deny anything that doesn't fit in with that core belief." -- Franz Fanon

At this point, we all become coaches. We become very clear with them that if they choose to ignore the facts, they may not get the outcome they're hoping for. What we DON'T want to do is try to argue with them (will engage monkey mind) or force them to see the truth (see definition of cognitive dissonance above). **We CAN provide a plan that will gently, and hopefully eventually, lead them to see that the facts will help them achieve their goals, while ignoring them will create frustration and failure.**