

Real Estate Company employs innovative strategy to build a synergistic team of successful agents

By
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With the current state of the economy, the recent changes in CPF, and the weak job market, while some organizations are cutting costs, others are taking the extra measures to become more competitive. One such organization is United Agents Pte Ltd. This real estate group has employed the “Directive Communication™” methodology in developing its troop of agents and is becoming the fastest growing organization of its kind in Singapore.

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Many individuals throughout Singapore are ridden by stress and sudden lifestyle changes because of the effects of the economic environment. United Agents has brought in the Directive Communication™ methodology, to cultivate cohesion and adaptability within their ranks. According to Mr. Deen, the Chairman of United Agents, his organization sees the investment in continuous learning as a profit center, with Directive Communication™ making a bottom line difference.

Mr. Deen recalls a Directive Communication (DC) seminar he attended with his colleague in early 2002: “One of my colleagues was having hard time with her career and closing deals; she had just been getting by for the past year and was ready to quit. After the seminar, she was totally transformed, she started selling houses left and right, and she increased her volume by more than 5 times.” He later added “I also found a greater sense of my potential, and established United Agents within just one year. The difference with Directive Communication™ based seminars is that they affect the environments you live and work in, so that the results last. I knew if my agency was to achieve what I wanted it to, I needed this technology to help make it happen”

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Why Directive Communication™?

Multinational organizations worldwide have used DC to influence corporate culture and increase productivity that affects the bottom line. It incorporates the widely used CBCI (Colored Brain Communication Inventory), a tool that determines an individual’s brain communication for maximizing individual talents and ability to work more effectively with others. This tool has been implemented across a variety of HR and Leadership disciplines by numerous multinationals to generate greater efficiency of human capital.

United Agents is taking the industry to new heights with its “out of the Box Thinking”. Traditionally, real estate agents are independent business people who achieve success through their own individual efforts. Team work, while encouraged, is seldom realized. Directive Communication™ makes the difference in the environment and the results. The United Agents culture is one of collaboration that inspires its agents to genuinely care about each other and their clients. According to Ms Joyce Wong, an executive at the company, this is not just advertising hype. The agents really do make a sincere effort and are making a difference. She states, “They truly are an elite group.” She attributes this to the personal alignment of an agent’s personal goals and values with that of the organization, creating an interactive Work/Life balance. “...They don’t see it as a job, it is a part of their personal vision and growth as a person, and they share and support each other in accomplishing what they want in their lives”.

United Agents is realizing their vision through consistent upgrading of their people and their human environments. Through this, their agents and staff are better able to learn, lead, persuade, and cultivate greater productivity in work and personal life. The continuous exposure to and training in Directive Communication™ applications have created group dynamics that have shaped a family type setting in the organization that is low stress and high in profit. In times when other organizations cut back, United Agents has invested in and created breakthrough results.

*(for specific information on the Directive Communication™ please email:
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