

# THE REAL ESTATE STORE<sup>®</sup>

Licensed Real Estate Broker

## CHARACTER: it matters.

From where I sit, Character is one of the most important attributes you can have in business. It will follow you throughout your career. Other people will judge you and decide if they want to do business with you based on your Character.

Your Character has a reputation. It is not only about saying the right thing but also, more importantly, doing the right thing.

Sometimes doing the right thing doesn't feel good, and it may not benefit you immediately or economically, but you can't be short-sighted. You need to understand how your decisions today impact you and your business down the road.

In my career path, I have made mistakes. It comes with the territory of being an entrepreneur. You may make mistakes too. When you make a mistake, how you respond defines and continues to build Character within you. Own your mistakes.

- You cannot have the success you want without understanding that Character matters.

Your real estate license may be affiliated with a "Name Brand" or "Local Independent" company. Those companies may help you get in the door, but people are doing business with you at the end of the day because of your Character.

- Build your brand and lasting success around Character

*Professionally*  
*Bill Kelly*  
Broker/owner  
941-685-4224