



# Ten Sure Ways to Save Money

**D**o you want to know a little secret I discovered when I did a year-long training on understanding money? It was a bit of a surprise, but when tested over and over again in the sessions with over a 100 people, this is what we found:

There is an integrity around money, and it goes something like this. There is a correlation between how much money comes in and the consciousness you have about how the money goes out. They are connected.

When real estate agents would handle money with respect and gratitude, it would open the window for more money to come their way. When there was attention paid to how they spent what was made, it was a magnet or a condition of integrity, that attracted even more in return.

So, I spent a lot of time teaching how to make money and I also learned how to respect and save it.

Here you go, **THE TEN SURE WAYS TO SAVE MONEY:**

## 1. Stop Trying to Impress

Think about it. You are always marketing to two different arenas, the buyers and sellers and also peer-to-peer to other realtors. Thousands of dollars were spent on marketing and advertising that never brought in ONE new transaction, but they did get the attention of other realtors. This was proven over and over again when we analyzed production numbers against expenses at the end of the year. Smart agents stopped spending money on ads and gimmicks that would not yield a return on their spending.

## 2. Don't Go Shopping

This perhaps applies more to women than that it does men. Men seem to buy, not shop. But women would start out by window shopping, then go in the store "just to look." Suddenly they would find something on sale or something that was bright and shiny and the credit cards would come flying out.

### 3. Take Care of What You Have

I lived in Europe for a year and rented a flat. The closet was so small that I had to ask the landlord where I should put my clothes and he pointed to the cabinet drawers. He said the closet was only for my coat. When I had to purchase a coat for the winter, I was shocked at the costs—they were \$2,000 - \$3,000. But, these coats truly lasted for years. I still have my coat from Switzerland, it still looks new, is a classic design, and has lasted while many of my cheaper coats simply wore out.

### 4. Live Within Your Means

When business planning and budgeting, I noticed something that almost everyone did. They would add up their fixed expenses (their nut to crack) and use that number for their economic plan. That number was always 15-20% under what they actually would spend. So whatever your bottom line looks like in spending, always add 20-25% on top of it. It will pay off and you will live within it.

### 5. Wear It Out

It has been estimated that people only wear 20% of the clothes hanging in their closet. Also, consider your vehicles. I have a Mercedes Benz that has over 150,000 miles on it that I can have detailed and looks almost like new. I keep it at one of my properties to have on hand. My mechanic tells me, "She's still got a lot of ride left in her." I will keep this car until I she decides there is no more life in her. It's my experiment in wearing things out.

### 6. Do It Yourself

This gets really fun. I love fresh flowers and I would have them delivered to my offices with some always on my desk. It was beautiful, but costly. I volunteered for a florist and would help with weddings. I learned how to buy wholesale and arrange bouquets and had fun doing it. That's nothing—my neighbor opened a restaurant in Maui and she grows her own vegetables, made her own tables for the restaurant, hand writes all her own menus and the list goes on. I said, "You are so talented!" and she told me that she just Googles everything and teaches herself how to do things. And has fun doing it.



## 7. Anticipate Your Needs

This is where long-range planning is so valuable. Do a spread sheet on your family and look at when they will need cars, tuitions, health care, taxes, etc. It won't cover all the unexpected things of course, but it does help with the mindset to think ahead and proact some of your expenses. Writing it out is sobering too.

## 8. Research Value, Quality, Durability, and Multiple Use

Almost anything you can imagine has information available to fill in the blanks on this one. I am thinking of the baby cribs that are on the market now. They go from newborn, to toddler, to youth, to teen and the quality and durability sustains their multiple uses.

## 9. Get It For Less

It's true, almost ANYTHING you want to purchase you can find a way to get it for less if you are willing to look for it. In our class we tested this and it was amazing how many agents would go on free vacations using credit cards with mileage and hotel awards.

## 10. Buy It Used

One person in my class only buys used cars, because they are liabilities, not assets. He buys them in December, before the new models come out, and he gets them with really low mileage, and a huge discount.

I have only listed a few examples, either from my clients or a few personal ones of my own. I could list hundreds more of how people took these directives and found ways to implement them into their own life. That is one side of the equation. The other side is, it attracts even more money into your accounts.

**Your challenge:** Try at least three of these ideas and if you want, send me your results and your experience! Contact me online at [www.KathyOllerton.com](http://www.KathyOllerton.com).

You may even find other SURE WAYS TO SAVE MONEY and I will add them to this list.

