

KNOW YOUR VALUE

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As a real estate professional, you have access to more information, a wider professional network, and a broader skillset that you should emphasize when talking with potential clients.

What you can do for clients that they can't do for themselves:

- Recommend and coordinate with other professionals
- Explain and demystify the homebuying process
- Evaluate pros and cons of different homes and market conditions
- Help determine fair pricing, offering, and negotiation strategies
- Identify any necessary repairs or common renovations
- Be an intermediary during transactions
- Schedule tours, open houses, and walkthroughs

Most importantly, you can guide them through times of stress, confusion, and the other human challenges that come with the real estate experience. It can be tough out there, especially in this market, so being your client's knowledgeable ally that offers support—professional and personal—is invaluable.