

NAVIGATING CONVERSATIONS WITH CLIENTS

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Establishing your value with your clients is easy—if you know how to frame it. Given the complexities and high costs of today's real estate market, it is essential to present yourself professionally and communicate effectively with both prospective and established clients.

RECOMMENDED

- **Explain the services you offer and why they're valuable**
 - Real estate can seem complicated from the outside; help them understand
- **Work out how to prioritize client needs**
 - Every client is different; figure out what your client wants and how to help
- **Emphasize you can help minimize financial risk**
 - The cost of a home isn't the only money exchanged; go into how you navigate fees
- **Differentiate between the information that's public and what's only available to real estate professionals**
 - No amount of hours on a consumer portal can replace you; go into agent-only data
- **Offer your negotiation skills to assure fair prices**
 - Pricing can be complicated; as a pro, you can take all factors in and make sure it's right

DISCOURAGED

- **Mention the hours you work or wage**
 - It can make your client feel like just another dollar
- **Brag about relations you have in the industry**
 - Grandstanding turns clients off
- **Assume your buyer wants a confidante or friend**
 - Keep things professional, not personal
- **Negate out of hand information your buyer gets online**
 - Clients want to feel they have some control of their own destiny
- **Talk about how aggressive you can be**
 - Generally, clients prefer a deft negotiator over a browbeater