



# SHINE BRIGHT

## 4 TIMES WHEN YOU SHOULD FIRE A PROBLEM CLIENT

Real estate is definitely a full contact sport. It involves delicate negotiation, constant communication and proactive problem solving to keep everyone moving toward the same goal: a successful closing.

But even the best agents can't make certain people happy no matter how hard they try. Your broker and fellow agents are a good source for discussing when you might need to part ways with your client, and obviously you have to adhere to your agreements and ethical requirements. Here are four cases when you might want to consider firing difficult clients.

### **EXAMPLE 1** If the client agrees to work with you, but is working with other agents on the side

This is why an exclusive client agreement is so crucial in every transaction. It takes a lot of time to work with buyers, in particular; and hundreds (possibly thousands) of dollars on the seller side to stage and market a home could be at stake. Before you invest that time and money working with new potential clients, ask them to sign an exclusive client agreement. If they balk at the suggestion, politely but firmly explain you can't move forward working on their behalf until the terms of your professional relationship are agreed to in writing.

### **EXAMPLE 2** If the client constantly lies or is unethical

This is a no-no. When a seller lies about the condition of their home or about their finances, it not only jeopardizes the sale but also creates the potential for huge liabilities. If a buyer isn't honest about how much they can really afford or is brushing off major safety issues in a listing, it wastes everyone's time. If you feel a client is being unethical, trust your gut and cut them loose quickly.

### **EXAMPLE 3** If the client is always angry or verbally abusive

Everyone handles frustration differently, and it's no secret that buying or selling a home can be a stressful ordeal. With that said, no one should take that frustration to a point of verbal abuse. If a client is abrasive to the point of making you uncomfortable or creating tension within a transaction that impedes your ability to negotiate and do your job, there's a good chance the deal will fall apart.

### **EXAMPLE 4** If the client is indecisive or refuses to take your advice

If you've shown a buyer 30 or 40 homes that line up with his or her wish list without any offers, you might need to re-evaluate whether you can really help the client. After striking out so many times and hearing only negative feedback, you might need to move on to more fruitful leads. Likewise, if a seller won't stage a listing or meet you on pricing, it's best to let that client find another agent to work with. Your time and expertise are valuable; don't let stubborn people waste it needlessly.

## HELPING YOU SHINE BRIGHT