



SHINE BRIGHT

7 TIPS FOR WINNING OVER (MORE THAN) YOUR SHARE OF BUYERS

As a real estate professional, one of your goals is to win over your share of buyers – and perhaps even more than your share. According to a recent NAR Profile of Home Buyers and Sellers, what most buyers want and expect is help in finding the right home, determining what comparable homes are selling for, and negotiating the best price and terms of the sale. If you are well-prepared and you know your market area, providing those services should be routine.

Yet, some experienced top performers say that there are a few less obvious and rewarding habits that customers appreciate– and will likely get you recommended as an agent to friends and relatives:

1. QUICK RESPONSE TIME

Next to honesty and integrity, clients regard response time as essential. Yet a recent study by PCMS Consulting found that most agents respond too late to 75 percent of online contacts. Today's consumers expect a response within an hour of their query, and preferably within 15-20 minutes.

2. PROFESSIONAL BUYING AIDS

Buyers like viewing great home photos and videos. If shooting good photos or virtual tours is beyond you, take a class to improve your skills or invest in professional photography.

3. A COMMANDING WEB PRESENCE

Online research is the go-to way to research sales professionals. In addition to listings, photos and virtual tours, your online presence could include interactive maps, neighborhood information, social media and contact links and client reviews, which are excellent resources potential buyers can use to measure your skills and professionalism.

4. A TALENT FOR NEGOTIATION

Buyers want a deal, and it's very often savvy negotiation skills that help win the day. If you need to brush up on negotiation skills, look for classes offered through local associations or by NAR at REALTOR.org.

5. KEEPING MARKET DATA AVAILABLE

Fair housing laws may prevent you from answering pointed questions like who lives in a neighborhood or where the best schools are. But buyers may question your market knowledge if you gloss over their questions. Keep data on demographics, crime, and school reports available, perhaps in a packet you can give your buyer when touring homes. Then, when they ask a question you can't answer, you can point them to where they can find it.

6. BEING AN EDUCATOR, CHEERLEADER, AND EMPATHIZER

You owe it to your buyers to educate them on what is available and what they can reasonably afford. Buyers want you to empathize with them when the time comes to narrow their selection, encourage them to stick to the most important criteria, and validate their choice by enumerating the ways the home meets or exceeds their expectations.

7. STAY IN TOUCH DURING THE BUYING PROCESS

Don't disappear between the sale and the closing. Buyers want you to stay in touch. The truth is, the end of a transaction is just the beginning of building a long term professional relationship.

HELPING YOU SHINE BRIGHT