

Complete Guide to

Real Estate Success



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In order to ensure your success in real estate you need to continuously be learning new skills and building on existing ones. Then you will ensure you're expanding your knowledge and growing your business. This guide to real estate success dives into the top six skills you need to focus on for lasting success and covers how to grow your business by referral, how to negotiate effectively and how to make your brand a household name in real estate.



Grow Your Business by Referral

You know what success in real estate looks like but do you know which actionable steps you need to take to get there? Use these tips to break down your goal into the steps you can take right now and accelerate your personal growth.



Till the Soil

Think of your database as the soil. Keep it healthy by adding new leads and evaluating each contact so that you spend most of your time cultivating relationships with your best advocates.

Seed and Water

When you provide excellent service to everyone in your database, you nourish these relationships. Sending a monthly print and digital mailer with relevant information shows your competence and value.

Feed and Nurture

Deepen your relationships with your advocates with handwritten personal notes, calls and Pop-Bys. These simple activities strengthen relationships and make it easy to ask for referrals.

Grow Your Skills

Your clients rely on your expertise. Continue to sharpen your professional edge with training and personal development so you can serve the people in your database and their referrals

Enjoy the Harvest

Celebrate the people who refer others to your business with a small gift or personal note. You can also host a Client Appreciation Party and invite your best clients to thank them for their support.

89% of buyers and sellers would use their agent again or refer them to others.*

When you Work by Referral, you have a proven system to nurture each contact and deepen relationships so that your past and current clients become your advocates.

Up Your Negotiation Game

It's no secret that negotiation is a tough skill to master, and buyers and sellers need an agent that will go to battle to get them the next deal. Learn three strategies that will take you from so-so to negotiating like a pro.

Know Your Facts

- ✓ You are at a disadvantage when the other party brings up a fact you didn't know.
- ✓ Ensure you have all the facts of the situation before sitting down at the negotiating table — the history of the property, recent renovations, details of the offer, etc.
- ✓ Keep emotions out of it! Base your negotiations on principle and fact to minimize personal involvement and strong emotional reactions.

Choose Winning Words

- ✓ Approach situations with language that makes people feel comfortable. Use winning words and phrases like: Reasonable, fair, standard, common "Let me double check on that." "That's quite normal." "I want to make sure you're comfortable with ..."
- ✓ You're not trying to prove anyone wrong, so keep the tone calm and fair.

Be Willing to Walk Away

- ✓ Explain to your clients upfront they must be willing to walk away: "In order for me to negotiate strongly on your behalf, you must be prepared to walk away." "Please understand that even though we put an offer together, the home isn't sold yet."
- ✓ Be prepared to back up any action you take in your negotiation. If you decide to walk away, you must follow through.

Negotiations are tough business. No matter what happens, take time after the deal to bring your clients back to their goals, and make sure they realize all they accomplished in the process!



Arrange a Successful Listing Presentation

It's essential to conduct an exceptional listing presentation to show your seller that you are the right person for the job! This is just one way to gain trust with your seller and let them know you're on their team. These tips will showcase your expertise.

Preparation

Ask the following questions to learn key information:

- Do you have a specific time frame you'd like to move by?
- What would you say your home is currently worth?
- Is the interior in good shape? What enhancements or improvements have you made to the property?

The seller's answers to these questions give you valuable information on how motivated they are, some specifics about the home itself and the sellers' ideas of what they think their home is worth.

The Listing Appointment

Follow these steps for a successful listing appointment:

- At the beginning of the listing appointment tell the seller what you plan to go over with them.
- Ask them to give you a tour of the home, ask specific questions and take notes throughout.
- At the end of the appointment, present the price quickly and confidently, outline your marketing plan and explain how the market works putting them in the buyer's shoes.

Remember to educate the client on how commissions are paid and the value of your negotiating ability in the sale of their home.

Before You Leave: Ask for the Listing

"Based on everything you've heard, are you ready to move forward today?" If they do take a few days to think it over, remember to follow up.



Build Trust with Knowledge

Data is a powerful tool for establishing your credibility and competence as a real estate agent. Understand how to present and interpret data with your clients to reiterate your value as a professional they can trust.

Common Real Estate Market Indicators

- Weeks/days on market.
- Median home price.
- Months of inventory.
- Number of active local listings.
- Existing home sales.
- New home construction.
- How many people are moving.
- Rent increases/decreases year-over-year.
- Average mortgage interest rate.

Benefits of Sharing Data

- Support general statements you make about the market with hard numbers.
- Help clients make confident, informed real estate decisions.
- Become a go-to source for context on the local market.
- Establish your competence as a market professional clients can trust!

Tips for Presenting Data

- Determine a goal of sharing the data (gain a listing, ease buyer concerns, etc.).
- Identify the most relevant statistics to avoid information overload.
- Turnkey data points into fun to read social media infographics with online services like Canva.
- Always follow up with a call to answer questions or add additional context.



Make Your Brand a Household Name

Once you've built a strong personal brand, the next step is to make it synonymous with real estate. That way, you become the first person clients think of whenever they (or a friend or family member) have any housing needs. Start now with these four strategies.

Build a Robust Database

- ✓ Add relationships to your database by mining your sphere of influence — the people you interact with personally and professionally each day.
- ✓ Always confirm with clients that you are the real estate agent they'd refer to their friends and family.

Explain How Your Business Works

- ✓ Make the connection between your brand and real estate right away.
- ✓ Describe the Work by Referral process to your clients: "I am committed to serving you before, during and after the transaction. I know that I must earn your future referrals, so I aim to exceed your expectations. When you come across an opportunity, I'd appreciate you referring me to great people like yourself, who would benefit from the excellent service and personal attention I provide."

Invest in Relationships

- ✓ Strengthen client relationships through: CALLS — Get voice-to-voice to say hey and check in. NOTES — Write a personal note to say thanks or acknowledge a client milestone. POP-BYS — Deliver small appreciation gifts to remind clients you're never too busy for their referrals.

Celebrate your top-referring clients by hosting fun appreciation events.

Invest in Training

- ✓ To become a household name in real estate, your skills need to support your brand promise.
- ✓ Invest in real estate training courses that dive deep into the fundamentals of relational business and exceptional customer service.



Maximize Your Time to Achieve Success

You may think because you have seen other agents work what seems 24/7, you must do the same. But you don't have to follow that model! Be prepared and adhere to a structured system to achieve professional success and secure more time off to celebrate your wins.

Structure Creates Productivity

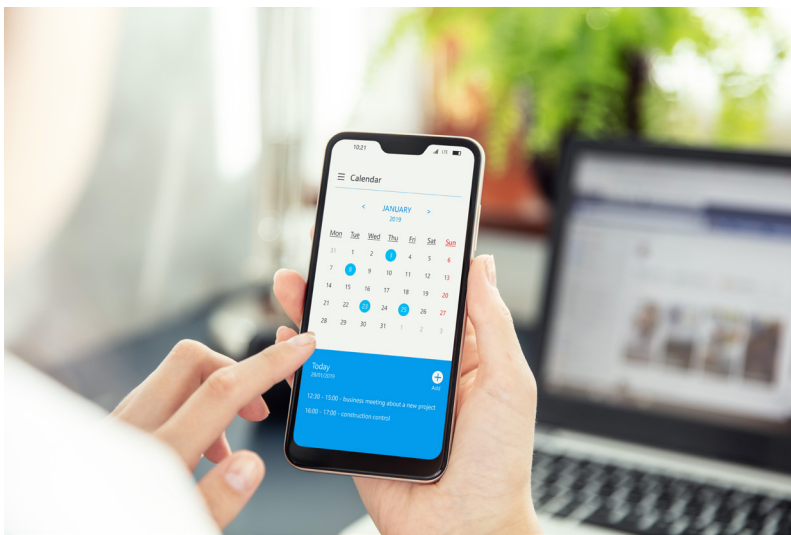
Your day-to-day responsibilities as an agent may include tasks such as lead generation, database updates, routine paperwork, real estate agent training and so much more. You may find yourself spending too much time on one thing and not enough on another. That's why a structured day will help you keep focused, organized and productive.

You will be more apt to do important things like exercise and take mental health breaks if you schedule those into your day as well. Remember, taking time off for a short break is okay. It will refresh and motivate you for when you do get back to business.

There are thousands of apps offering you ways to stay organized. It may take some time to get into the flow of using one but by starting off with a system right away and consistently using it, you will be on your way to achieving maximum productivity.

Put Your Marketing on Autopilot

It's important to continually communicate with your leads and customers so you will stay top of mind. An automated system that tells you what and when to mail or email marketing collateral to your database is key. Otherwise, you may lose an important window in time to contact them. You can also hire a service to handle this important function for you.



Ready to Grow Your Business? We've Got You.

Invest in your success with the largest coaching and training company in North America. Our programs are grounded in a unique and effective lead generation system, Working by Referral, that works.

Our One2One Coaching Members earn an average of \$369,400 a year, that's 10X the national average.

Referral Maker® CRM

Run your business like a business with this mobile-friendly productivity tool that keeps you, and your database, organized! Simply input your financial goals and then add and rank your contacts to receive a daily activity plan that is based on your goals.



→ **Start a 30-day free trial at buffiniandcompany.com/freecrm**



100 Days to Greatness®

Ready to average 7 transactions and \$75,500 in income in 100 days? Learn proven systems to launch or jumpstart your real estate career and receive access to Referral Maker CRM, monthly marketing kit and Video Messaging (a \$468 value) so that you propel your business.

→ **Watch a free session at buffiniandcompany.com/100daysintro**

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Get on the path to where you want to be. Partner with a coach to visualize the business and life of your dreams, clarify your goals and then get an action plan to help you achieve them. This Membership includes everything needed to master our system and amplify your entire life.

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