

Complete Guide to

Real Estate Success



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To ensure your success in real estate, it's important to learn new skills and enhance existing ones.

This guide uncovers six skills — growing your business by referral, improving your negotiation game, delivering a successful listing presentation, building trust with knowledge, making your name a household brand and maximizing your time — that are foundational to building your business.



Grow Your Business by Referral

You know what success in real estate looks like, but do you know which steps you need to take to get there? Use these tips to break down your goal into 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 party and invite your best clients to thank them for their support.

90% 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. Buyers and sellers need an agent that will go to battle and get them the best 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 regarding 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 like “reasonable, fair, standard and common” or phrases including “Let me double check on that,” and “That’s quite normal.”
- You’re not trying to prove anyone wrong, so keep the tone calm and fair.

Be Willing to Walk Away

- Explain to your clients that they must be willing to walk away so you can negotiate strongly on their behalf.
- Help them understand that even when they put in an offer, the home isn't sold, and you are prepared to back up your actions.

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 gives you valuable information on how motivated they are, specifics about the home and an idea 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 by 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

- Time on the 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.
- Turn key data points into fun 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.
- 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.
- Share how you work by referral. Let your clients know that you are committed to serve them before, during and after the transaction.
- Inform them that you'd love to receive referrals and ask if they know anyone who would benefit from the excellent service that you provide.

Invest in Relationships

- Strengthen client relationships through phone calls, personal notes and 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

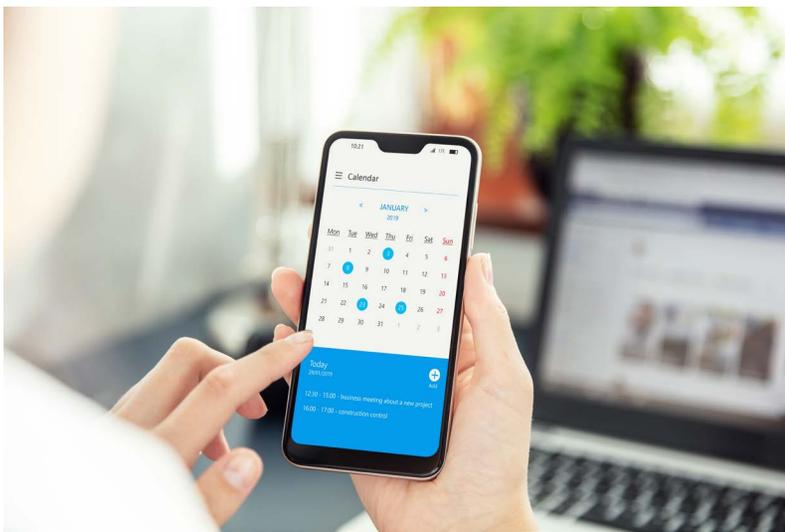
Your day-to-day responsibilities as an agent may include tasks such as lead generation, database updates, routine paperwork, real estate agent training and so much more. You may find yourself spending too much time on one thing and not enough on another. That's why a structured day will help you keep 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 \$460,000 a year, that's 10X the national average.

Referral Maker® PRO

Increase your leads with the **Do It N.O.W.** marketing campaign complete with monthly curated content plus strategies, social media posts, videos and scripts from industry expert Brian Buffini. Includes Referral Maker® CRM and real estate training.



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