

What it takes to be a **Consummate Professional**



Stay on Top of Key Trends

- What are today's homebuyers looking for? For example, home design and layout choices, popular features, desirable neighborhood attributes, etc.
- Keep a sharp eye on local economic conditions, indicators and forecasts, such as those related to your area's employment levels.



Know These 10 Vital Local Market Stats

- Total active residential listings
- Average list price
- Average sales price
- List price vs. sales price ratio
- Average market time
- Number of sales year to date
- Number of expired listings
- Overall appreciation or depreciation
- Number of months of supply
- Prime interest rate

Earning a reputation as the agent who really knows the local market will result in repeat and referral business.



Keep Market Stats in Perspective

It's not enough to know the numbers. The real value is in the ability to emphasize the many positives in the marketplace, to alleviate the fears of clients and prospects, and to keep them motivated. Educate buyers on today's low mortgage rates, for example, and explain the cost benefits they could enjoy for many years.



Connect With Your Clients

- Schedule time each week to meet with your active clients; discuss the progress of the transaction and what they can expect next.
- Bring enthusiasm to the service you provide.
- Remember: the hottest time to get a referral from a client is while you're actively working with them.
- Block 45-60 minutes each day to touch base with past clients, prospects and service providers. Ask how you can help them — if you create more value for them, they'll be more inclined to refer you.



Sharpen Your Skills

Learning, growing and reinventing yourself is more important in our industry today than ever before.

- Attend a seminar, take a course or read a book on an area you'd like to improve.
- Practice the fundamentals and refine your communication skills.
- Learn as much as possible about the ever-changing industry.
- Achieve the highest level of customer satisfaction that you can!