

WHAT WHAT

PARTY!

JULY 13, 2016

THE FINE ART OF REAL ESTATE PARTY TALK ... PARTY RULES!

How to talk to friends about real estate at a party (or a soccer game or a neighborhood gathering or church etc). Here are some rules and guidelines:

DON'T be that annoying guy or gal who works the entire room over regarding how great real estate is and a "here's my card" used car salesman sort of energy. Pull that too many times, and your invites will decrease.

DO be the guy or gal who asks a lot of questions all about the other person. The conversation almost always turns back to you (unless they're self-absorbed) . . . They will ask what you're up to or how's real estate?

Be prepared to answer the most common real estate question ever: How's the market?

So, how is your market? More specifically, what is your response? Here are a few options:

- *It depends. Why do you ask?*
- *It depends on whether you want to buy, sell or invest. What are you thinking?*
- *It depends. Where do you live?*
- *It's great. (Throw in some market stats; be current.) Do you plan to buy or sell this year? . . . If yes: Excellent. Sounds like we should meet. What are you thinking? Where are you going? What is your time-frame? . . . If no: Excellent. How long have you lived in your house? What do you like best about the neighborhood? If someone was looking in your neighborhood, what would you say is the top attribute? Who is your go-to Realtor when you have real estate questions? I'd love to be that person.*
- *I get asked that question all the time and the market is great. [smile] You know, we're really lucky to live in [your city]. We have one of the healthiest economies and healthiest real estate markets in the country. Did you know the city population doubled the last 20 years and is projected to double again the next 20? (Insert pertinent stat for your city.) We are seeing multiple offers all over town, all price ranges. The best homes are selling quickly (always have, always will). Some of the high-end price brackets are still recovering, lots of inventory but improving. The kicker is that interest rates remain historically low. If you have job stability, it's a great time to buy. Are you thinking of buying or selling? [smile]*

And then **follow up** with that person first thing the next day with this ... “Hey, I wanted to follow up with you on our conversation yesterday. Is this a good time?”

FILED UNDER: WHAT WHAT

WORKING 9-5, SETTING EXPECTATIONS WITH YOUR CLIENTS

JULY 11, 2016

I had a conversation this week with a 4th-year agent who was struggling with being on-call all the time with her clients. She is one of those agents that is on all the time, working all the time, rarely shuts it off ... can we all agree that approach is not sustainable? There's a better way. I want to share that conversation and the AHA that may change her world.

Fast-forward, her response: “I have been in the business 4 years and I have never heard that put so succinctly. It's exactly what I needed to hear. This is a game-changer for me.”

So year-4 agent and I were hanging out on the back porch after a little pool time. Yes, mixing business with pleasure ... there is always a real estate conversation going on at my house. She was showing me a series of texts from a few clients and commenting on some late evening calls she had recently received. She was tired.

And I said something along the lines of “You know, when you return your client's call at 8pm you just trained your client that that is ok and that feeds in to you working all the time? Do you agree that that is not sustainable? If you're on-call all the time you start to not love real estate, or your life. May I offer how I handled this in my business?”

M/M Client, let's discuss how we will communicate going forward with this important process. I want you to know that when we are hustling to find the right home and in the intense negotiation periods (negotiating the offer, negotiating repairs during the option period), I am on-call for you and we may need to respond to things on evenings or weekends. We both need to be very flexible during these times.

Once we are past the negotiation phase, then most of the work is being done behind the scenes with the title company, the lender, and the closing coordinator and, generally, my hours, and their hours, are the typical business M-F 9-5. This schedule arrangement allows me to be super diligent and responsive when you need me the most. Make sense? You see, everything we do is designed to protect your time, it's also designed to protect mine. Fair? And designed to give you the best service possible.

So tell me a bit about your schedule, your ability to respond to email and texts? And what is your communication preference? Any travel scheduled over the next 6 weeks?

Mastering this conversation will help you bring a more professional level of service to the table and help you get your life back. It may change your world.