

TLC: WHERE HAS IT GONE?

It seems as though the sensitive and delicate job of real estate sales is taking a dramatic turn in the area of customer service. Most agents work diligently with their clients, helping them search for a home and taking care of them all the way through to closing. Agents may work seven days a week and between 12 and 18 hours a day. They pay very close attention to their clients, yet there appears to be an attitude of entitlement amongst agents with respect to repeat and referral business.

I believe that T.L.C. actually stands for “Trust, Loyalty and Commitment”; although “Total Loss of Control” and “Taking Lower Commissions” may also apply. Agents give a tremendous amount of themselves and make large sacrifices for their clients, sometimes forgoing their own family time or personal time. But “Trust, Loyalty and Commitment” quickly turn to “Disappointment, Frustration and Financial Loss” when a client ends up choosing another agent to help them actually purchase or list a home after spending substantial time and money with the first agent.

One challenge that agents face today is that they don't exclusively possess much of the information clients need. With the advancement of technology and all of the market information at a client's fingertips, it is crucial to define the relationship and responsibilities between the agent and the client. As the industry continues to evolve, it is more and more important to increase the quality of that relationship. It is now time for agents to ask or require a mutual commitment between both parties.

As you venture out into this new and exciting real estate market, take the time to ask prospective clients about their past experiences in the industry as well as their experiences with other agents—both good and bad. It will give you a good perspective and an inside track on how to be the very best Realtor for them.

We are truly in the people business. By understanding your client's needs and expectations, you can have successful transactions and repeat and referral business for life.



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