



THE **3** KEYS TO
SUCCESS

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You may not have control over the state of the market; however, you do have control over how to future proof your business. If you want to succeed, here are the three keys that will help you get you there.



KEY 1



Provide Value to Your Clients

“The value of a relationship is in direct proportion to the time that you invest in the relationship.”

—BRIAN TRACY



Provide Value to Your Clients



The Real Estate Market is Changing

More buyers and sellers are turning to the internet for information about the real estate process¹. Maybe it's because technology makes it easy to find the answer to any question or it could be because many people don't have a real estate professional they can trust. With more agents outsourcing their lead generation to internet services, many are losing sight of the most important aspect of the business: the relationships.



Provide Value to Your Clients

Build Lasting Relationships

As a real estate professional that relies on referrals, you're in the relationship business. How can you build lasting relationships with your clients? Provide value! 78% of recent buyers said their agents were very useful sources of information¹; continue to provide valuable information once the sale has closed and you'll have a client for life.

Building relationships with your clients may take time. However, when you invest time and care into your relationships, you're sure to get it back...typically in the form of referrals.





Provide Value to Your Clients

Communicate Your Value

The Working by Referral System utilizes direct mail, email, phone calls and Pop-Bys along with targeted dialogues and handwritten notes to help you go beyond word-of-mouth endorsements to create a predictable and steady stream of high-quality referred leads and referrals from their friends and associates.

It's a simple, easy-to-use, multi-channel marketing system to deepen your relationships and create advocates for you and your business.

Buffini and Company Referral Maker® Pro was designed to provide you with all the tools needed to succeed in Working by Referral.

Learn more at buffiniandcompany.com/rmpro.



KEY 2



Stand Out with Service

“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

—MAYA ANGELOU



Work Relationally, Not Transactionally

Many agents work transactionally; that is, they will work with a client throughout the transaction and once the papers are signed, that's the last they hear from each other. For real estate professionals who work relationally, the end of the transaction is just the beginning of a lasting, working relationship. Your services should not be limited to just helping people buy and sell homes. You should strive to become their trusted advisor not just during the transaction but for all things real estate related. For example, you can connect your clients to tradespeople and other services that make moving easier. You may later connect them with local businesses such as a roofer or contractor, a financial advisor or even a reputable dry cleaner to help fill a need.





Connection is Key

A handwritten personal note to let your clients know you're thinking of them or to encourage them during a tough time creates a lasting impact. Delivering a small gift known as a Pop-By, such as a pie during the holidays, antifreeze if you live in a cold area or a flu-season survival kit are thoughtful gestures that show you care about your clients. Not only will your clients be delighted with the gesture, they'll also appreciate you took the time to think about them. These unexpected extras show your client you appreciate their business and referrals.





Stand Out with Service

Get the Edge Over Your Competition

Buffini & Company Coaches can provide you with a blueprint for success, helping you achieve your highest level possible. Our world-class business coaches are expert accountability partners when you need it most. They help you not only discover your strengths and gifts, but turn them into action items, helping your business stand out with service. Learn more about One2One Coaching at buffiniandcompany.com/coaching.

One2One
COACHING™



KEY 3

Develop Your Skills



“It is possible to fly without motors, but not without knowledge and skill.”

—WILBUR WRIGHT



Today's Market Demands Sharper Skills

With more people turning to the internet during their home search, it's essential to bring more than knowledge to the table. In addition to top-notch negotiation and sales skills, honing "soft skills," such as communication, problem-solving, leadership and management will set you apart from the competition, and make your services vital to potential and current clients. Understand what your buyers and sellers want so you can develop the appropriate skills.



Top Skills Buyers Want from an Agent

1 How to Find the Right Home

44 percent of recent buyers looked online first for available properties¹. Still, 87 percent of buyers used a real estate agent to purchase their home in 2018¹. While the internet is a useful tool to help buyers get started, it is ultimately the real estate agent who arranges the showings and helps narrow the search to find a client's dream home.

2 How to Negotiate

Most people will only go through the process of purchasing a home a few times in their lives. They're not as familiar with defining the terms of the sale, such as asking for certain appliances and fixtures to be included or closing within a particular timeframe. That's why they need a trusted professional in their corner who can negotiate the best terms for them.

3 How to Navigate the Transaction

The process of purchasing a home can be overwhelming if you're not sure what to expect. A real estate professional can help buyers sift through and understand the terms of the sale. If more complicated issues arise, an agent can help by referring them to a professional who specializes in that area of expertise.



Top Skills Sellers Want from an Agent

1 How to Market a Home

Marketing is a huge part of the home-selling process. A professional will be able to outline a comprehensive marketing plan to attract qualified potential buyers to the home. At the end of the day, sellers want their agent to find them the right buyer.

2 How to Sell the Home in a Timely Manner

In many cases, sellers have to move within a short timeframe—often, they’re relocating for a job or their families are expanding. A professional will help ensure the home sells within the client’s desired timeframe.

3 How to Price a Home Competitively

A home that is priced competitively will sell more quickly, and ensures the sellers won’t have to reduce the price to sell on time. Sellers want to sell their homes for the highest possible price. A professional will be able to outline home improvements a seller can make before listing the home to maximize their sale price.



Develop Your Skills



Optimize Your Skills Today

As the most in-depth, comprehensive training program ever created for real estate agents, The Pathway to Mastery™—Essentials dives deep into lead generation, working with buyers and sellers, negotiation tactics and how to build a future-proof business plan.

Learn more at buffiniandcompany.com/pathway.



BUFFINI & COMPANY
THE PATHWAY TO
MASTERY™

Essentials

Source:

1. National Association of REALTORS, 2017 Profile of Home Buyers and Sellers



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