



5 SKILLS OF A SUCCESSFUL AGENT

Planning for success is a crucial step with any business. If you have a clear vision of your end goal, it will increase your focus as you build a business that will last. As you set yourself up to succeed, you become more motivated, productive and ready to take your business to the next level.

Continue to build your brand with the following five tips.



A SUCCESSFUL AGENT:

#1 Stands Out.

This is the first and most important step to ensure your business will thrive — don't become a "secret agent." Tell everyone you know, and those you meet in your everyday life, what you do. You never know, you may even get a referral out of the interaction down the line!





A SUCCESSFUL AGENT:

#2 Builds Relationships.

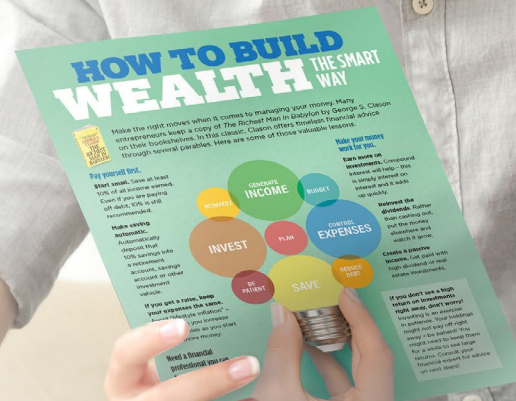
With strong relationships, you'll always know where your next lead is coming from as well as the quality of that lead. Invest in the relationships you already have — grab coffee with someone in your database and then write them a personal note to follow up. When you build strong, lasting relationships with your clients, you create a foundation of referrals for a prolonged business to support you throughout your career.

A SUCCESSFUL AGENT:

#3

Provides Value.

Provide your clients with an informational marketing flyer or small practical gift to stand out in a crowded marketplace. Go the extra mile to provide a client with something memorable and knowledgeable, to set the tone of what working with you is like. Remember to keep your strategy professional, systematic and targeted. Follow up and keep track of who you reach out to and you'll demonstrate your solid character.



Think Inside the Box!

Buffini & Company Referral Maker PRO Marketing Kit makes it easier for you! With monthly print and digital marketing pieces to send to your database as items of value, you'll have everything you need to work by referral. You'll also receive beautifully-designed notecards and access to Referral Maker CRM, a digital interface to help you track your lead generation.

LEARN MORE: buffiniandcompany.com/5RMPRO

A SUCCESSFUL AGENT:

#4 Sells Skillfully.

Sharpen your skills so you are always at the top of your game. Your clients want an agent who will go to bat for them, get the best deal and help them effectively buy or sell their home. As an agent you should always sell with integrity and in a manner that will keep your clients coming back for all of their real estate needs.



A SUCCESSFUL AGENT:

#5 Is All In!

When selling, buying and building relationships you have to be completely dedicated. You need to show your clients you are dependable and at their service. Pay close attention to details before, during and even after a transaction has closed. It is your responsibility to meet and exceed the expectations of each client. When you give it your all and blast through expectations, you'll receive referrals!



It's time to start thinking about your success plan. If you are still working on a transactional basis, consider implementing a more sustainable strategy to build a lasting business built on relationships. Develop the skills you need to create long-term success.

The best thing you can do is to invest in yourself! Continue to learn more about working by referral in Buffini & Company The Pathway to Mastery™—Essentials. Join over 8,000 agents who are developing their skills and diving into what it means to be a successful agent.

Get started:
buffiniandcompany.com/5essentials

