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# STEPS

to Become an  
Extraordinary Agent

The secret weapon for any real estate pro  
who wants to disrupt the disruptors.



**BUFFINI**  
& COMPANY™





# If you want to stand out as a real estate agent, you need to be extraordinary.

As the real estate industry faces more and more disruption, it is important to take a step back and ask why. Many disruptors come in the form of new technology, but what caused someone to invent that tech in the first place? Oftentimes it goes back to a consumer who has a need that's not being met by the current product or service, leading a company or entrepreneur to create a better solution.

**Here's the bottom line: disruption starts with unhappy customers, not technology. When the real estate industry stops prioritizing client experience, tech swoops in to save the day.**

# What is Disruption?

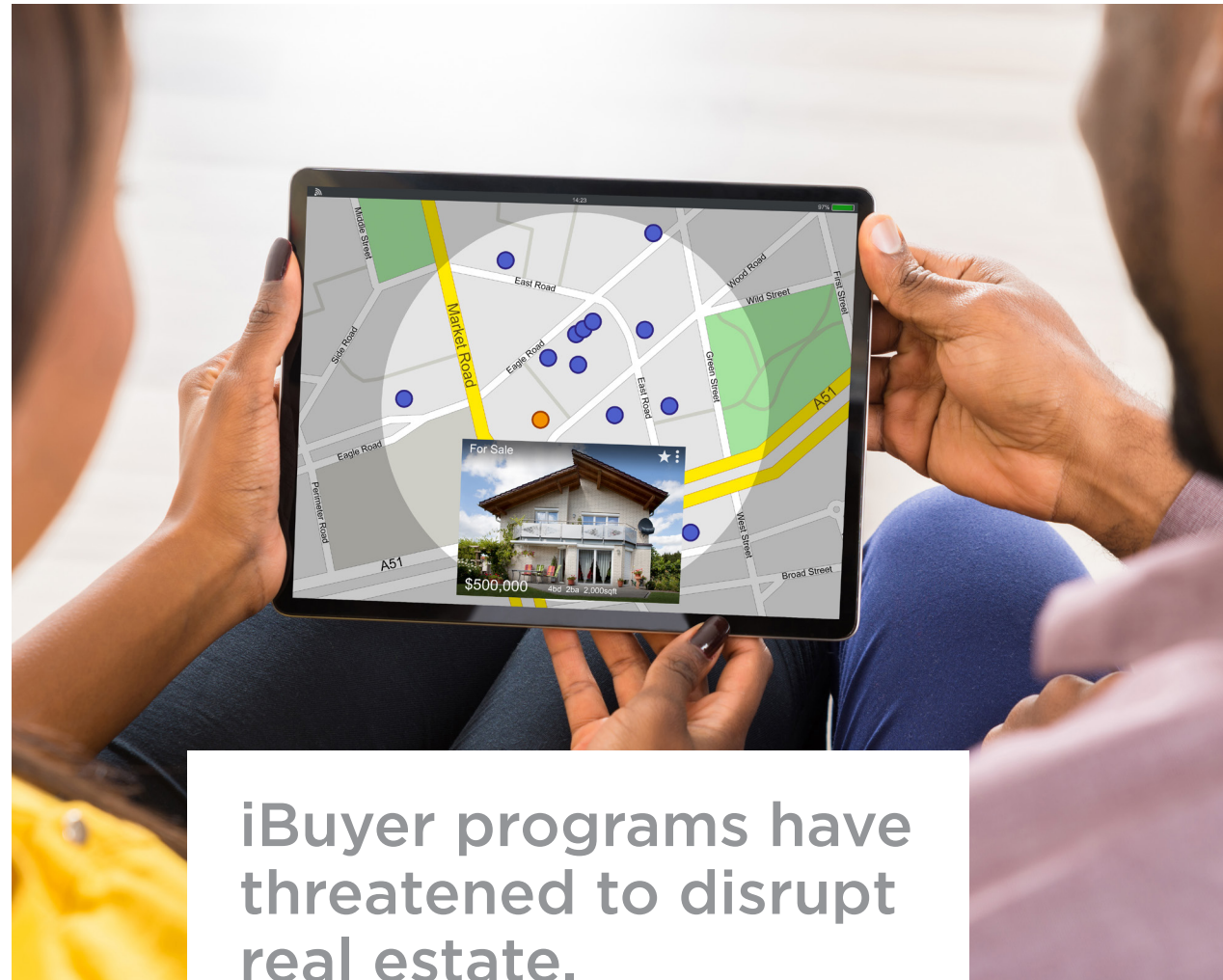
**Disruption:** To change the traditional way that an industry operates, especially in a new and effective way.

## Examples of Disruption

- Video rental stores → Netflix
- Taxi services → Uber
- Hotels → Airbnb

## Qualities of an Industry Difficult to Disrupt

- Item is high priced.
- Risk is attached.
- Purchase is infrequent.
- Transaction is complex.
- Product is unique.

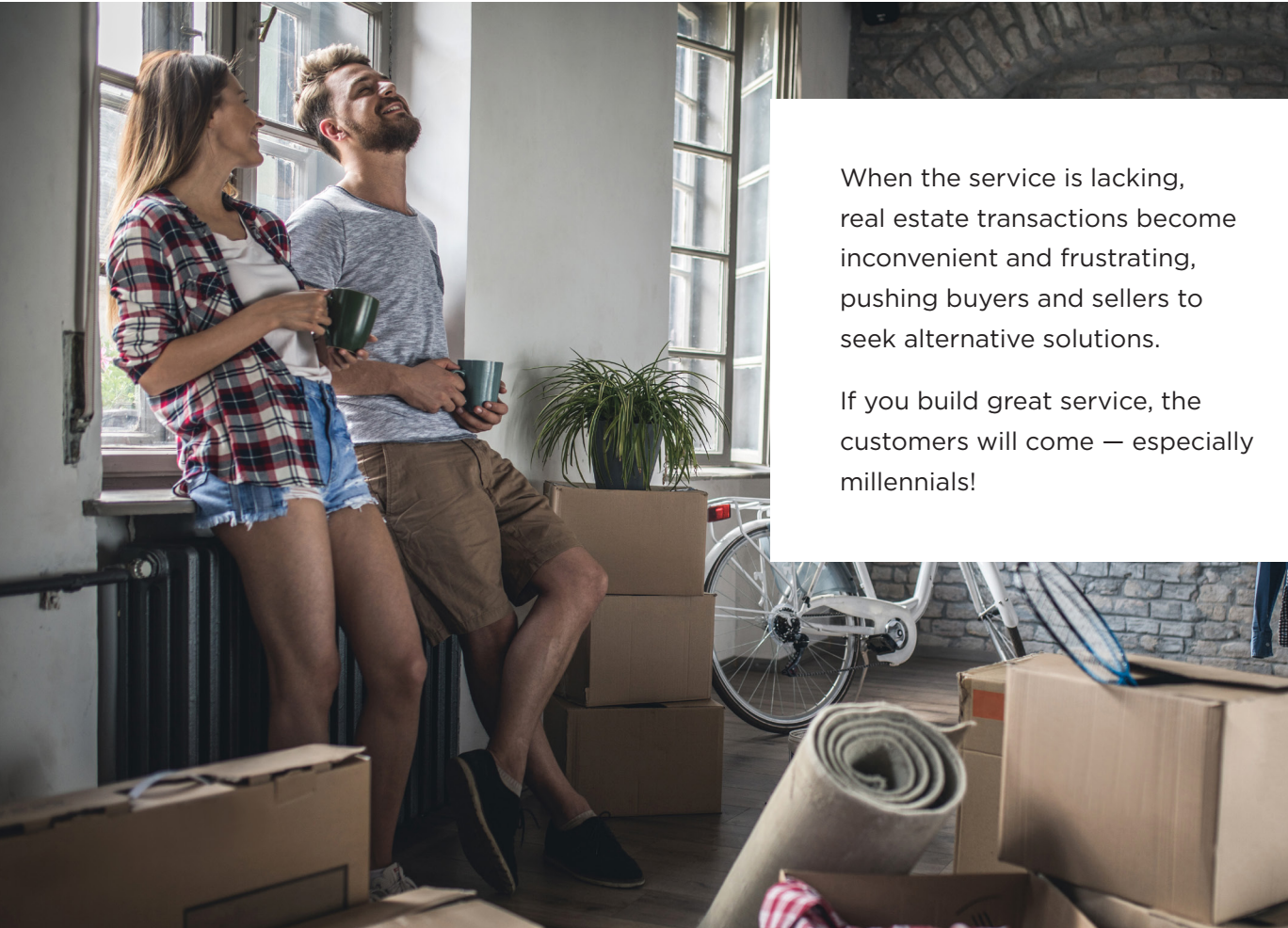


iBuyer programs have threatened to disrupt real estate.

This is a digital instant offer on a home designed to skip the process of using a real estate pro. However, compared to other industries, real estate has qualities that make it difficult to disrupt.

# Who's Really Disrupting?

Disruption starts with unhappy customers, not new technology.



When the service is lacking, real estate transactions become inconvenient and frustrating, pushing buyers and sellers to seek alternative solutions.

If you build great service, the customers will come — especially millennials!

## Customer Loyalty Due to Customer Service by Generation:

Boomers: 62%

Gen Z: 65%

Gen X: 68%

**Millennials: 78%**



# Time to Be Extraordinary

If you want to succeed in creating the ultimate customer experience, you need to stand out in a crowded marketplace.

There are three qualities that make an agent extraordinary:

- 🧠 Build exceptional skills.
- 🏆 Become a total pro.
- 👍 Provide superior service.

*“Good enough is never good enough, when extraordinary is expected and is the standard.”*

— TY HOWARD

# Step 1: Build Exceptional Skills

Work hard  
on your skills,  
yourself and your  
transactions.

You can't find success without hard work and sacrifice. Extraordinary agents do the job with a little hustle!

## Examples of Skill Building:

- Practice asking for referrals.
- Study your buyers' and sellers' needs.
- Sharpen necessary skills like negotiation and lead generation.
- Agents who work harder than anyone else will ultimately get more leads and referrals and make more money.

*"Opportunity is missed by most people because it is dressed in overalls and looks like hard work."*

— THOMAS EDISON



## Step 2: Become a Total Pro

To become extraordinary, real estate agents must be a total pro in all areas of the work.

### Qualities of a Total Pro:

- Remains up-to-date on market trends, becoming the go-to agent in the area.
- Maintains an active community presence.
- Builds relationships with clients that last long after the sale.
- Actively asks for referrals from clients whose expectations they have exceeded.

**Salespeople who actively seek out referrals earn four to five times more than those who don't.**

*"I did then  
what I knew  
how to do.  
Now that I  
know better,  
I do better."*

— MAYA ANGELOU

# Step 3:

## Provide Superior Service

On average, it costs five times more to attract a new customer than to keep an old one.

The best way to increase profits is to retain happy clients by providing superior service:

- Be accessible for questions about the market or real estate transactions.
- Call and send personal notes to current and past clients
- Thank them for referrals or wish them a happy birthday.
- Connect clients with professionals in your network for all their needs — handymen, accountants, etc.

When you provide exceptional service, your clients will be more likely to refer you to their friends and family, so you have more awesome people to work with.



*“You can get everything in life you want if you just help enough other people get what they want.”*

— ZIG ZIGLAR



# Master Your Business. Become a Total Pro.

Tackle disruption this year and become extraordinary. Invest in a training program to give you a great foundation. The Pathway to Mastery—Essentials is Buffini & Company's training solution to help real estate agents become a total pro.

## Learn to master critical skills:

- Lead generation
- Negotiation
- Creating your own inventory
- Working with millennial buyers
- Strategies for great service

Find out how this training will improve skills and profits for you and your team!

**[buffiniandcompany.com/essentials](http://buffiniandcompany.com/essentials)**  
or call **1-800-945-3485**

