

Dishing Up FIVE-STAR ★★★★★ CUSTOMER SERVICE

How are you serving your customers to go above and beyond? A commitment to exceptional customer service sets you apart from the competition. Here's what real estate coaches recommend serving up on a tray of five-star customer service.

Whet Your Appetite

Stay top of mind in your database by providing consistent value.

- Send monthly value-add pieces by mail and email with helpful information.
- Call your relationships regularly to check in, even if you aren't working with them on a transaction right now. Show them you're there to help even after the sale.
- Become a local market expert, and share your knowledge with clients. They should feel comfortable trusting you with all their real estate questions.

The Main Course

During a sale, deliver exceptional service every step of the way.

- From the minute you begin working with a new buyer or seller, walk them through your process so they know exactly what to expect.
- Commit to open lines of communication so clients never feel like they are on the journey alone. Aim to provide buyers and sellers with consistent, frequent updates.
- Keep your skills sharp to give your clients the best deal possible.

Just Desserts

Show your best people that you are grateful for their business and referrals.

- Host client parties and events to celebrate your top-referring people. Keep it virtual or host a drive-up event where you distribute small gift baskets to say "thanks."
- Connect more deeply with your favorite people by "breaking bread," whether it's through a Zoom coffee meet up or a lunch.
- Pop by and deliver past and current clients small appreciation gifts and other unexpected extras.

Ready to COOK UP Great Customer Service?

Buffini & Company certified business coaches can help you become a customer service master. Make your reservation for a business consultation at: buffiniandcompany.com/bc today!



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