


Why it Pays to Be Relational in Real Estate

In today's market, the real estate agents who prioritize relationships finish first. Take a look at who they are and why they stand out!



RELATIONAL AGENT



A relational agent constantly cultivates relationships to produce a steady stream of referrals that compound year after year. A relational agent:

-  Builds meaningful relationships with clients.
-  Generates leads with a proven system.
-  Maintains consistent contact with current and past clients.
-  Focuses on personal and professional growth.
-  Seeks business training, accountability and coaching.
-  Tracks performance and results.

vs.

TRANSACTIONAL AGENT

A transactional agent focuses only on the deal in front of them. Without viewing the bigger picture, the relationship often ends with the transaction. A transactional agent:

-  Does not invest time building relationships.
-  Treats people like a commission check.
-  Loses touch with clients once the transaction is done.
-  Isn't interested in personal growth or professional development.
-  Lacks a system for productive lead generation, spending time and money on unsuccessful online leads.
-  Fails to track work activities and results.

Three Ways to Become More Relational



1

Leverage the power of compounding.

By building and maintaining relationships with clients, you'll create advocates of your business. They will refer you to friends and family, who will then refer you to their networks. This limits your need to make cold calls or purchase online leads to drum up business.

2

Provide valuable information.

Today's buyers and sellers are hungry for information on real estate. Become a resource for these folks, even if they're not looking to jump into anything yet. Your clients get the scoop on real estate topics, and you are able to establish yourself as their trusted advisor in the field.



3

Prioritize your clients.

Go above and beyond to provide all of your clients with exceptional service, then provide special care and attention to the ones who send you referrals. For your top clients, pop by with a small gift every once and a while to remind them of the service you provide beyond the transaction!

Buffini & Company The Pathway to Mastery®— Essentials training course offers a deep-dive into lead generation, working with buyers and sellers, the seven essentials of negotiation and building a world-class business plan. Learn more at buffiniandcompany.com/essentials.

