

# PHONE Tips

## for Great Customer Service in Real Estate

How you present yourself on the phone can say a lot about your customer service. Improve your client experience by sounding professional and prepared on every call!

### ON THE CALL

#### Introduce Yourself

Give your first and last name, title and brokerage when accepting a call, especially when contacting a new referral. This way they know right away who they're talking to!

#### Keep a Professional Tone

Speak to every client with confidence and professionalism. Not sure how to assist with something? Respond with, "let me see what I can do," then look into the issue offline.

#### Give Your Full Attention

Avoid multitasking when on the phone with a client so you can better serve them in the moment.

**For more tips** on how to become a total professional, check out The Pathway to Mastery®—Advanced real estate training program. Sign up today to take your career to the next level: [buffiniandcompany.com/advanced](https://buffiniandcompany.com/advanced).

## BEST PRACTICES



#### Use a Local Number

Out-of-state or 1-800 numbers can be flagged as spam. Your clients are more likely to pick up when the call is from a familiar, local number.



#### Clean Your Inbox

Sort and clean out your voicemail inbox regularly so it doesn't fill up and make you unreachable.



#### Create a Communication Plan

Check in with clients often to update them on where you're at with their transaction. Share this plan ahead of time so they know to expect your calls.



### Tips to Crafting the Perfect Voicemail

- ✓ Keep it brief.
- ✓ Introduce yourself fully.
- ✓ Give a short summary of why you called.
  - Checking in.
  - Saying thanks.
  - Setting up an appointment.
- ✓ Leave a callback number if necessary.
  - Not essential for general check-in calls.

*"Hi Deb, this is Joe Smith of ABC Realty. Just calling to check in and see how you and your family are doing. Wanted to say thanks again for referring Julie my way — she's been a joy to work with, and I'm looking forward to getting her and Mike into their dream home soon. Hope you have an excellent day. Talk soon!"*

