

# Leveraging Your Real Estate Style for Positive Outcomes

According to Buffini & Company's REALStrengths® Assessment, there are two basic styles when it comes to serving – **Create and Finalize**. By identifying your unique serving style — and recognizing the styles of those you interact with — you can better adjust to different situations, leading to more positive outcomes.

## What's Your Serving Style?

### CREATE:

Starting new tasks and new projects excites you, momentum drives you and taking initiative is natural for you.

### FINALIZE:

Follow-through comes naturally to you, finishing tasks and projects energizes you and closure motivates you.

## Scenario 1 - Working with a New Client

### Your client's style is **create**.

They are excited and have a lot of ideas, but no real strategic plan.

### Your client's style is **finalize**.

You are strategic and detailed and want to know how to narrow down what you show them.

### Adapt to their style:

Acknowledge their enthusiasm. Encourage them to dream but to stay within the parameters of what they can afford. Reassure them you are their partner all the way and will do everything you can to help them find their dream home, while also staying within their budget.

## Scenario 2 - Working with a New Agent in Your Office

### Your client's style is **create**.

They have a bit of trouble getting started but are motivated once they get going and always finish up strong.

### Your client's style is **finalize**.

You are full of ideas and enthusiasm for new projects and are anxious to share those ideas with your new agent.

### Adapt to their style:

Work with your new agent to help get them started by sharing your ideas and then suggestions on how they can use those strategies to set themselves up for success. Offer ways to help such as mentorship, peer support and technology. Set benchmarks that need to be made along the way so that the project finishes on time.

By learning your strengths and understanding those who are opposite, you can better manage and leverage your experiences to foster success. You will have satisfied customers who, because you took the time to really listen to their wishes, will want to recommend you to their family and friends. You will also have more productive interactions with your colleagues as well.



To determine your serving style and other specific strengths, go to [realstrengths.com](https://realstrengths.com) and take a free assessment.