

The best hints to start your real estate broker career



Attract, retain and grow your clientele

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Thank you for downloading our eBook.

We hope you find the content interesting and helpful.

Once you finished reading, if you need more information or if you have a specific question, we will be happy to help you!

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8 habits of an outstanding real estate broker

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8 habits of an outstanding real estate broker

- 1. Get up early.** Be at work before everyone else. A quiet environment will allow you to be more efficient.
- 2. Pay attention to details and to your follow-ups.** Your client is waiting for a response from you? Get in touch as fast as your MOST DEMANDING client would expect. Always! Use technology to your advantage. SMS (text messages) are perfect for follow-ups of low importance; simple, quick and reliable. Emails are used to keep a record on important topics while calls should be prioritized for more sensitive follow-ups or to communicate good news.
- 3. Be punctual.** Being late has a negative impact on your credibility with clients, and trust is the basis of all relationships. Why allow clients to doubt your reliability when you work so hard at earning their trust?
- 4. Write down your goals.** Set realistic, yet high goals. Review them daily, which will allow you to stay focused on reaching them. Stick a post-it in your car, in your agenda, or set an electronic reminder, etc.

“ I am looking for a banner with innovative tools that attract and qualify buyers – A real estate broker

8 habits of an outstanding real estate broker

5. Solicitation is mandatory. Unfortunately, this is not an option. It is part of the job to do phone and door-to-door solicitation, mass mailings, open house events. Always be in a solicitation mode!

6. Track your progress: How many more mandates do you need to meet your goals? Do you have more mandates than at the same date last year? Did you increase your business volume? Do you know your actual position compared to your goals. Check the competition. Stay proactive and on the lookout for market trends.

7. Mirror the best. Hang out with the best and ask them questions. They will be happy to help you and you will get a lot out of this. Learn every day. Follow and know your market better than anyone else.

8. Build your dream team. Create partnerships with people who have skills that complement your strengths. Real estate brokers, bankers, inspectors, notaries, mortgage representatives, etc. Offer your assistance and you will get positive return. Find a mentor, a coach... And work as a team to exceed your goals!

In summary, listen, show empathy and do regular follow-ups, always focused on your buyer's or seller's specific needs. It is the only way to position yourself as a trustworthy broker who understands his clients' concerns. You will then be recognized for your leadership and expertise.

How to communicate like a pro and get more mandates?

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How to communicate like a pro and get more mandates?

Real estate brokers who are successful today did not start their career at this level. They had to develop several skills over the years, one of the most important being charisma.

Charisma is a quality that most individuals possess without, however, making good use of it. We detect charismatic people when we meet someone who attracts us. Charismatic people generate a lot of energy; we want to be around them and be friends with them. As a real estate broker, you have a close relationship with the public. Would you like your energy to be attractive?

The more you develop your charisma, the easier it will be to get mandates.

Charisma is like a magnetic field around you that creates an extraordinary attraction. Make no mistake, it is wrong to believe that charisma is a matter of physical beauty. Everyone can develop this attribute. **Self-confidence attracts and makes you beautiful!**



I am loyal to a banner that contributes to the success of my business. – A real estate broker

How to communicate like a pro and get more mandates?

How to recognize a charismatic person

Having charisma does not always mean making unanimity. Charismatic people assume their personality despite everything, and leave aside the people who are not right for them. The desire to achieve great things and the conviction to do what is best are stronger than the fear of being judged.

Where most people see problems and difficulties, charismatic people see opportunities and challenges. The thirst for action and for being positive is part of their everyday routine, and they focus on what's ahead to put their many ideas into action.

The attributes of a charismatic person

1. Empathy. Learning to put yourself in somebody else's shoes is an asset to create a true relationship with people around you. Put your judgements and perceptions aside and show empathy to capture the needs of your clients that are not necessarily the same as yours.

2. Sense of truth. Authenticity is essential. Your clients must feel that you have a real desire to help them.

How to communicate like a pro and get more mandates?

- 3. Clarity of action.** Rallying people to you requires a clear direction, an inspiring path and well-defined goals.
- 4. Self-confidence.** You must believe that you will succeed, be convinced that what you offer is what is best, and that it is far and foremost, in the best interest of your clients.
- 5. Good communication.** Communicate your own way and be enthusiastic.

Developing your charisma is believing in your success and inspiring other individuals to do the same. People must feel that you are really happy and positive about helping them.

Learn to know yourself, and know what you really want. Then, determine where you want to go and find everything you need to achieve your goals. Then, communicate remarkably.

Go for it! Take action and be happy!

“ I am looking for a banner who positions me as an advisor who can be trusted. - A real estate broker.

The 10 attributes of a good real estate broker

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The 10 attributes of a good real estate broker Source: Centris.ca

1. Excellent market knowledge

A good broker has an excellent knowledge of the real estate market. He is able to **provide information** on property types, market developments, interesting opportunities and problems to avoid.

2. Technical, legal and professional know-how

He knows what procedures to follow, what legal documents to complete and which professionals to talk to. He masters the technological tools related to real estate transactions. He can **answer questions** from clients and provide information on technical issues (appraisers, financing, notaries, sale, etc.)

3. Clarity and transparency

He clearly presents his service offer, which details the multiple tasks he will perform for the sale or purchase of his client's property. He explains his strategy on buying or selling your dream property by describing each step of his plan. He **expresses himself clearly and ensures a clear understanding** of what each task involves.

The 10 attributes of a good real estate broker Source: Centris.ca

4. Success and care

A good broker demonstrates a true intention to serve his clients and to contribute to the success of their projects. Because the success of a sale is also his, **he will strive to meet the needs of his clients with all professional tools** available to him. For buyers, he will act as an objective companion to guide them through the end of the project, when they take possession of the new house.

5. Social skills

Dynamic, diplomatic and sociable, a good broker is a great communicator. He **knows how to welcome potential buyers and respond to their expectations** during property visits. He is also good at alleviating tensions, supervising discussions and finding the right words to explain and negotiate. At ease with written and verbal communications, he is the main representative for all parties.

6. Organized and accessible

He is hard-working and organized; he keeps his clients informed every step of the transaction. He is **available at all times** to answer questions. By phone, text message, email or in person, a good broker is first and foremost available and accessible.

The 10 attributes of a good real estate broker Source: Centris.ca

7. Support and assurance

A good broker guides and counsels his clients every step of the way. He makes sure that the buying or selling experience goes smoothly, with as little stress as possible. He knows how to reassure when necessary and conversely, **make recommendations** when a problem requires special attention.

8. Loyalty

A good broker is a loyal and faithful broker. Although he is required to work with several professionals (other real estate brokers and agencies, banks, insurance companies, notaries, building professionals, etc.), he always negotiates **for the benefit of his clients**. He knows how to build a true partnership that will last in time.

9. Listening

He wants to know about his clients' lifestyle and projects, **he listens and is interested in them** with the goal of providing good guidance. A good broker wants to know their dreams and what constraints they have to overcome. His service adapts to each client. In addition to supporting his clients, he also lends an attentive ear to their needs.

10. Honesty

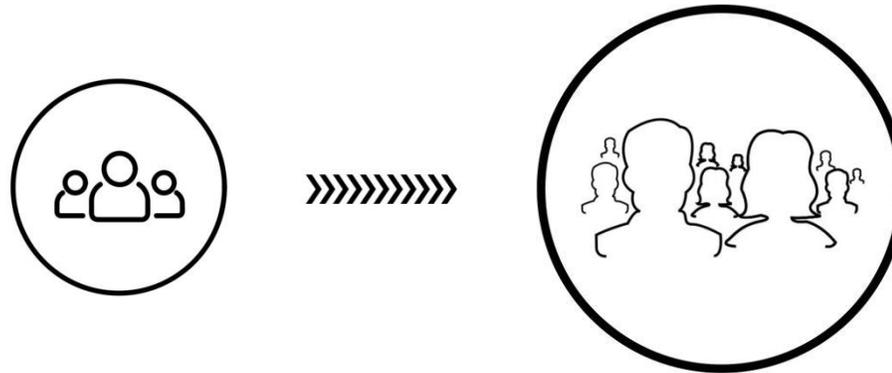
It is one of the most important attributes of a broker. Being ethical and honest is a basic requirement to a **healthy relationship**. A relationship that profits everyone allows overcoming obstacles and succeeding in one or several real estate projects. An honest broker will tell you about the benefits, inconveniences, opportunities and risks of a transaction, and will remain transparent on his service offer and his work method.

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2. Expand my circle of influence :



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Looking forward to meeting you soon



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