
SOUND OFF *Mary Foley*

Why is it important for an agent to relate with clients?



In my experience, I have found that in order to stand out and be noticed on the internet, where most buyers begin their home search, one must devise something entirely out of the ordinary to capture potential buyers and sellers. Most Realtors list achievements, talk about experiences, strengths and why they are the right person to sell your house quickly and for the most the money or to find a home that suits a buyer's needs.

Potential buyers and sellers, especially sellers, want to know what you can do that will make a

difference, especially those who have had their property listed on the market long enough to make a sale that did not happen.

We all know the answers to that. Be realistic, convince your sellers to price it right, get as many buyers as possible to see the house, work the odds, stage the house to bring out its most attractive features. If there are changes to be made, don't be afraid to ask the seller to assist in the process.

Make it easy for Realtors to show clients. Install a lockbox and a sign and make sure your photos show space, clean lines, a

neutral color pallet, cleanliness, organization and eliminate the chotskies.

These few things can make a difference in selling a house in a reasonable time frame, or having it sit long beyond sellers expectations.

Finally, I find a good working relationship with your seller and buyer is greatly influenced by a natural connection. Because of the presence of diversification in most communities, one must be able to relate to any individual regardless of economic status, and their anticipated goals.

In this day and age, nothing much has changed when it comes to establishing the best connection. Addressing empathy when needed, and presenting your clients with the enthusiasm, energy and knowledge they deserve will develop not only into a happy and satisfied client, but can result in a friend for life.

So, treat your clients with respect, do your homework, and most of all, listen.

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