

An overhead view of a man and a woman sitting at a wooden table in a cafe. The man, wearing a maroon shirt and glasses, is pointing at a laptop screen. The woman, wearing a blue denim jacket, is looking at a document. On the table are stacks of white plates, a cup of coffee, and a notebook. A large copper sphere is visible in the background.

How to Answer Initial Client Meeting FAQs

A REAL ESTATE EBOOK FROM





Introduction

The right real estate agent can make or break a client's perception of the home transaction process, and with hundreds of thousands of brokerages out there, **the competition is fierce**. In other words, selling yourself as the right fit is critical for successful real estate professionals.

Prospective clients, particularly those buying or selling for the first time, **will likely have at least a few questions** about what they can expect from a working relationship with you. To nail the initial client meeting and land the deal, you'll want to have some comprehensive answers on hand.



Preparation Is Key

Before you get to formulating potential answers, consider the following:

- Any answer you give should be honest and genuine. Trustworthiness in an agent is critical, and entering into a tenuous agreement or, worst case scenario, [firing a client](#) down the line won't be fun for anyone.
- Mastering the initial client meeting takes practice. Effectively answering questions may take some finessing.
- The right answers will always depend on your approach as an agent and, of course, the client. It will never be a one-size-fits-all situation.

Bearing this information in mind, let's dive into some of the most frequently asked questions at an **initial client meeting**.

1

What are your qualifications?

As purchasing a home is the largest financial investment most people will make, potential clients are sure to be **curious about your qualifications**. Consider pointing to or even displaying your (hopefully) valid and up-to-date real estate license, and sharing any relevant recent course completions, industry certifications, designations, or awards.

This may also be a great opportunity to share that [elevator pitch](#) you've no doubt been honing. Be sure to include any special skills, goals, and your primary focus when working with clients.



2

Can I speak with a previous client?

If you have a particularly happy previous client in mind, **confirm that they're comfortable speaking on your behalf before sharing any contact information.** You can also ask that satisfied clients sign off on a letter of recommendation, so you don't have to bother them each time a new client would like to hear from them. If neither option is possible, point new clients to your reviews or social media channels.

Pro Tip: Do you need help making the most out of your clients' reviews? [We can help!](#)

“People influence people.
Nothing influences people
more than a recommendation
from a trusted friend. A trusted
referral influences people
more than the best broadcast
message. A trusted referral is
the Holy Grail of advertising.”

Mark Zuckerberg

3

What is your general availability?

If this question arises, be clear about your time and reachability. While some agents are content working long hours into the night, others have a hard-and-fast stop at five. Whatever the case may be, **ensure potential clients are clear on when they can expect to connect with you.**

In the same vein, this initial conversation is a good time to **clarify communication channels**. Are you okay with sporadic texts, or are scheduled phone calls the way to go? Also, ask your clients how they'd like to be contacted. Setting clear expectations right out of the gate can streamline the working relationship for everyone involved.





How long have you been in business?

If you're a seasoned pro, take this time to **brag about yourself a bit**. If you're new to the industry, though, don't fret. Be upfront about your experience level, but use this question to **sell the client on your other skills**.

For example, maybe you only have a year or two under your belt but have lived in town all your life. That fact could give you an edge. On the other hand, maybe you're new to the real estate game but worked for years as a phone operator. **Those communication skills are certainly transferable and should be advertised as such.**

“Experience is not the best teacher;
evaluated experience is.”

John Maxwell, Author, Speaker, and Pastor



How are you paid?

Commissions can prove confusing even for agents, so it's no surprise that clients are curious about the process. **Provide a high-level look at your commission amount**, perhaps with example figures based on the average home value within your market, and **discuss any other fees they should expect**. Reiterate that your commission will typically be paid at closing and rolled into their overall home loan amount.

“Alone we can do so little;
together we can do so much.”

Helen Keller



How would you characterize the current local market?

The real estate market has been red-hot in recent years, so potential clients may be trying to just make sense of it. Take this opportunity to **impart some knowledge and establish yourself as their go-to source for everything related to the industry**. Share general trends, including predictions, and any patterns that are more specific to your town or city. They'll be sold on your depth of knowledge!





Nail the Initial Client Meeting

Between the prospect of a new property and the excitement of finding the perfect agent, clients are sure to leave your initial meeting with a little pep in their step. Simply **prioritize authenticity, lead with honesty, and do a little planning beforehand** to ensure everything goes off without a hitch.

Good luck!



About Us

Founded in 2005, The CE Shop has become the leading provider of online real estate education. With industry-leading pass rates and support from Pre-Licensing through CE, our students are better prepared to set themselves up for success.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With products available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.