



HOW REAL ESTATE AGENTS CAN DETERMINE FIT WITH POTENTIAL CLIENTS

INTRODUCTION

While any business can be good business, it's no secret that some clients are more enjoyable and easier to work with than others. Problem clients can be demanding, unrealistic, or seriously lack boundaries.

For example, Thomas Satas, an agent in Chicago, recently grappled with a homebuyer who was adamant about submitting an inflated, bad-faith offer. In the worst case scenarios, like Satas', firing the problem client may be the best solution for everyone involved.

THE GOOD NEWS IS THAT YOU CAN AVOID THIS ORDEAL ALMOST ENTIRELY SIMPLY BY EVALUATING EACH POTENTIAL CLIENT FOR PROPER FIT.





WHY IS FIT IMPORTANT?

For many clients, a home will be the biggest purchase of their lives. They'll need someone they can trust to guide them through the process and answer any questions they may have. To get there, they'll almost certainly compare and contrast local real estate agents. In the same way, you should evaluate potential customers. Certain agents will simply click better with some clients, and determining this fit ahead of time sets the stage for a smoother, more enjoyable experience for all parties.



PRO TIP

While it can be tempting to run with any business that may come your way, ill-fitting clients can wear on your mental health and diminish your job satisfaction long term. The true mark of a pro is passing on the opportunity for a commission check if it comes with outsized frustration or at the expense of your ability to fulfill the client's needs. As a sign of good faith, you can always refer them to a different real estate professional who might better align with their goals, personality, or expectations.

BENEFITS OF A GOOD FIT INCLUDE:

FUTURE REFERRALS

Buyers and sellers who admire your approach are more likely to share your name with friends and family down the line.

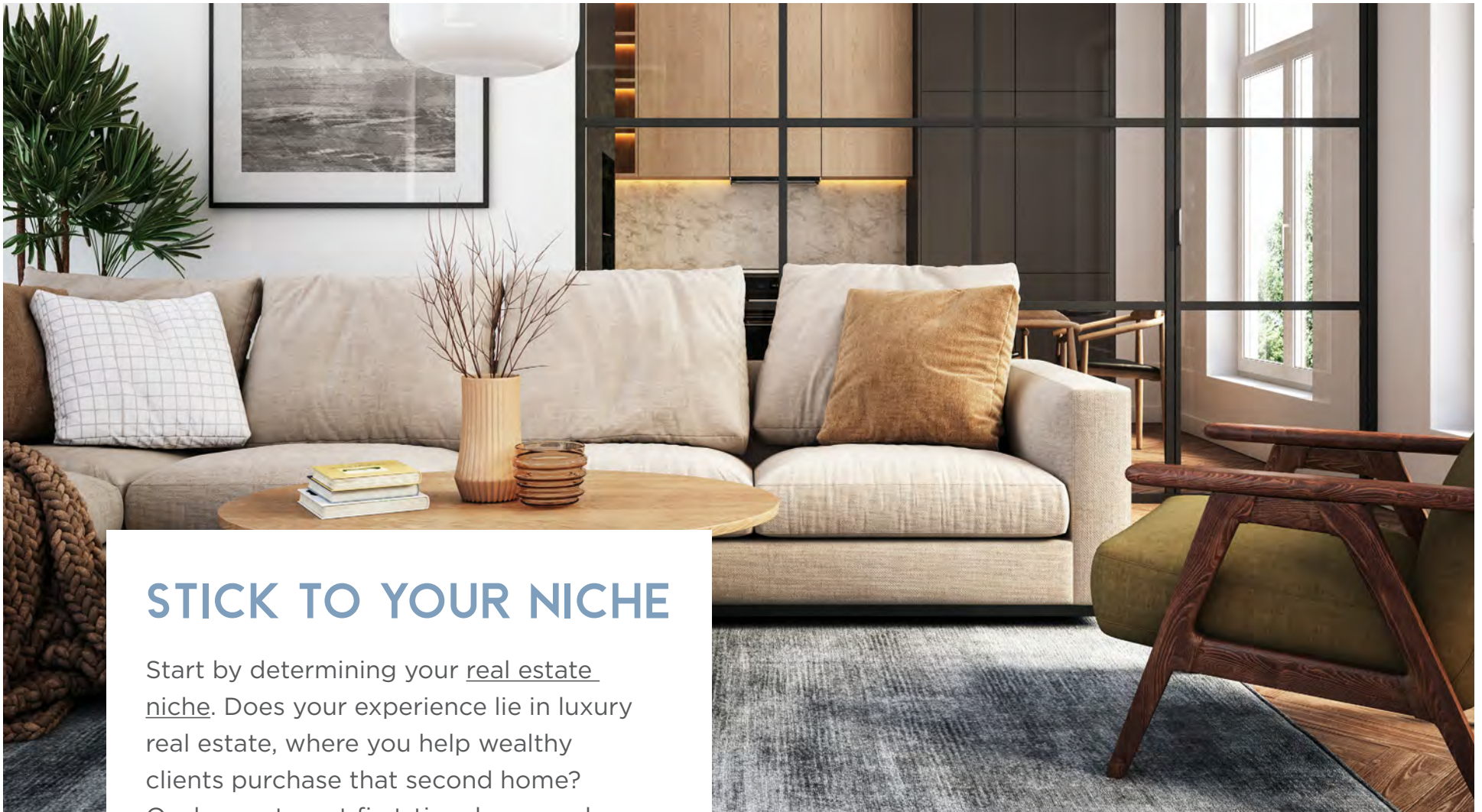
POTENTIAL REPEAT BUSINESS

Clients that you click with may consider rehiring you when it comes time to purchase a second property or sell their current place.

AN IMPROVED EXPERIENCE

Mutual respect, care, and connection can make managing your clients' needs streamlined and enjoyable — which often translates to a better experience for both you and your client.

HOW EXACTLY DO YOU DETERMINE
THE RIGHT FIT?



STICK TO YOUR NICHE

Start by determining your real estate niche. Does your experience lie in luxury real estate, where you help wealthy clients purchase that second home? Or do you target first-time buyers who could use some more guidance along the way? Whatever your niche, ensuring your expertise aligns with the client's needs can cut down on potential blindspots, mistakes, and misunderstandings.

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THE RESEARCH TELLS US THAT A HIGH QUALITY REAL ESTATE AGENT THAT REALLY KNOWS WHAT THEY ARE DOING WILL ADD MORE TO THE EQUATION THAN THEY COST.

DAVE RAMSEY – PERSONAL FINANCE EXPERT

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DISCUSS STRESS MANAGEMENT

It's no secret that the homebuying process can be stressful, and a key part of your role is providing the necessary encouragement to support your clients. Managing stress looks different to everyone, though. Does the client want someone who will push their boundaries and nudge them outside their comfort zone, even in stressful situations? Or would they prefer a shoulder to cry on when the going gets tough? The ideal client's needs will largely align with your preferred method of support, or will at least seem reasonable.

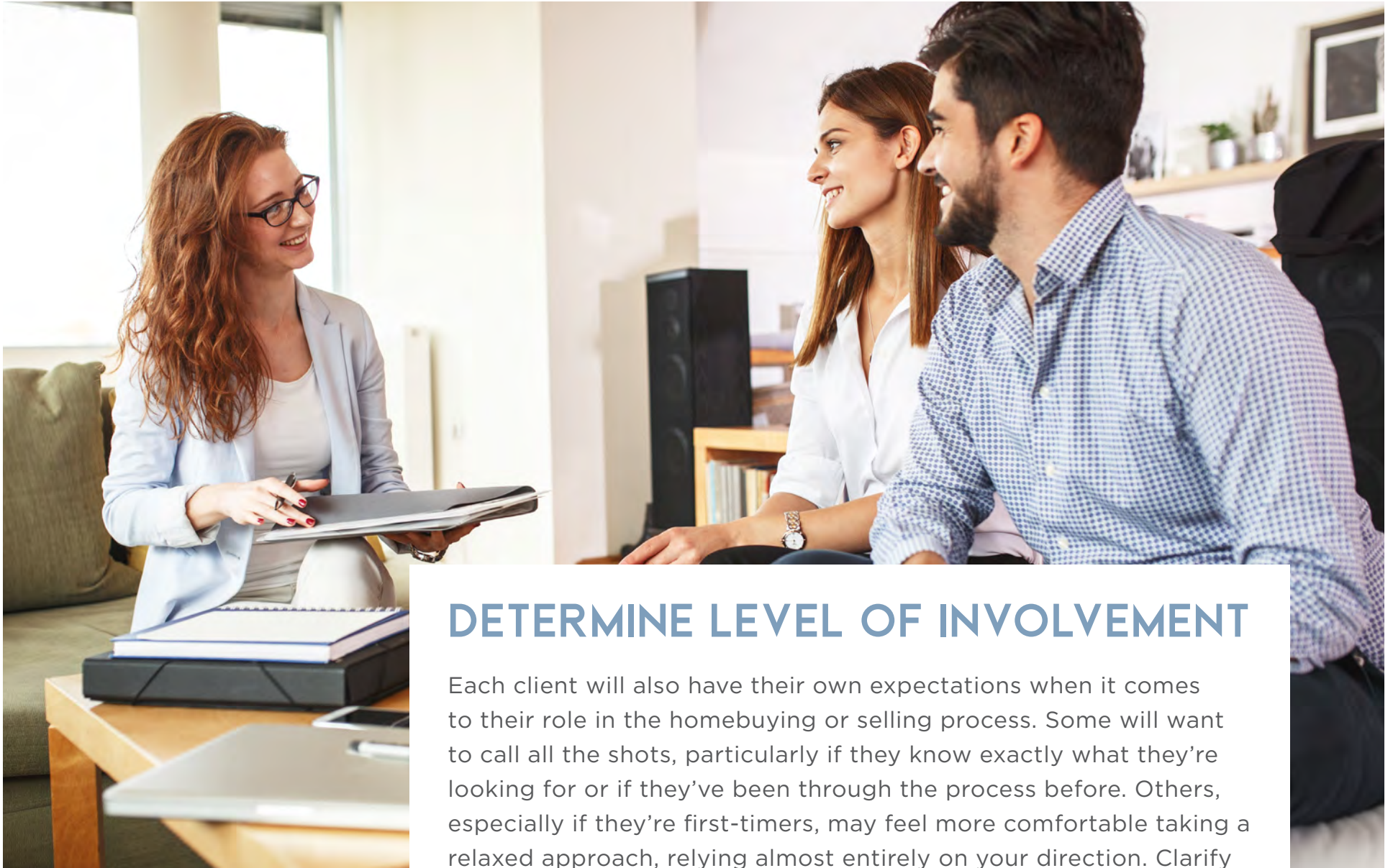


“COMMUNICATION – THE HUMAN CONNECTION – IS THE KEY TO PERSONAL AND CAREER SUCCESS.”
PAUL J. MEYER – PIONEER OF THE SELF-IMPROVEMENT INDUSTRY

CONFIRM THEIR COMMUNICATION STYLE

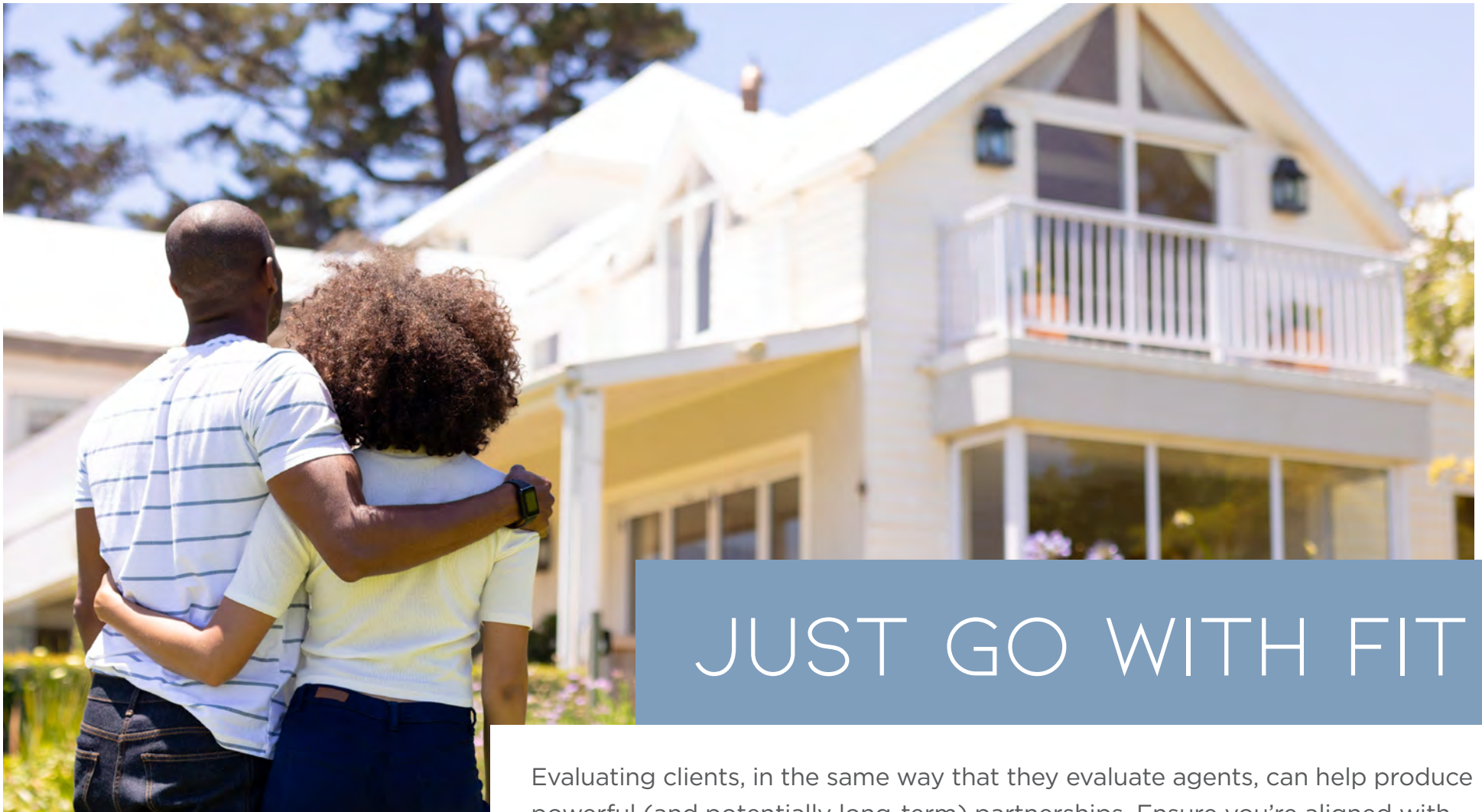
Clear communication is critical but, again, everyone has different expectations when it comes to staying in touch. Some clients prefer weekly check-ins while others may very well want to text you at 2 AM every morning. You'll know it's a good fit if your preferred method and frequency of communication align, and you're confident that the phone won't be ringing off the hook. Unless, of course, you're into that...





DETERMINE LEVEL OF INVOLVEMENT

Each client will also have their own expectations when it comes to their role in the homebuying or selling process. Some will want to call all the shots, particularly if they know exactly what they're looking for or if they've been through the process before. Others, especially if they're first-timers, may feel more comfortable taking a relaxed approach, relying almost entirely on your direction. Clarify the role each client would prefer to play, and ensure that you can accommodate their desires.



JUST GO WITH FIT

Evaluating clients, in the same way that they evaluate agents, can help produce powerful (and potentially long-term) partnerships. Ensure you're aligned with your client when it comes to niche, stress management tactics, communication, and involvement to prevent potential problems down the road. It's better to turn away a lead than to dismiss a client. After all, firing clients, even the most problematic ones, doesn't fit into most agents' idea of a good day.

ABOUT US

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