

Communication, Use it or Lose it!

Listening to buyers and sellers when they talk about experiences with REALTORS®, we have work to do in this industry or somebody is going to do it for us! All the articles have the same complain, customer surveys have the same topic at the top of the list, communication or the lack thereof!

Communication has been a problem for REALTORS® dating back to dial up phones. Prospects, buyers and sellers have a certain expectation and REALTORS® have a different reality. Today I believe we have a new factor that distracts us from delivering the communications needed by buyers and sellers, technology!

- Understanding today's consumer communication needs and expectations
- Identify what has gone wrong with REALTOR®, buyer seller communications
- The need to go back to basic time management skills before technology
- Stop relying on technology to handle many of your communications needs
- Break the social media time overload and take control of customer relationships
- Deciding on a CRM that works for the agent
- Setting up the CRM to work for the REALTOR®
- Establish a template to use with each buyer and seller you are actively working with
- Creating an action plan to be successful

REALTORS® need to hit the reset button on how the industry handles communications with prospects, buyers and sellers. We text, chat, email and video call our family and friends on a regular basis but fall short reaching out to the people making one of the biggest buying or selling decisions of their life.

Many outside influences are leaning on the real estate industry today. By empowering as many of the 1.4 million REALTORS® to focus locally in their community to grow relationships, trust and knowledge about the market is paramount for the industry as we know it today. Posting on social media, sending emails or buying leads from a national company doesn't separate local agents from the forces that are attempting to change the way consumers seek, buy or sell real estate.

This presentation is designed for a three-hour time period which would include breaks. It can be modified to 90 minutes or a great topic for Keynote Address.

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