

Effective Communication

Effective communication between sales associates and their customers and clients is the one essential characteristic of all real estate brokerages that is considered essential for customer service and satisfaction.

1. Understand the Consumer's Preference. Each person is different in terms of communication, whether it's email, phone, or texting. It is important to take the time to ask your customers and clients how they prefer to communicate. Let them know you want to communicate with them the way they want, and how often they want to hear from you.

2. Keep clients in the know. As you communicate with your clients, you should explain to them what's happening with their transaction. Make a point to follow up all phone communication with an email that confirms what was said. Explain to them what the next step is, what the other side is doing, and whether there are any red flags.

3. Empathy is central. Being a good communicator means putting yourself in your customers' positions and trying to help them solve their problems. Don't let your own problems or incentives interfere in the relationship.

4. Provide Facts, not Frustrations. Remember that when communicating via email, emotions do not always show through accurately, so draft email correspondence carefully, and don't ever email, text, or call an individual if you are frustrated or feeling emotional.