4 easy ways to set client expectations in real estate

In real estate, finding new ways to make our job easier and at the same time more effective is something we should all be striving for each and every day. We all want a perfect buyer or seller that is a breeze to work with all the time, but rarely does that ever come about. In fact, we often see difficulty and stress in many of our transactions. Some of the most difficult times and conversations in real estate can be avoided by simply setting the expectations ahead of time. Here are four ways to do so. 1. Ask questions This may seem like the obvious place to start when dealing with a potential new client, but it only seems obvious because it’s so important. Asking the right questions upfront will give you some background on your clients' previous realty experiences. Ask questions such as: Did you have an agent in the past that you really liked? What did he or she do that made him or her so likable? Or the flip side, if they've worked with someone they didn’t w...

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