7 easy steps to building client loyalty

Picture this: You're driving around one day. The sun is shining, and you're enjoying life. Then, as you pass by a client's home, you notice a "for sale" sign -- from a competing real estate agent. It can feel like a punch in your gut. You have to glance back in your rearview mirror again to make sure you really saw it. The listing agent's photo gazes back at you. His smile seems taunting, given the circumstances. Disappointment gives way to confusion. You saw no signs of discontent when you worked with this client a few years ago. You provided good service, so why isn't that your sign on the lawn? Good service is not enough to build client loyalty. Clients expect good service. Even if your clients are happy at the time of the transaction, that won't guarantee repeat business in th...

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