How to make investor clients your regulars

As a real estate agent, you know that landing investor clients can be a huge win for your business because investors potentially buy, and even sell, over and over again. However, do you know what investors want and expect from their agent? The following five things are likely what investor clients are asking for (even if they aren't saying it). 1. Give more than automated MLS searches As a real estate investor myself, I worked with two Realtors before getting my own real estate license. I had an aggressive growth strategy. My aim was to buy a house every two weeks. Within a year and a half, I acquired 35 properties, so I came fairly close to hitting the mark. However, despite the amount of business I was bringing each of these agents, they simply put me on auto-pilot by sending me automated emails from MLS and waiting for me to respond. To keep investors coming back, show them the personal service you show all of your clients. 2. Show more than the obvious E...

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