



We are working with clients who've never bought or sold a home or haven't done so in a while. They don't know what to expect or what to do. They are nervous and feel a certain amount of pressure until the deal closes. Therefore, a client will key in on your reactions, words, and phrases to try and read between the lines as to what is happening. It is very important that you use words and phrases that will manage the emotions and reactions of your clients.

Winning Words

Reasonable

Even after a contract is agreed upon, there may be some terms or requests by the buyer that are fair, but the seller might be thinking: "This isn't fair...this isn't common!" If the request or event is common and appropriate, let the seller know. The best word to use is "reasonable". The word reasonable implies that the buyer is not greedy, bad, or trying to take advantage. He is doing what is fair.

Fair

Every buyer and seller wants to do what is "fair". It is a great word because it implies that all parties involved will be happy. Everybody wins; nobody loses.

Standard

This is a great word to use just because it reinforces the feeling of fairness and commonality. It also informs your client that what you are talking about is "not out of the ordinary." In other words, it is to be expected. So expect it!

Double-check

In a situation where we are not sure or just don't know, always tell clients that we will "double-check". A person who double-checks is a person considered to be thorough and diligent about checking the details.

Normal

The word "normal" can be used when explaining future events: "Normally it takes about 45 days for a final approval on the loan."

Comfortable

Your clients may be silently asking themselves: "Does Niego Real Estate care about me as a person, or do they just care about what they can get from me?" When we address our concern for someone else's comfort, what we are really saying is that we care about them as a person and how they may feel.

Minor

The following is an example of what a client would say, "Minor surgery is any type of surgery performed on someone else. Major surgery is any type of surgery that is performed on me." We need to remind our clients that these "real estate surgeries" are actually minor events.

Compensation

Agents often use the word commission. This implies it is "something you get." The word "compensation" implies something you earn.

We & Us

These words create a sense of unity so the client knows we are all on the same team.