

5 Ways to Make YOUR BRAND

a Household Name in Real Estate

Once you've built a strong personal brand, the next step is to make it synonymous with real estate. That way, you become the first person clients think of whenever they (or a friend or family member) have any housing needs. Start now with these five strategies.

The Pathway to Mastery®—Advanced from Buffini & Company is designed to take agents to the next level in their career with advanced branding and client strategies. Learn more: buffiniandcompany.com/advanced



1. BUILD A ROBUST DATABASE

- ✓ Add relationships to your database by mining your sphere of influence — these are the people you interact with personally and professionally each day.
- ✓ Always confirm with clients that you are the real estate agent they'd refer to their friends and family.
- ✓ Expand your business by adopting the database of a colleague who's retiring or relocating.

2. EXPLAIN HOW YOUR BUSINESS WORKS

- ✓ Make the connection between your brand and real estate right away.
- ✓ Describe the **Work by Referral** process to your clients:
"I am committed to serving you before, during and after the transaction. I know that I must earn your future referrals, so I aim to exceed your expectations. When you come across an opportunity, I'd appreciate you referring me to great people like yourself, who would benefit from the excellent service and personal attention I provide."
- ✓ **Remember to ask for referrals!**

3. INVEST IN RELATIONSHIPS

- ✓ Strengthen client relationships through:
 - **CALLS** — Get voice-to-voice to say hey and check in.
 - **NOTES** — Write a personal note to say thanks or acknowledge a client milestone.
 - **POP-BYS** — Deliver small appreciation gifts to remind clients you're never too busy for their referrals.
- ✓ **Always thank clients for referrals!**
- ✓ Celebrate your top-referring clients by hosting fun appreciation events.

4. PROVIDE EXCELLENT SERVICE

- ✓ Go above and beyond with your customer service with unexpected extras:
 - Deliver pizza on move-in day.
 - "Gift wrap" the door on closing day.
 - Drop off a small "road trip essentials" kit for clients moving out of town (hand wipes, snacks, activities for the kids, gift card for gas, etc.).
- ✓ Send monthly value-add items on everyday topics to keep clients informed, and your business top of mind!
- ✓ Educate clients on market updates and trends to become a trusted advisor.

5. INVEST IN TRAINING

- ✓ To become a household name in real estate, your skills need to support your brand promise.
- ✓ Invest in real estate training courses that dive deep into the fundamentals of relational business and exceptional customer service.