



PROFESSIONAL COURTESIES –
'HOW DO YOU WANT TO BE REMEMBERED?'


MICHIGAN REALTORS® STATE CONVENTION
MT. PLEASANT, MICHIGAN


October 6, 2016

Dale P. Zahn, e-PRO, RCE
RPAC Golden R, President's Circle
Hall of Fame Investor
Chief Executive Officer
West Michigan Lakeshore Association of REALTORS®


HOLY COW! 

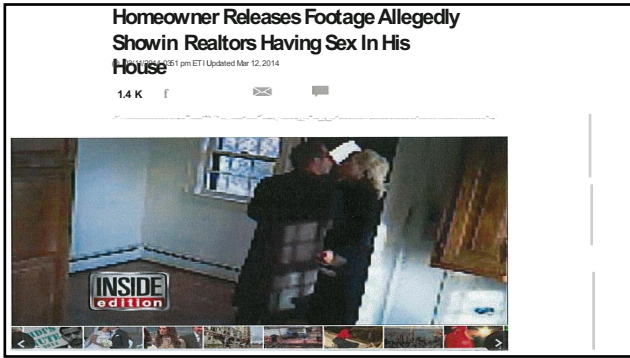
HEY HEY! 

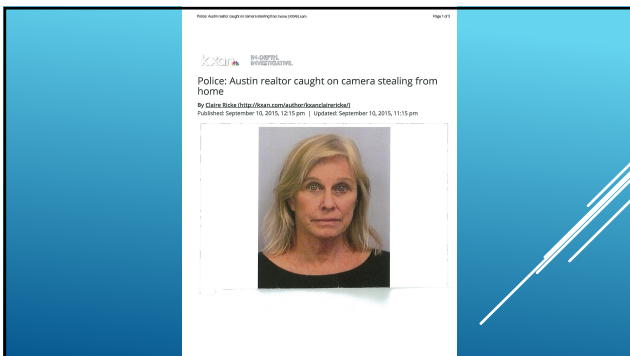
"SPINNING OUT OF THE TURN...." 

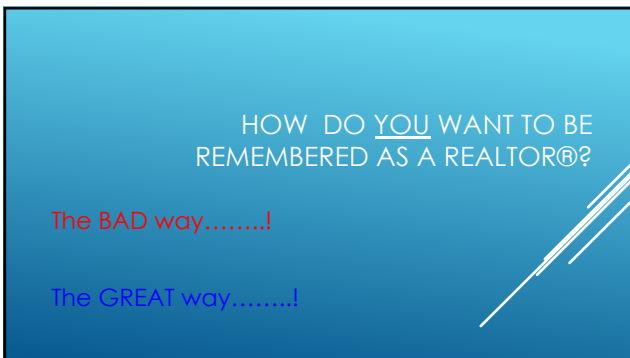
RUNNING LATE? 

TAXI DRIVER 

PORTER'S 







Respecting the Public

- The Golden Rule – Do Unto Others.....
- RESPOND to inquiries and requests for information
- Advance scheduling and BE ON TIME!
- Delayed? Canceled? Notify the homeowner or listing agent
- Decided not to view? Don't leave folks hanging, let them know
- Like the Boy Scout Motto – "Be Prepared" for the unexpected situations involving pets, kids, etc.
- Thank You Notes – What they can/cannot say and in compliance with the NAR Code of Ethics

- Crappy house, needs lots of work, blah blah blah, DO NOT criticize in front of the sellers...it's a Bad idea!
- Common courtesy – let people know you are departing
- Always knock, ring the doorbell, Announce Yourself...particularly when entering closed rooms
- Professional appearance – it does not have to be New but you surely can be clean. This includes your vehicle.
- Ask permission to use the 'facilities...' Or to take a shower! REALLY?
- Direct clients of other agents/brokers to direct questions to their own agent

- Cultural Differences – not all cultures are the same
- No "Touchy Feely" – it's a pathway to Trouble!
- Avoid the Endearments or denigrating language – Honey, Sweetie, Darlin', Babe...
- Promises? Promise only what you can deliver and KEEP YOUR PROMISES
- Identify your professional status in all contacts with John Q. Public – Don't be a Secret Agent
- Don't tell people what you think...tell them what you know

Respect For The Property

- Remember, you are responsible for everyone you allow to enter
- Unless specifically authorized, Do Not Allow buyers to enter property unaccompanied
- Try to keep the parties together as a group
- Leave the property as you found it – if something appears wrong, contact the seller or listing agent right away...
- Lock The Doors and Turn Out The Lights!
- No Eating, Drinking, Disposing of Trash...and try not to bring pets, use the facilities OR use the bedroom to 'take a nap!' (yes, it has happened!)
- The weather is bad – use sidewalks and take off shoes or boots

Respect For Your Peers

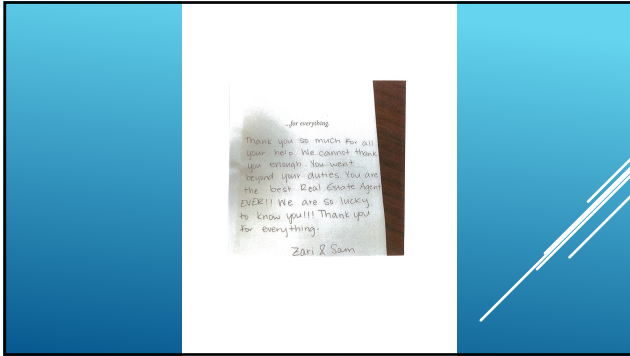
- Respond, Respond, Respond...to other agents calls and emails *PROMPTLY AND COURTEOUSLY*. It's common sense!
- Found inaccurate information on a listing? Draw it to the attention of the listing agent/broker
- Share those 'special circumstances' or situations people may find when entering a property
- Show courtesy, trust and respect to other real estate professionals
- Never prospect at other agents Open Houses or similar events
- Borrowed a key? RETURN IT! Used a Lockbox? PUT THE KEYS BACK AND SECURE THE PROPERTY!
- Strive for Mutual Respect

REMEMBER –

Real Estate is a reputation business – what it takes a long time to build, as a professional reputation, can be destroyed in an instant and affect you, your business and reputation for years to come.

SO...HOW DO YOU WANT TO BE REMEMBERED?

IT'S ALL UP TO YOU!



A NICE WAY TO BE REMEMBERED!

From a Facebook Private Message – in 2015

Hi, _____

Donna and Tim _____ here. We bought a house from you in _____ on Niagara Street. We now live in Naperville, Illinois. Found you on Facebook and just wanted to say 'Hi' as we were remembering how terrified we were when we go the call that our deal/offer went thru. Think it was for \$34,000 and I was thinking "How are we ever gonna pay for this..." First house is very scary. When you showed us the house we had to use flashlights to look at the bedrooms and our feet stuck to the kitchen carpet. We ended up adding a second floor when we had another child, put in a spiral staircase and a balcony and wood burning stove up there – it was our hideaway. You were Great to work with. Hope you are enjoying life.

Hugs,
Tim and Donna
