

HOW TO WORK WITH CLIENTS



START THE CONVERSATION. EVERYWHERE

Working with clients isn't about having the perfect script. It's about showing up consistently, communicating with confidence, and guiding people through one of the biggest decisions they'll make.

This business grows through conversations.

Not just when you're "on the clock." Everywhere. At the coffee shop. At the gym. At events.

In everyday life.

You don't have to force it. You just have to be open to it.

Real estate should feel natural in the way you talk about it, because it's what you do. The more you talk about it, the more confident you become. And that confidence is what creates trust.

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KNOW YOUR CONTRACTS

Clarity and protection are what matter most when working with clients. This is a litigious business. That means the details matter. Knowing your contracts isn't optional, it's part of how you lead your clients well. When you understand what you're navigating, you're able to guide them with confidence, answer their questions clearly, and protect their interests every step of the way. Confidence doesn't come from guessing. It comes from knowing. And when you know your contracts, your clients feel that.

SET EXPECTATIONS EARLY

One of the most valuable things you can do for your clients is set clear expectations from the beginning. Walk them through the process. Explain what's coming next. Talk through timelines and deadlines in a way that feels simple and manageable.

Your role is to remove confusion before it ever becomes stress.

When clients understand what's happening and what's expected of them, everything feels more steady, for them and for you.

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EDUCATE AS YOU GO

You are the guide in this process. That means you're doing more than opening doors and writing offers, you're helping your clients understand what they're doing and why it matters. Take the time to explain things.

Answer questions before they even ask.

Keep communication clear and consistent. This is how you build trust.

This is how you create a client experience that people remember and refer.



KEEP THE END IN MIND

Every conversation, every step, every detail is leading somewhere. To the moment they get the keys.

Or the moment they check their bank account after a successful sale.

That's the outcome you're working toward.

So when things feel busy or complex, come back to that. Stay grounded in the process, guide them with clarity, and keep moving forward.

Ready to start your coaching journey?
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