

# **How To Win New Real Estate Clients and More Listings**

*Distinguish Yourself In A Very Competitive Industry*

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## Contents

1. Introduction / 3
2. How To Win New Real Estate Clients and New Listings / 7
3. I. What Real Estate Clients Really Want / 8
4. II. What Real Estate Clients Really Need / 11
5. III. Your New Client Meets Their Guide (You) / 12
6. IV. You (Their Guide) Describe The Journey, Outline Your Process Plan and Frustrations You Help All Of Your Clients Avoid / 15
7. V. What Success Will Look And Feel Like For Them After They Buy Or Sell (Or Both) / 17
8. What's Next? / 19
9. Close / 20



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## Introduction

You probably know the saying...

***"Listings are the name of the game."***

While that makes sense and holds much truth, an important condition has to be met before a new listing can materialize for a real estate agent. If an agent doesn't earn people's trust from the very beginning, the client sure as hell won't award them their listing at the end.

Despite the heavy use of the internet, potential homebuyers and sellers still prefer using a real estate agent to navigate them through the process of buying or selling a home. Word of mouth, as usual, continues to play a pivotal role in deciding on an agent.

***Only a small percentage of clients interview more than one agent.***

Though having listings is vital for your business, the way to get the listings you want is to first set the tone and message that endears you to and resonates with potential new clients; the people who will award those precious listings to you.

More than ever, people today have a well-developed sense of what is and what isn't genuine and good for them. People know hogwash when they see it and establishing your know-how and trust is key.

You may also know that realtors in general have a bad reputation. Forbes Magazine says real estate agents rank 23rd on the list of most admired professionals even below actors, stockbrokers and politicians. Many have had bad experiences with a real estate agent or have heard the stories. This becomes your opportunity.

***Only agents potential clients feel they like and can trust will earn the listing.***

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Language is a powerfully persuasive tool. The information in this book will help place you above the rest in these ways and more:

- Establish trust in the eyes of others for your brand and who you are as their future realtor
- Demonstrate to prospective clients that you understand and will deliver exactly what they want, need and more
- Show that you fully appreciate every aspect of their personal situation and the road ahead, including every emotion
- Comprehend and share exactly that you know how very important this is to them personally
- Demonstrate how you will guide them through every step
- Exhibit how much they will enjoy their experience with you along the way
- Feature the satisfaction and other positive emotions they will experience as their objectives are being met
- Include elements of your aspirational and personal brand identity that will appeal favorably to potential new clients

## **The Four Basic Steps To New Listings**

To win new clients and listings requires checking four boxes: **1)** Attain their focused attention, **2)** Bring about a listing appointment, **3)** Earn their serious consideration, **4)** Win them as a precious client and their listings forever.

To check all four, it's vital to project yourself, your general image (personal brand) and your abilities in ways that appeals to people at high levels, at all times, though most especially at the beginning.

How you market yourself is a reflection of who you are, what they can expect and what they will receive from you. Potential clients make very quick judgements about whether what is reflected would be good for them. Solid first impressions enable great opportunities.

You will “win” clients beginning with their very first glance of the great impression you project at the very start of it all...

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***Resonating with potential clients in all communications is essential.***

The ability to resonate with prospective clients is especially true for your marketing. That sets the tone, is often the first impression potential clients receive and usually happens when you're not there.

If you analyze almost all agent and broker ads and other marketing, you will notice a tendency (greater than **90%**) to speak only about themselves and properties. Their ability to connect immediately with potential new clients, in a personal way, with their marketing is rare and usually non-existent.

**Why is that the case?**

Generally speaking, realtors know themselves and they know about the properties but never really "reach" people emotionally or work to understand the clients as well as they could.

And also because connecting with people emotionally is more of an art, for the most part unstudied, not well understood or articulated within the real estate industry...

Which makes this your chance to outshine all the others and is what will become a differentiator for you if you follow this blueprint.

***"Likability" is important for you and your business and  
Will differentiate you from most of the rest.***

Likability is one of the most predictive measures of how clients select realtors to help them with their home selling and buying objectives.

Naturally, you and everyone else would like more listings. But you must focus on encouraging people to want to become your client first. Being awarded listings comes only after you "win" them.

When a seller or buyer believes you know what you are doing and senses that you truly care about them, they begin to feel safe.

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***Demonstrating to potential clients what is in your heart  
is what ultimately will matter most.***

When clients feel safe, they like to say, **"Yes"**.

To have a positive influence for your real estate business and future success, what you express by the words you use always matters.

When your highest interest is also your client's best interest, you have true power. It's a power that inspires people to also choose you as a person, in addition to being a highly skillful realtor.

Confidence in you will come from their hearts too, because you were able to connect and resonate with them.

In the beginning and throughout, your goal is to develop a rapport and a collaboration that you are working together for a common goal. Everything you do will be to help them, not yourself, which is the essence of what they want to expect and experience. (They know well that you will get paid for closing sales.)

Causing people to want to say "Yes" to you, will also encourage them to tell their friends for the same reasons they chose you and their experience was good throughout. Referrals are what causes businesses to thrive.

***Using the right words influences decisions and actions  
in your favor...***

Using the words and phrases that reflect who you are and also creates positive emotional responses and associations for your future clients, is of the **highest** importance.

Using words and phrases that resonate viscerally with real estate clients is going to help you create a subconscious synergy with people who need to hire a realtor. These words are going to help them believe and feel that you are on their side.

They are going to **want you** to be on their side too.

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## How To Win New Real Estate Clients and More Listings

The lists of words, phrases and other language tools provided here have been extracted by researching numerous surveys and other feedback submitted by real estate clients over many years. They resonate so well with clients because **they are their words.**

You will want to include these throughout all platforms of your marketing and even add most to your own personal thoughts and vocabulary.

Use the words and phrases generously in your marketing, always with good taste and your audience in mind. Pay special attention to use words and phrases that are in accordance with your personal strengths.

NOTE: Buyer and seller “wants” differ some but have many in common. (Highest priorities at the top.) Where feedback from buyers and sellers vary in terms of importance to them, the categories are split. You may also like to customize your message between sellers and buyers when possible.



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# I. What Real Estate Clients Really Want

*All Clients Want Their Realtor To Be...*

- "Highly responsive"
- "'Strong advocate' for them"
- "'Will fight hard' for them"
- "Market expert"
- "Always high-quality service"
- "Forthcoming communications"
- "Highly knowledgeable of selling processes"
- "Highly knowledgeable of purchase processes"
- "Highly knowledgeable of local market"
- "Strong communication skills"
- "Strong negotiating skills"
- "Strong people skills"
- "Strong technical skills"
- "Understands and utilizes the internet well"
- "Very much service conscious and oriented"
- "Frequent and high-quality communication"

## **Buyers Want:**

- "Hand holding"
- "Lots of information"
- "Provides transactional help"
- "Interpretation of documents and processes"
- "Helps with decisions"
- "Strong general support and expertise"

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- "Highly skilled representation"
  - "Strong local market knowledge"
  - "Financial particulars"
  - "Understand costs of ownership"
  - "Strong negotiating skills"
  - "Provides house hunt help"
  - "Frequent and quality communications"

**Sellers Want:**

- "Find buyer for their home"
- "To sell their home as quickly as possible"
- "At the highest dollar amount possible"
- "Help preparing home to sell"
- "Identify ways to fix up home to sell for more"
- "Help price accordingly"
- "Market the heck out of the property"
- "Ensure 'buyers' are qualified"
- "Negotiate best terms for them"
- "Help with paperwork, inspections, settlement"
- "Attend home inspections representing seller"
- "Attend home appraisals"
- "Finalize loose ends for closing"
- "Property selling experience"
- "Frequent quality communication"
- "Help closing the deal"
- "100% Reliability"

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Buyers, in particular, value responsiveness in an agent and broker:

- The most sought-after trait for an agent was responsiveness, ahead of professionalism, local expertise and experience.
- For sellers, responsiveness was important though less important than experience: most chose "experience selling homes like mine," as the most sought-after trait, "responsiveness" was next.
- Among sellers who had feedback, the most common responses were consumers wanting their agent to "fight harder" for them and those who felt their agent "could have done better with online marketing." Sellers also "want to see their homes being sold online."
- Among buyers, the most common response was wanting their agent to "fight harder" for them followed closely by a desire for their agent to "be an adviser."

In summary, real estate clients show a marked preference for agents who are very "responsive" and are "strong advocates" for them.



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## II. What Real Estate Clients Really Need

*Whether They Realize It Or Not*

- "Well marketed properties"
- "Cutting edge technology"
- "Comprehensive marketing plan and execution"  
(Website, blog, social media, methods and tactics)
- "Utilizes old and new marketing tactics"
- "High quality photography"
- "'Go To' agent and broker"
- "Understand clients and their personal needs"
- "Top producing"
- "Closely adheres to duties imposed by 'Code of Ethics'"
- "Never any conflicts"
- "Recent sellers client statements/testimonials"
- "Highly professional image and personality"
- "Respects client's time"
- "Strong negotiating skills"
- "Large network and connections"
- "Creative realtor regarding all elements"
- "Understands real estate fully"
- "Unsurpassed work ethic"
- "Experienced with proven results"
- "Great company and reputation"

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### III. Your New Client Meets Their Guide (You)

#### *Why You Are The Best Realtor For Them*

When a seller or buyer is researching to decide who will be their agent, they have one unspoken question that they most want answered:

#### ***“Who is the best realtor to help me get the best results?”***

The moment they believe the answer to that question regarding that question is you, their answer to you will be “Yes” too. Sellers and buyers want and need confidence. They want to feel certain you are the right agent for them.

Show them you have heart. Convey an, “*I got this!*” level of confidence in every aspect of your business, starting with your marketing.

Showcase what you will deliver and do for them (your purpose and meaning) and what they can expect from you, 100% of the time...

- “100% Guarantee Satisfying Experience”
- “Fully understands client’s personal objectives”
- “Client needs and objectives first”
- “Eliminates emotional stress”
- “Exceptional ‘Top-Shelf’ company”
- “Positive reputation”
- “Best practices throughout”
- “Fights hard for client”
- “Follows NAR ‘Code of Ethics’”
- “Personalized attention”
- “Regular updates”
- “Consistent feedback”
- “Stays in touch”

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- "Calls, Emails, texts returned promptly"
  - "Strong knowledge and expertise"
  - "Proven results"
  - "Highly skilled"
  - "No shortcuts"
  - "No pressure"
  - "Price properly with client's interests always #1"
  - "Excellent communicator"
  - "Understand current market"
  - "Fulfills high expectations"
  - "Strong negotiator"
  - "Process oriented"
  - "Well trained"
  - "Detail oriented"
  - "Superb service"
  - "Guides through selling and purchase process"
  - "Helps guide regarding financial information"
  - "Assists with attaining financing"
  - "Represents clients at home inspections, appraisals, open houses, meetings, etc."
  - "Not just MLS"
  - "Creative marketer"
  - "Tools and resources"
  - "Showcase your property"
  - "First-rate online and offline marketing"
  - "Top-notch marketing material"
  - "Online platforms and networks"
  - "Social media expert"

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- "Photography - Videos - Brochures - Postcards"
  - "Generates word-of-mouth marketing"
  - "Strong negotiating skills"
  - "Proven results"
  - "Testimonials and statements"
  - "Large network of connections"
  - "'Spreads the word' widely"
  - "Quick responses"
  - "Custom fit service"
  - "Shares and volunteers insights"
  - "No blindsiding or confusion"
  - "Understands client"
  - "Anticipates client's wishes and expectations"
  - "Respects client's time"
  - "Teamwork"
  - "Empathetic"
  - "Listens well"
  - "Optimistic"
  - "Conscientious"
  - "Warm"
  - "Patient"
  - "Dedicated"
  - "Skilled"
  - "Polished"
  - "Motivated"
  - "Returns every phone call, every day"

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## IV. You (Their Guide) Describe The Journey, Outline Your Process Plan and The Frustrations You Help All Clients Avoid

*Your Property Sell or Buy Plan and  
What They Can Expect From You*

All human beings wake up each morning self-identifying as the main character, the hero, within our own life stories. Though dealing with internal, external and philosophical conflicts, we also recognize there are many situations we cannot resolve on our own. For those matters, there is no other choice than to look for guidance from others.

The mistake many, perhaps most, real estate professionals make is they position themselves as the hero in the story instead of the guide. Any realtor that expresses themselves as the hero will likely struggle for clients as a result. It's overbearing, too strong of a position and tends to turn people off. Doing that is a fatal mistake.

Positioning yourself as the guide, both in your mind and theirs, will be your secret sauce. The good guide plays their role extremely well and doesn't believe they are the hero. The hero is the one with the most authority. You, the guide has, "Been there and done that."

***Clients are looking for the guide who can help them,  
not another hero.***

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For a prospective client to select you as their agent or broker is not a characteristic of a casual relationship. When they select you as their realtor, they're essentially saying, "I believe you can help me achieve my real estate objectives and I believe it so much I'm willing to put my own 'skin in the game.'"

There's nothing casual about that. It's a commitment, which means there's risk involved for them. And most are not ready to take this risk...yet.

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As your client's guide, you want to demonstrate that you have a proven and clear process plan and provide it to them during your listing presentation. This is your opportunity to show them you know exactly what you are doing and that these are the very steps of the journey you would be taking together.

Being generous with information instills confidence. Sharing your detailed process plan with clients also provides a clarity which tightens their focus and eliminates confusion. It also places you on a higher plane in client eyes; a plane those who don't provide a plan to them can never reach.

Spending plenty of time developing your process plans for both sellers and buyers pays great dividends. This is yet another differentiator for you that will help solidify you as the realtor they want to help guide them through these important times.

***Have their listing paperwork handy and  
be ready to ask for the listing.***



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## V. What Success Will Look And Feel Like For Them After They Buy Or Sell (Or Both)

*How Their Lives Will Be Transformed When  
Their Objectives Are Completed By You*

- "One of the greatest feelings in life"
- "Your home is your castle"
- "Major life goal achievement"
- "Pride of ownership"
- "Family rockstar"
- "Peace of mind"
- "Great sense of belonging"
- "Great sense of stability"
- "Enjoy 'rooted' lives"
- "Raising happy children"
- "Children schools choices"
- "Kids have their own rooms"
- "Community involvement"
- "Develop lifelong friendships"
- "Decorate to own personal tastes"
- "Remodel if desired"
- "Building own equity"
- "Long term wealth"
- "No more landlord"
- "Predictable expenses"
- "Backyard"
- "Entertaining"
- "Tax benefits"

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- "Freedom"
  - "Privacy"
  - "Security"
  - "Excitement"
  - "Satisfaction"
  - "Happiness"
  - "Euphoria"
  - "Fulfillment"
  - "Relief"
  - "Joy"
  - "Jubilation"
  - "Bliss"
  - "Love"



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## What's next?

You may notice some words that aren't used enough in the industry. The first step is to establish exactly what you'd like your vocabulary to be. What you want your brand to profess to be. Then you'll want to analyze your existing marketing talking points and start mixing these new client-based words and phrases throughout your website and social media platforms and profiles, rethink future postings, Email marketing strategy, lead generation magnets and any other content delivery and advertising media and methods you utilize.

Frankly, this is a perfect time to revisit your overall marketing strategy and consider refining it entirely. New content your company produces in the future should possess the themes and elements using this emotionally centered marketing language. You are going to start reaching new clients in their intuitive, instinctive, natural, emotional and reflexive states.

Because you demonstrate to people with your words that you understand them fully.

You will see improved results almost immediately and other positive trends will also appear in various areas now that you've established your new marketing vocabulary.

***People will feel you are speaking directly to them,  
and most are going to say...***

**"That's me!"**

*A very good thing for them and you.*

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Thanks for reviewing your copy of **“How To Win New Real Estate Clients and More Listings ”**

I encourage you to implement the marketing principles contained here throughout your messaging. The words and language we all choose to use is vitally important and can guarantee it will help you grow your business.

If you have any questions, comments or would like to receive further guidance, please don't hesitate to contact me.

Best regards,  
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P. S. The average real estate agent in the U.S. earns \$40,000 per year. That's not what most realtors hoped for and why they started.

P. S.S. 7% of realtors close 93% of the real estate sales in the U.S. The message is clear - the goal is to get you into or very near the top 7%. If you commit to branding yourself and your company by using this messaging blueprint, you will have taken a giant step towards getting into the top 7%.

P. S.S. For the most part, real estate clients are looking for guides who: Show up, inform and educate.. Are professional. On-time. Ask questions. Dig deeper to truly work in their best interests. And find motivation for them, every day. This is one of the most important financial and emotionally taxing transaction they'll make in their entire lives.

P. S. S. S. If clients think most real estate agents are bad and YOU change that perception – aren't they much more likely to sing your praises to **everyone** they know? The answer is... **“YES”** and they will also happily refer you to all of their friends too. And you will have earned and will deserve that from them...

***Good Selling!***