

Sales Tips

Every vertical has its own quirks, its own idiosyncrasies. The more you understand what makes each business special, the better you can sell to it. Use this guide, in conjunction with the product sell sheet also provided, to better understand the challenges and opportunities in the Real Estate industry. You'll be better able to offer solutions that make a difference, while helping customers manage more efficiently and market more effectively.

Industry Insight

- Is tech-savvy
- Averages 1 to 100 employees
- Uses full-color marketing products, many containing agent and property images
- Typically automates payroll
- Appreciates the convenience of a single-source approach
- Trust, credibility and reliability are key to building the relationship
- Website – easy access to information for their clients and prospects
- Their affiliations can lead to strong referrals

MARKET INCLUDES

- Property Management
- Real Estate Offices
- Title Companies

Related Markets for Larger Organizations:

- Financial and Insurance

DEPARTMENTS

- Manager
- Sales (residential and commercial)
- Front Office
- Marketing

Related Departments for Larger Groups:

- Staging/Decorator Affiliations
- Cleaning Crews

How This Market Grows

- Acquisitions
- Diversity of properties represented – business vs. residential
- Wide variety of marketing methods, e.g., direct mail, email campaigns, etc.
- Promoting properties locally or regionally depending upon the scope
- Promoting agents
- Tied closely to interest rate and economic fluctuations
- Achieved through community awareness
- Personalized solutions and growing service offerings
- Referrals and online reviews, including social media

Peak Buying Periods

- Reflects the current economy
- Summer
- Year-end

Probing Questions

- What type of properties do you handle?
- Do you have different needs for residential vs. commercial properties?
- Do you handle sales, leases and rental properties? If so, how many properties do you handle in a given month?
- How large is your geographic area?
- Where is the main office?
- How do you market your new properties/listings?
- What marketing activities have you found most helpful?
- How do you attract new listings, e.g., website, chamber, ad space, social media, etc.
- What activities would you like to see added to your current marketing plan?
- What extended services do you offer?
 - An escrow company
 - Inspections
 - Property management
- Do your agents/ reps receive printed materials through the main office?
- How many employees/agents do you have?
- How are payroll and accounting handled?
- How do you ensure brand consistency?
- Are you affiliated with a national or regional organization?
- How do you stay in touch with past buyers?

MARKET IMAGE

- Image is critical; how they appear to prospective clients is important
- Like to represent stability and long-term relationships with clients and the community
- Credibility and reliability
- Flexibility and availability to show different properties to clients
- Broad knowledge base and resources needed
- Work with communities to prepare properties for events

SALES TIPS

Sales Approach

- Present yourself as a professional solutions provider
- Contact is typically the Office Manager
- Be flexible about appointment times and locations, including at specific properties; be prepared
- Research and be knowledgeable about the scope of services they offer and the area they serve
- Do your homework – be prepared to discuss their residential and/or commercial needs
- Responsiveness and reliability are key since their activities are time sensitive
- Will look for information on ROI for services offered/recommended
- Offer information about providing systems for organizing records

BUSINESS CONSIDERATIONS

- Agents are usually independent
- Need multiple documents
- Commissioned sales people
- Large companies have large payroll
- Wide geographic area
- Corporation or individual
- Legal requirements for escrow and trust
- Residential and/or commercial needs
- May include a leasing or property management division
- Responsive and reactive in nature
- Understand the restrictions and needs for a specific city, county or township and the sales expectations

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