

Real Estate Training - Top 5 Secrets Of The Most Successful Realtors

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Having sold over \$100 Million of Residential Real Estate and being lucky enough to also get some really helpful tips from some of the most successful Realtors, I would like to share what I feel are the most important "secrets".

1 - They Are The "Prize" - Whenever they are talking to a buyer or seller they know they are the "prize". What I mean by this is that they see the clients being "lucky" to work with them, not the other way around. This air of confidence goes a long way.

2 - They Never Take An Overpriced Listing - "Overpriced Listing" is not in their vocabulary. They will pass on a listing long before they take it at a bad price. In some cases they will only take the listing on about 50% of the appointments they go on. This may be the 'secret' they are most hard-lined with.

3 - They Don't Work With Awful Clients - They don't let negative people "time suck" their business. There are way too many nice and reasonable buyers and sellers to allow this to happen. They realize that usually the most difficult buyers don't end up going into escrow or closing anyway.

4 - They Never Act Needy - They eradicate neediness. No matter what the situation is they never show that they "need" the transaction (even if they do). In any negotiation process they keep quiet, cool, calm or collected. This can be when working for their client's behalf and especially their own.

5 - They Work In A Higher Price Range - I have been preaching this. Selling just a few Luxury Homes or even somewhat higher end homes changes everything financially for them and you. They focus on areas or neighborhoods in their daily activities and marketing that brings to them that type of client. You get what you look and ask for. So why not sell higher-end homes? The clients are much easier to work with in my opinion. I cover allot on this topic in my [Luxury Home Training](#) course...(shameless plug)

I hope this helps your mindset when doing the very hard but rewarding work you do...

