

Realtor Networking Tips

Networking with Realtors in your community is a fantastic way to build your business. Below are a few examples of how to approach Realtors at mixers and other networking events.

Tips and mindset to remember

- **Leave your troubles behind.** Put on a happy face at the door and remind yourself that it is your time to sparkle and shine. People will look forward to seeing you and meeting you if you are positive and outgoing. Again, people enjoy doing business with people that they like. Do not burden or bore people with your troubles or your problems. Everyone has enough of their own, and, trust me on this, they do not need or want to hear about yours.
- **Listen with focus.** When someone is speaking with you, give that person your entire focus. LISTEN. Really hear what the person is saying. Keep your eyes and ears focused and keep your self talk and thoughts focused too. You've seen this before and it bears repeating: you have 1 mouth and 2 ears for a reason. Listen twice as much and talk 1/2 as much and everyone you treat this way will think you are a genius!
- **Be Genuine.** Everyone knows when someone is "schmoozing" on or at them. And, no one likes being "primed" for the pump. Be genuine in your interactions with others at an event. There is a huge difference between being INTERESTED and in trying to be INTERESTING. When you are interested in learning about someone and their business entirely for the sake of learning about the other person, you will leave a lasting impression as someone who genuinely cares.

On the other hand, when you are interested only so that you can take what you learn and then use it to make yourself or your products interesting to this person ... well, my friend, you have slipped into the category of "scorched earth networking" and it is not a good place to be.

- **Do Teach/Don't Sell.** The Savvy Net-worker knows that the immediate sale of a product is not the goal in networking. Networking is about building relationships with people who will be happy to tell others about who you are and what you do.

Word of mouth advertising is the most cost effective and powerful advertising. At every opportunity, teach others about who you are, as a person, and what it is that you do. Always present a clear emphasis on the type of client that you are looking for. In doing this, you will be building a sales force that can reach far wider than you can on your own.

Suggested conversations

“I'm a big believer in community building, and networking to mutually build our businesses.”

“I know it's really tough out there, and with our industries being so similar, we could really help each other out.”

“Teaming together in a win-win networking agreement is a no-brainer. I know these days you have to stay one step ahead of the competition and having an interior designer at your disposal could be invaluable to help you move stagnant properties. To build my business, I'd love to get in front of new homeowners and no-one has better access to that market than realtors. I have some really creative ways that you and I could mutually help each other by trading favors without spending any money like,

- I can offer your clients complimentary staging advice, it's better for your clients to hear bad news from me, a design expert, than from you. Make me the bad guy who tells them they have to clean-up their house.
- I have a \$300 Welcome Home package that includes a color consultation and space planning advice, that I would give to your clients at no charge. It makes you look fantastic, and chances are they'll need blinds, or new furniture later on from me.
- And I have a really nice gift certificate that you can present to your clients as thank you gifts. I have enough confidence in my own abilities, that I just need to get the introduction and a chance to help them in their home, and it will snowball from there.

“I know I can help you sell more homes, and I'd love to be your go-to interior designer.”

When you're talking to Realtors and after you've asked them about their business and spent about 10 minutes on small talk.

“I've come up with a unique twist on home staging, that won't cost you a thing, and is solely designed to help you close more listings, and in turn refer your happy clients to me so we can both build our business'. It's a win win for both parties.”

“What's the one listing that you wish you could sell because you're going to get a huge commission, but it hasn't budged because it's empty and your buyers can't see it's potential.”

Now only if you have a great rapport with them...

“I create a beautiful Design Board giving your potential buyers a view of what the room could look like with the proper furniture and updating. That way they can truly imagine how great it would be to live there.”

“I'll include a color rendering of what the finished room would look like, and title the board 'Can You Imagine?'. Then I set it up on an easel and create a small vignette with some accessories and include a few of my business cards.”