

## Attributes of a Successful Agent

We throw around the words 'value-added'. But, what do they mean? I decided to list what I believed constituted the six attributes of 'value-added' service. These attributes come from my experience: Being an agent for, managing great agents, and doing many real estate transactions myself. Finally, they come from the hundreds of comments I got from buyers choosing a buyer's agent. (Most of the comments would burn your ears!). Here are the attributes:

1. **Works full-time.** It is amazing to me that agents try to sell real estate part-time. Personally, I don't want a typical part-timer trying to juggle another job and juggle all the time-sensitive actions I expect my agent to take to get the job done. Sellers and buyers aren't aware of the large number of part-timers. You must let them know your commitment to them. But, you are a part-timer. Okay. Then, you need to show the buyer or seller how you are going to be fully dedicated to them and their transaction.
2. **Has communication methods and uses them.** Buyers and sellers' biggest complaint about agents is that they don't return phone calls/email! In fact, study after study shows that agents simply don't communicate even at a basic standard level with buyers and sellers. No wonder buyers and sellers are frustrated at those huge commissions (in their eyes). According to a study, 40% of agents today don't send monthly owners reports!
3. **Is committed to real estate career long-term.** 50% of the agents who come into the business are gone within a year. 75% are gone within 2 years! No wonder buyers and sellers distrust what we tell them! We don't stay committed to real estate sales, and we disappear after we have a sale falls through..
4. **Has a prospecting system for finding new clients.** No more of this running by the seat of your pants! If you want new clients, you must work a system to prospect on the phone and in person for new clients.