

## 5 Qualities Found in Dream Clients

Article featured in RE/MAX newsletter, targeted agent and brokers. This piece featured Old Republic's branding.

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Google the words, "Choosing the right real estate agent," and hundreds of articles will pop up. But what does a dream *client* look like? If you've been selling real estate for more than a few months, you know that not all clients are created equal. Some clients are simply amazing, and others are just plain difficult.

Unfortunately, you can't separate the wheat from the chaff at a glance, but you can get a good sense of what they're all about after a few conversations—especially if you stay on the lookout for these five qualities.

**Responsiveness:** How quickly do they return your phone calls? Obviously, you can't expect them to drop everything to get back to you at a moment's notice, but if they perform a Houdini-style disappearing act in the initial phase of your professional relationship, it should give you pause. On the other hand, if they return your calls consistently in the beginning, you can probably count on them to jump when there's an offer on the table.

**Openness to Learning:** Your buyers may have no idea what they want in a home, and your sellers may have no idea how to stage or market their home, but they're worth the effort if they're eager to learn. You can assess their willingness to learn by how well they listen. Do they pay attention when you talk? Do they ask follow-up questions? The very best clients try to learn everything they can about the buying or selling process. And while they may not always agree with your professional advice, they'll keep an open mind when you offer an opinion.

**Organization:** Do they take notes? Do they keep their appointments? Do they arrive on time? Highly organized clients tend to expect a lot from their real estate agents, but if you rise to the occasion, you'll create loyal fans.

**Respectfulness:** Do they treat you like the professional you are? People communicate in different ways, and everyone gets irritable from time to time when they're under pressure. That said, if they're disrespectful in the beginning, then you might have to do some serious soul searching before working with them. After all, emotions intensify when a deal is on the table.

**Readiness to Act:** Buying or selling a home is a big decision, and if they aren't committed to action, your time might be better spent with more serious clients. On the other hand, if they

tell you they're ready to buy or sell, and they have a clear idea of what they're hoping to achieve by working with you, then you could have a dream client on your hands.

Despite careful assessment, you may end up taking on some clients who are less than ideal. In fact, sometimes it's a matter of financial necessity, and that's understandable. You know your situation better than anyone else, and only you can assess your tolerance for people's quirks. That said, if you grow your sphere of influence and spend your marketing dollar wisely, you'll eventually have a larger pool of prospects to choose from... and you can cherry pick the very best.

Of course, the optimal way to attract amazing clients is by being an amazing real estate agent. Like attracts like, and all of the qualities listed above are *also* found in great sales professionals. Be the best agent you can be, trust your intuition, and when you find a phenomenal client, ask for referrals—because A+ clients usually have A+ friends.