

ACTIVE LISTENING

Skills for truly understanding client needs and responses

Agent: Hi [Client's Name], this is [Your Name] from [Real Estate Company]. How are you today?

Client: Hi [Your Name], I'm doing well, thanks. Just a little overwhelmed with all the house-hunting.

Agent: I hear you. It can be quite a process to find the right place. Tell me, what is your ideal home like?

Client: We're looking for a quiet neighborhood, space for a home office, and a big backyard for the kids.

Agent: A peaceful area, a home office, and plenty of outdoor space – got it. It's important to have room to grow and a place to focus on work. What else is on your wish list?

Client: Well, my partner is really keen on having a modern kitchen, and if possible, we'd love a place that's close to a good school.

Agent: A modern kitchen and proximity to a reputable school are key for you. It sounds like the kitchen is a central part of your family life, and education is a priority. Am I on the right track?

Client: Exactly, you've got it.

Agent: Great, I'm glad we're aligned. Now, regarding the budget, what range are you comfortable with?

Client: We're hoping to stay under [specific budget], but we might be flexible for the perfect place.

Agent: Under [specific budget], with some flexibility. I'll keep that in mind. Now, have you thought about the timeline? When would you like to move?

Client: Ideally, we'd move in before the new school year starts.

Agent: Perfect, that gives us a clear timeframe to work with. I'll start searching for listings that match your criteria in neighborhoods known for tranquility and excellent schools. We'll focus on homes with space for that home office and a sizable backyard, and I'll be on the lookout for that modern kitchen. How does that sound?

Client: That sounds fantastic, [Your Name]. I appreciate you listening to our needs.

Agent: It's my pleasure, [Client's Name]. Understanding what you want helps me find your dream home. I'll follow up with some options later this week. Feel free to reach out if anything else comes to mind.