

## Building Results for The Housing Industry

### ***Realtor Relations: A Valuable Asset***

Today's new home market is highly competitive. It demands the best from your sales representatives and that means using every available resource. Unfortunately, most new home sales professionals fail to reach their full potential. Why? The answer is simple; they fail to appreciate the value of Realtors.

Realtors may account for 40%, 50% or more of your annual sales volume. Does the time your sales representatives spend on Realtor development truly reflect its importance?

No matter how indispensable you think your homes are, Realtors in most areas simply do not have to sell your product. Realtors have a huge array of products from which to choose, each with its own special values. Realtors choose, almost exclusively, which homes their customers will see. They will sell your products because they respect you, trust you, and know you; but most importantly, because selling your homes is as rewarding to them and easier for them than selling the product of the builder or homeowner up the street.

The best way to achieve sales success through Realtors is to develop an on-going Builder-Realtor program.

This fast-paced ***Realtor Relations*** Workshop provides your sales representatives with a system for organizing a Builder-Realtor program. Just like sales representatives require a critical path to sell new homes, they also require a strategy for optimizing Realtor sales.

Successfully completing the ***Realtor Relations*** Workshop will enable your sales representatives to:

- Identify Realtor offices that consistently sell new homes in your market area.
- Recognize specific real estate agents that sell the majority of new homes in your market area.
- Organize a Realtor control system for each participating real estate office.
- Prepare a formal announcement letter with appropriate support materials.
- Organize a Realtor presentation to highlight selling points of your homes and community.
- Organize a system for keeping each brokerage office and key personnel informed.
- Maintain a Realtor registration system by adhering to company policies and procedures.
- Develop promotions that will capture Realtor's attention.

**Good luck and good selling!**

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