

THE BUSINESS TOOL FOR REAL ESTATE PROFESSIONALS

REALTOR[®]

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Making service mission critical



Too often lip service stands in for customer service. That's a shame considering that the service your associates provide is what differentiates you from your competition.

We have customer service standards. For instance, we tell buyers to expect a return call within five to seven minutes. The first salesperson who responds to my phone message to all associates is given the lead. If I don't receive a response within the time, I start dialing each buyer agent's cell phone and give the lead to the first to answer. After hours, we expect salespeople to pickup voicemail messages until 9p.m. This reinforces the message that it pays to be accessible, because the more accessible people are, the more money they make.

We also require our listing agents to meet with each seller monthly to review the marketing of their listing and the seller's satisfaction with the level of agent communication. I also call each buyer and seller several times throughout the process to thank them for the business and to monitor the quality of service and communication we are providing.