



## ADMIN CORNER:

*Wow your customers*

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# How to wow your customers as a real estate admin

When a customer is looking to buy, rent or sell property, an admin is usually their first point of contact at an agency, especially if leads go to a centralised number. As such, representing your company in a professional manner, while answering a client's questions is essential for successfully converting and retaining clients.

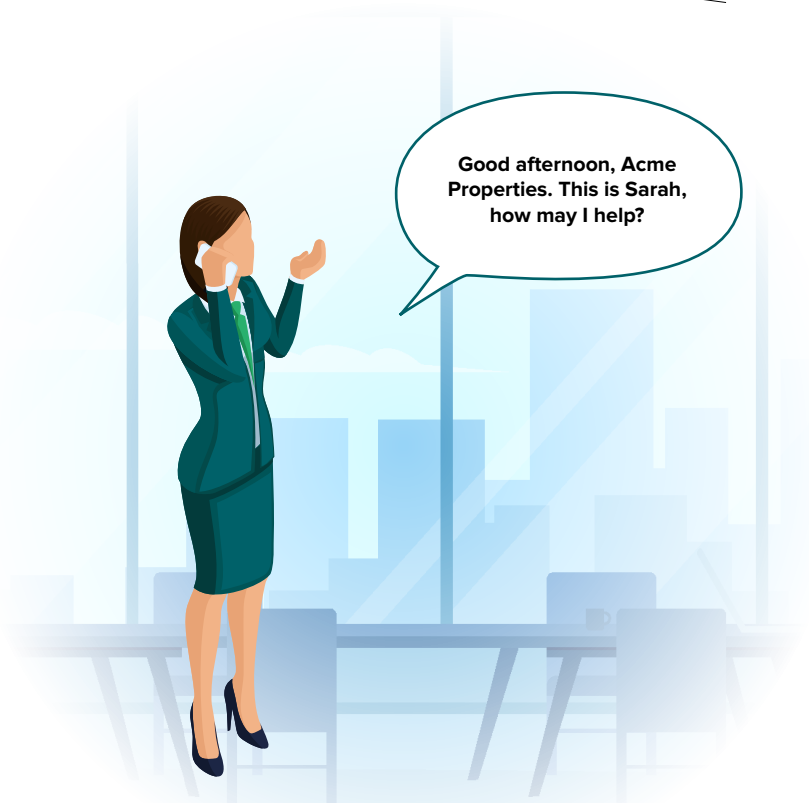
Our guidelines can help you up your service game while interacting with prospective clients on the phone.

Always **introduce yourself** and your **company** when you answer the phone. This helps callers to know that they are speaking to the person or business they intended to call.



**Even though the customer can't see you, make sure to smile.** It will be heard in the tone of your voice! Always speak with a pleasant tone and make sure to speak distinctly and not too quickly.

Ask the client their name and avoid over-using **'Ma'am'** or **'Sir'** as your customer will appreciate the personal touch. But it's not necessary to use their name more than once or twice; ideally, this would be at the beginning and end of the call. If customer calls are routed to a centralised number, make sure the conversation doesn't sound rote or robotic.



**It's important to avoid this type of conversation:**



In this conversation, the questioning is very robotic and the overuse of 'sir' makes the exchange seem very impersonal. The client will



likely feel frustrated as they have received no information other than that the agent will call back soon, with no specific time frame given, either.

## As an admin, you can make sure your customers have a much better experience with the following type of conversation:

Thank you for calling Acme properties. This is Sarah, how may I help?

Great, may I get your name and do you happen to have the property ID?

Thanks Sam. This is a 1-bedroom in the Greens and the listing agent is Farid Parsi. He is not in the office but if you can give me your phone number and email address, I will have him contact you within the next hour. Are you looking for a specific building and unit type in the Greens?

Great, I will let Farid know your requirements and he can line up multiple viewings at Al Sidr. Let me give you his number as well. It is 050-505-5050. Is there anything else I can help you with?

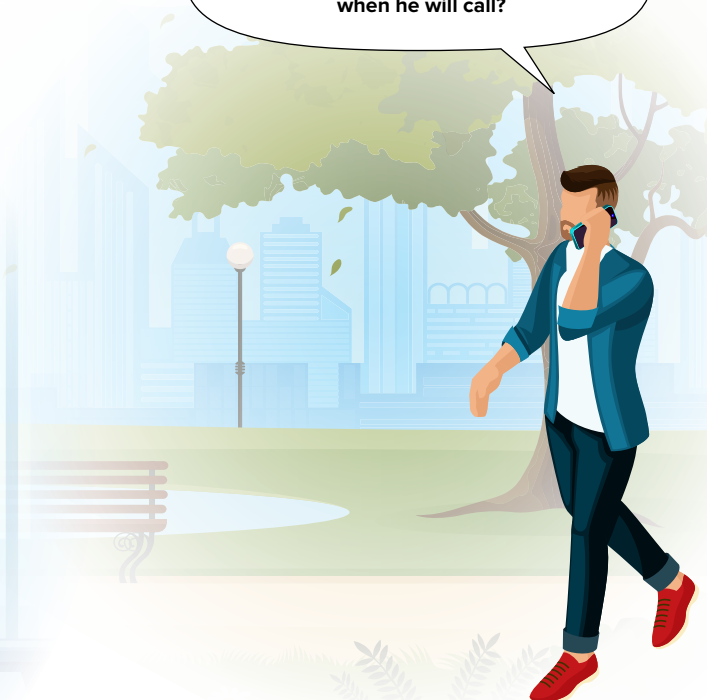
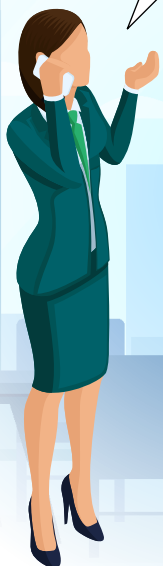
Farid is really good at following up within an hour of my messaging him. I am not sure if he is showing any property at the moment but I'd say an hour should be the maximum. If he is not in a viewing, it should be quicker. Farid is one of our top agents and he is very serious about customer care. In case there is a delay, you may also want to try calling him directly?

Hi Sarah, I am calling about a property for sale.

Yes, my name is Sam and the property ID is x2345.

Sure, my number is 055-555-5555 and my email is sam@gmail.com. I am only really interested in this building as its location, next to the Greens Souk, is ideal and this building has larger apartments.

No, I appreciate your help and I will wait to hear back from Farid. Do you know exactly when he will call?



## Why is the second conversation much better?

In the first call, the admin sounds like they are just taking down information. No one wants to feel like they are strictly being added to a database (even if that may be what you are doing). The second conversation sounds more natural, offers the customer more helpful information and has a two-way conversational tone to it.

You can make sure to always sound professional and happy by varying the tone of your voice. It's also important to control your volume and never interrupt or talk over the other person. Because callers cannot see you, they will only judge you (and therefore, your company) based on your voice and communication skills.

## How to Successfully Handle Unhappy Clients

While no one likes to deal with an unhappy client, it's important to remember that they are not upset with you; rather they are upset with a specific situation. When dealing with these clients, there are a few points that admins should keep in mind in order to deflect the situation.

- Show empathy to the customer
- Listen without interrupting them
- Never say **"It's not my fault"**
- Let the customer vent
- Offer solutions



## Let's look at two different conversations where an admin is dealing with an upset customer who has not received a call back:

### Scenario 1



### What does this conversation get wrong?

Simply put, the admin did not respond to the client's concerns professionally. This can have a big impact on their experience with your agency.

Just saying **"sorry about that"** does not sound sincere while **"I promise someone will call you**

**back this time"** is unprofessional and doesn't inspire trust. Moreover, when you respond with **"maybe you missed the call"**, it's likely to upset the customer further, who may feel like you do not believe them.

# Let's look at two different conversations where an admin is dealing with an upset customer who has not received a call back:

## Scenario 2

**Agent (Left):**

Hello, this is Acme Properties, Sarah speaking. How may I help you?

I am sorry to hear that and this is not acceptable from our side. May I get your name and the property ID so that I can look into what is going on?

Chris, again, I apologize and I would be very frustrated if I were in this situation. This is a 2- bedroom for sale in the Greens, is that correct?

Okay, let me tell you what I can do. I am going to talk with our sales director, figure out what is going on and come up with a solution for setting up a viewing for you. It seems you are very interested in this particular unit. Are you open to viewing other properties in the Greens as well?

Nor do I and I am going to find out why this happened. When would you ideally like to see this property?

Okay, let me talk to the sales director and see if we can get a viewing scheduled for this evening. I can't make any promises on viewing the property this evening, but I can get answers as to why you have not been called back and I can get a few solid times that we can show the property to you. Either the sales director or myself will call you back in the next hour with an update. Will you be available?

Again, I really apologize and right now, you are my priority. You will be hearing from one of us in the next hour with an update and what our next steps will be.

**Customer (Right):**

Sarah, I have called three times about property x2345. I keep calling and am told someone will call me back but they never do.

My name is Chris and this is property x2345.

Yes.

I really like this particular unit as it is in Al Sidr and is recently remodeled. I really don't understand why it is so hard for an agent to call back.

Ideally, this evening.

Yes, I will.

Okay, thank you.

## Why is this call so much better?

- This call is answered professionally, which immediately sets a better tone.
- The apology sounds sincere and is also followed up with action, **“Let me follow up with our sales director and see what is going on.”** This assures the client that they are heard and being taken seriously.
- The receptionist shows empathy when he or she says, **“I’d be frustrated if I were you.”** This also lets the client know that their problem has been understood.
- The receptionist knocks it out the park when he/she offers up **“Let me tell you what I can do.”** By offering a solution, the admin immediately makes a good impression on the customer.
- The receptionist provides a specific time frame for the call back and reassures the client of further steps towards a solution.

## How to Put a Client on Hold

Sometimes it’s necessary to put a client on hold; for instance, to get specific information you don’t have. However, admins should follow these steps and etiquette when putting a customer on hold.

- Always ask for permission. Note the difference between **“May I put you on hold while I get that information?”** versus **“I need to put you on hold.”**
- Explain why you need to put them on hold. **“May I put you on hold so I can ask our sales director about her availability?”** sounds much better than **“I need to put you on hold for a second.”**

- Before you put someone on hold, make sure to verify their number in case you get disconnected. **“Adam, may I put you on hold while I check our sales director’s calendar?”** (Yes.) **“Before I do, may I verify your number? In case we get disconnected, I will call you back.”**
- Always check in on the client if the hold time is over a minute. **“Hi Adam, are you still on the line? I just tracked down our sales director and am getting the information, will you hold another minute, please?”**

Never leave a client on hold for a long period of time. Don’t forget, a minute is magnified when you are on hold listening to music or information!

May I put you on hold while I get that information?

## How to Politely Transfer a Client

Phone transfers can be very frustrating for clients, especially if they have to repeat information each time they speak to someone new.

It's best to avoid transferring customers whenever possible. If you notice that you're getting the same type of calls that require transfers, see if you can learn the information to handle the call yourself instead. Alternatively, you can use the warm transfer, which we'll elaborate on below.

**It's best to avoid transferring customers whenever possible.**



## Always Use a Warm Transfer

Never tell a client that you are transferring them and then send them off to a phone cue. Doing so makes the client feel undervalued.

Instead, you should always use a **'warm transfer'**. It works like this: You put the client on hold

momentarily, bring the appropriate contact up to speed and then let the client know they are being transferred to someone who can answer their questions.

## Here's a common scenario that admins should avoid:

**A client calls a centralised number for a property.**



## Let's look at an improved version.



*Sarah puts Sam on hold and calls Julie...*





### *Why is this call so much better?*

In the second scenario, the client feels heard and important and receives a better quality of service overall. While it requires just a few extra steps on the admin's part, it can make a world of difference to the client.

Bayut is committed to helping Admins get on top of their real estate game. In addition to ongoing workshops with @bayutacademy, we have a dedicated Admin corner to help you, the admins of UAE real estate.