



BUILDING CUSTOMER RELATIONSHIPS



HOW TO BUILD STRONGER CUSTOMER RELATIONSHIPS DURING A PROPERTY VIEWING

To convert a prospect into a customer, it is essential to build rapport and trust with them at every point in their property search journey. One of the most important stages where you can establish such relationships with your clients is during the property viewing. To do so, you must go beyond simply meeting your client at the property and opening the door for them.

Bayut recommends that you pick your clients up and drive them to the viewing if it is safe to do so. You can use this opportunity to learn more about them and gain a better understanding of their property requirements.

Here are some things to keep in mind when you are showing your clients properties they are interested in.

ALWAYS GREET YOUR CLIENT BY THEIR NAME

- Instead of *'Ma'am'* or *'Sir'*. This can help you connect with your clients on a more personal level.



DON'T




DO




GIVE YOUR CLIENT AN OVERVIEW OF THE PROPERTIES YOU HAVE SCHEDULED FOR THE VIEWING




DO



Absolutely, it's my pleasure and I enjoy getting to know my clients better. So let me tell you which properties I have lined up for today. We've got three villas in The Springs. Two of these are remodelled units while one unit is an original build but it has a pool!



Oh wow, a pool! I wasn't expecting that but a pool would be great.



Yes, pools aren't particularly common with these smaller villas, so that is a definite advantage. However, I'd like to inform you that this villa has not had any upgrades to its interiors. So it may come down to whether you prefer a pool with a slightly outdated kitchen, or an updated kitchen with no pool.

ASK QUESTIONS TO GET TO KNOW YOUR CLIENT BETTER



DO



KEEP AN ICE CHEST OF COLD WATER AND SODAS IN YOUR CAR.

This is a great way to add some wow factor to your service!



DO



After the viewing appointment, you can use these tips to ensure that your client has a pleasant experience, increasing the chances of them becoming a loyal customer.

REMIND YOUR CLIENT THAT YOU ARE OPEN TO SHOWING THEM OTHER PROPERTIES



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Maria, if you look on Bayut this evening and see any properties you like, would you allow me to contact the agent on your behalf? As you know, I am commission-based and I pride myself on my service. If you have liked my service so far, I'd really appreciate your business.



Absolutely. I may look on Bayut to see if there is anything else that's less expensive, considering the current market.



REASSURE YOUR CLIENT THAT YOU WILL ONLY SHOW THEM GENUINE PROPERTIES



DO

I absolutely understand that, Maria. But please keep in mind that I do know about most properties that are on the market at the moment. Send me any other property you are interested in, and we can contact the agent together. I know all of the legitimate agents in The Springs, so I can make sure that all the listings you are looking at are genuine and available. If you find a new property you'd like to see, I can work with the agent to make sure you get the perfect property.



ALWAYS THANK YOUR CLIENT AFTER A VIEWING APPOINTMENT



DO




Maria, it was a real pleasure showing you these properties and I want to thank you for your time. I will check if any new properties are available as soon as I get to the office. Do keep in mind that the second unit you viewed today is at a really great price, so you may want to consider signing a contract if there is nothing else. May I call you in an hour so we can take it from there?

Perfect. That will give me enough time to see if there are any new listings and mull over what I have seen today.



To expand your skills and knowledge as an agent, we recommend you visit

 **bayut** academy and sign up for our workshops today.