



Greater Midwest Realty
Relationships in Real Estate



Relationships in Real Estate

What We Will Cover.....

- **Self**
- **Attitude**
- **Family**
- **Buyers**
- **Sellers**
- **Brokers**
- **GMR in-house agents**
- **Outside GMR agents in a transaction**
- **Affiliates in a transaction**
- **Referrals**

Relationship to Yourself -- Self Affirmations

Food for Thought...



- **Being:** to direct one's self in the direction of empowerment, to advance towards self-realization
- **Having:** To direct one's self to relate to the world in an acquisitive manner
- **Doing:** To direct one's self to act, to do, and to derive satisfaction from the fact of doing

(Discussion of the importance of discovery and balance)

Attitude in Relationships

- Business professional always
- Positivity is the key to sales
- Love what you do
- Think before you speak
- Give thanks with a grateful heart
- Work smarter, not harder
- Find your calm place
- It is good people who make good places



If opportunity
doesn't knock,
build a door.
Milton Berle

“ Relationships with Family ‘Family First’ ”

Teach your family what being a successful agent will mean

- Unexpected showings/meetings**
- Special budgeting/planning**
- Creative lifestyle/seasons**
- Daily attitude review**



Relationships in Real Estate

Buyers

- Handle all buyers one way
- Even friends, family, or others
- Educate... Educate... Educate!!!
- Written expectations of the agent
- Written expectations from the client
- Agency/contracts
- Communicate daily
- Bring your “A” attitude

Sellers

- Handle all sellers one way
- Even friends, family, or others
- Educate... Educate... Educate!!!
- Written expectations of the agent
- Written expectations from the client
- Agency/contracts
- Communicate daily
- Bring your “A” attitude



Broker and Agent Relationship

- Broker is responsible for managing agents through real estate transactions with the help of staff and broker-advisors
- Agents are responsible for adhering to the Department of Commerce rules and regulations
- Broker and staff trust that the agent is professional in all areas of their real estate business
- Broker is responsible for offering learning opportunities to agents
- Agents are responsible to always promote the importance of ethical and professional behavior within the real estate workplaces
- Broker is responsible to send an agent's license back to the Department of Commerce who does not practice national, state, local, and company standards in ethics, professionalism, and/or company policies
- **Brokers are NOT** responsible for making exceptions

Relationships with Fellow Agents..... To GMR In-House Agents/To Non-GMR Agents

GMR



Collaboration



Positivity



Synergy

Outside Companies

Communication

Professionalism

Integrity

Affiliates

- ❖ **Title companies**
- ❖ **Mortgage lenders**
- ❖ **Inspectors**
- ❖ **Appraisers**
- ❖ **Photographers**
- ❖ **Insurance companies**
- ❖ **Lawyers**
- ❖ **Accountants**

Referral Relationships – The heart of your business

- Networking
- Friends and their friends
- Family and their friends
- Events

- Emails
- Mailers
- Notecards
- Business cards

Referrals

Referrals



Referrals

Referrals

- Be a rock star agent
- Constant communication
- Set professional expectations for ALL parties

- Out-of-state referrals
- In-house referrals
- Out-of-company referrals



Discussions.....

Thank you for learning more about
your relationships in real estate.

