



## “REALTOR TO REALTOR COMMUNICATION”

### **MAKE SHOWING APPOINTMENTS AND KEEP THEM.**

The hardest thing to do is explain to a seller why the other agent did NOT show up. There is no good answer. You MUST cancel any appointments that you cannot make...whatever the reason. Be responsible...schedule your showings so you have vacant houses between occupied houses to give yourself time to adjust.



### **GO IN.**

It is up to us to educate buyers about the buying process...and, that includes the etiquette of showing appointments and actually viewing the property. An appointment is an appointment...and; the sellers have spent a lot more time preparing the property than the buyer will actually spend viewing the property. If they refuse to go in, let them wait in the car in the driveway while you go in yourself....then, tell them what you saw! Most often they will follow you in.

### **RESPECT THE HOMEOWNERS PROPERTY.**

If you must...remind your buyers to stay together, hold the hands of small children turn off lights and lock doors unless otherwise instructed.



### **GIVE FEEDBACK.**

Always give feedback when it is requested...it only takes a minute with email. Be cooperative....this information is critical for a selling agent. Note: Most Realtors will forgive this step if you bring an offer instead!

### **RETURN CALLS.**

Try to return calls and answer voice mails from other Realtors. Understand that most Realtors will not interrupt a face to face conversation with a client and the response may not be immediate. Email is ideal for Realtor to Realtor communication.....unless you are writing an offer on my listing...then, call me or ask my office to text message me.



### **PROFESSIONAL VOICE.**

Use a professional and courteous voice in conversation. Keep your frustration under control...we all have days we need to remember this. Avoid sarcasm...it is NOT professional.

### **INTIMIDATION...NOT.**

Do not use a superior attitude to try to intimidate a young and/or inexperienced agent. This is not a part of “working in the best interest of your buyer/seller.” Try to communicate at their level and work toward bringing them up to your level of communication. You will be glad you did during the closing process.



### **TIME IS OF THE ESSENCE.**

Time is of the essence in both contract negotiations and the closing process. This includes a Realtor’s response time! Buyers and sellers can cool off and back off at any time during negotiations....and, don’t let your slow responses result in a failed contract.



While the Code of Ethics and Standards of Practice of the National Association establishes objective, enforceable ethical standards governing the professional conduct of REALTORS, it does not address issues of courtesy or etiquette. For additional help refer to the “Pathways to Professionalism” suggested by the Memphis Area Association of Realtors as Best Practices for the Memphis area.