



# Reframe Your Conversations with Buyers

*Homebuyers want agent representation—but it's up to you to show them what that looks like. Follow these tips to help you communicate your value more effectively.*

## Do...



- Talk about the specific services you provide that consumers value

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- Talk about how your buyer is your only priority

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- Talk about how you can make sure your buyer sees as many homes as possible in this competitive market

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- Serve as an advocate to minimize any risk to the buyer

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- Emphasize how a buyer's agent has information and insights a buyer can't get online

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- Talk about your negotiation skills

## Don't...



- Talk about the hours you're spending on your buyer or the hours you don't get paid

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- Talk about all of the relationships you have in the industry

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- Talk about how you can find homes for buyers

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- Assume your buyer wants a confidante or friend

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- Negate out of hand information your buyer gets online

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- Talk about how aggressive you can be

