

**BONUS:**

*Secret  
Weapon*

# Building Trust With Your Client **QUICKLY**





# Building Trust with your client

## Have you ever lost trust in someone or had trouble gaining trust?

In either case, significant relationship issues are created without trust. In real estate, it is critical to build trust with our clients as well as with other agents. Mastering this skill will lead to great success in real estate.

Stephen M. R. Covey wrote the book *"The Speed of Trust: The One Thing That Changes Everything"*. In the book, he summarized the benefits of trust-based versus non-trust-based relationships. The data shows, without a doubt, **trust-based relationships get better results – faster!**

## In many career fields you have years to build trust with others.

Not true in real estate. In the normal real estate transaction, we only have weeks or months to build trust. But all too often, we just have that first meeting or interview. So, the challenge is how to build trust quickly.

### Using Covey's book as your guide, you can build trust by:

- Always being a person of integrity and "walking your talk"
- Showing genuine caring – for your client and others
- Proving true competence through the use of skills
- Showing past results to predict future results in similar conditions

## From the first time you have contact with a potential client, you must always demonstrate integrity.

If you are a REALTOR, you should follow **NAR's Code of Ethics**. Never lie or be dishonest. Always do what you say you will do. If you can't do what you committed to do, always let the other party know why. If you make a mistake, own it!

## Communicate to others you truly care about helping them.

This is the **"why"** for many agents. Spend time understanding your client's situation, especially why they are selling or buying a home.

- Identify the bigger goal or dream and convince them you are there to help them realize their dreams.
- Ask how everyone in the family feels about the situation.
- If someone has any doubts or concerns, do what you can to reduce or eliminate those doubts.

## Trust is built on character and competence.

You can trust someone based on their character but not trust them based on their competence. For example, you can trust other agents based on their character but not let them perform surgery on you due to a lack of training!

In real estate, your clients **NEED** to know about the **extra training** you have taken.

## What makes you different from and better than other agents?

- As a **trained negotiator**, tell them you use a "structured, disciplined approach to negotiating with their money."
- Explain how you use proven persuasion approaches to help your clients achieve their goals.
- Show them your CNE designation and let them know you are in the top 5% of all agents in negotiation skills.



## If possible, share with them how you have helped other clients in similar situations.

Past performance can be a predictor of future performance. (Professional athletes are paid A LOT of money based on past performance!) Any time you can show **excellent past results**, your potential clients can assume you will get them similar results. In telling stories about past performance, **keep the story to 2-3 minutes**. Just cover the basics including how you helped the client.

**Below is a short example** showing things you can do when meeting or talking with clients to build trust. (The words in **bold point out trust building comments or activities**. The *italicized words show politeness which is a factor in people liking you.*)

### Here's the story:

Susan has been in real estate 3 years. Each year she has sold more homes than the year before. She works for a very large brokerage. Every year she invests in professional development training and is a Certified Negotiation Expert or CNE graduate.

One day she receives a call from sellers who were referred to her. *Susan thanks them* for calling and sets up a meeting with Bill and Amy at their home.

The sellers are friendly but there is an undercurrent of caution. Susan knows she must **build trust by focusing on integrity, caring, her skills, and her ability to get results**. Importantly, she understands the need to gather as much information as possible before commenting or making assumptions.

The sellers tell Susan they need to sell because Bill is being promoted and transferred to another city. *Susan congratulates both Bill and Amy!* They want to try to sell their home first, before accepting the company's offer.



The sellers mention their two junior high school children – Sally and Kirk – are not happy about the move. Susan says, **“Tell me more about why they are unhappy, so I can understand your situation better.”** (This demonstrates genuine caring and gathering more information before commenting.)

Shortly after, Susan asks **“What concerns or fears do you have about the sale of your home?”** I’d like to make sure I address those as best I can.” (This shows caring and trying to deal with any potential negatives before they happen.)

Bill then says to Susan, “There are two minor leaks in my roof, but I don’t want a buyer to know this. How can I disguise these leaks, so the buyer will not notice?” Susan replies **“I completely understand being concerned about how the leaks could affect potential buyers and offers. We can’t try and hide the leaks as you must fill out a disclosure form about your house, and you must be truthful. As a REALTOR, I abide by a code of ethics which requires me to be truthful as well. If the leaks are minor, I have a good roofer who can patch them at a fair price. If you are interested, I can have my roofer take a look at the leaks for you.”** (This shows integrity and problem solving.)

Later in the meeting, Bill says, *“Tell us about how you have helped other people in our situation.”*

Susan replies **“I love relocations like yours, and we handle many each year! In each case I guided my clients through the selling process avoiding any pitfalls or setbacks. In fact, I want you to think of me as your “expert guide.” I am able to use my negotiation training to help you get the outcomes you need to get. As your agent, I use a structured, disciplined approach to negotiating with your money. I don’t “wing it” or “shoot from the hip.” I invested in the best negotiation training in real estate so I could get my clients the best results. I am committed to using all my skills to make this experience as satisfying as possible for all four of you.”** (Susan uses past performance to predict future performance and emphasizes her negotiation skills.)



## SUMMARY

- **Be aware that trust is a factor in each interaction you have with your clients or other agents.**
- **Trust can be built or potentially diminished depending on how you handle each situation.**
- **Make sure you focus on integrity, caring, your skills, and your ability to get results.**



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