

BRILLIANT

The Brilliant Basics are the standards of client service that CENTURY 21® agents deliver to provide an extraordinary experience for their clients.

1 I'M TRANSPARENT, I BUILD TRUST

I always speak the truth, no matter the cost. Being a "client's trusted advisor" is cliché in our industry, but not with me. I provide complete transparency and always follow through on my word. Honesty, trust, and integrity build my business and create life-long clients.

2 I CONSCIOUSLY COMMUNICATE

I am always accessible, reply quickly, and communicate often. I follow the client's communication preference (i.e. return calls with calls). I keep my communications clear, concise, and effective. I am proactive and stay in touch along every point in their journey, from initial interest to closing and beyond.

3 I CHANGE THE GAME WITH MY KNOWLEDGE

I am the master of housing trends, pricing patterns, regulations, processes, and inventory. I own the details. I am known for my real estate know-how and am the first to know potential or competing listings. I am the main source for local knowledge and I'm active in the community to create relationships and referrals.

4 I ACTIVELY LISTEN...I REALLY DO!

I ask questions, actively listen, then interpret client needs. To create a memorable experience, I understand my client's specific needs, identify their preferred communication style and then tailor the process to deliver the extraordinary.

5 I AM THE MASTER OF THEIR JOURNEY

I know that great real estate agents are customer centric and expert guides through the real estate journey. I help clients understand the process, interpret complex information, anticipate and solve problems and ultimately create a seamless and frictionless experience. I remember that the client is in charge of the final decision, but I am in charge of the journey.

6 I GIVE 121% EVERY TIME

I have a client centric commitment to always delivering excellence – even in the most difficult situations – and making "defy mediocrity" my norm. I go the extra mile and give 121% as a thought leader and passionate go-getter to surpass my client's expectations.

7 I'M A RELENTLESS LEARNER

In our ever-evolving industry and world, I know there is always more to learn. Whether from conferences, classes, mentors, books, podcasts, or adopting new technology, I find ways to educate myself and stay ahead of the curve. I can't afford to become complacent.

8 I'M A NEGOTIATOR

I acquire and constantly sharpen superior negotiation and valuation skills. I work relentlessly for my client's objectives and understand what the other side wants to get the best terms for my client. I strive to negotiate in unexpected ways because a letter from the family or a bit of humor can go a long way in securing the best terms. I shadow experienced mentors to learn best practices.

9 I CREATE A HOLISTIC LIFE

The real estate journey can be stressful for all involved. I balance work and family and don't forget "me time." I have fun with the day-to-day and maintain a positive attitude toward every person. I don't dwell on the negative or take failures personally. My happiness and positivity shine through making the process memorable and enjoyable for both me and my clients.

10 I'M A MEMORY MAKER

I recognize the moments that matter to my client, which are different for everyone. I create special moments along the way to reinforce my personal connection and show that we're in this together. From celebrating an important milestone like a passed inspection to sending a little something on each closing anniversary, it's those thoughtful touches that keep me top-of-mind, especially when it comes to referrals. I recognize their moments that matter.