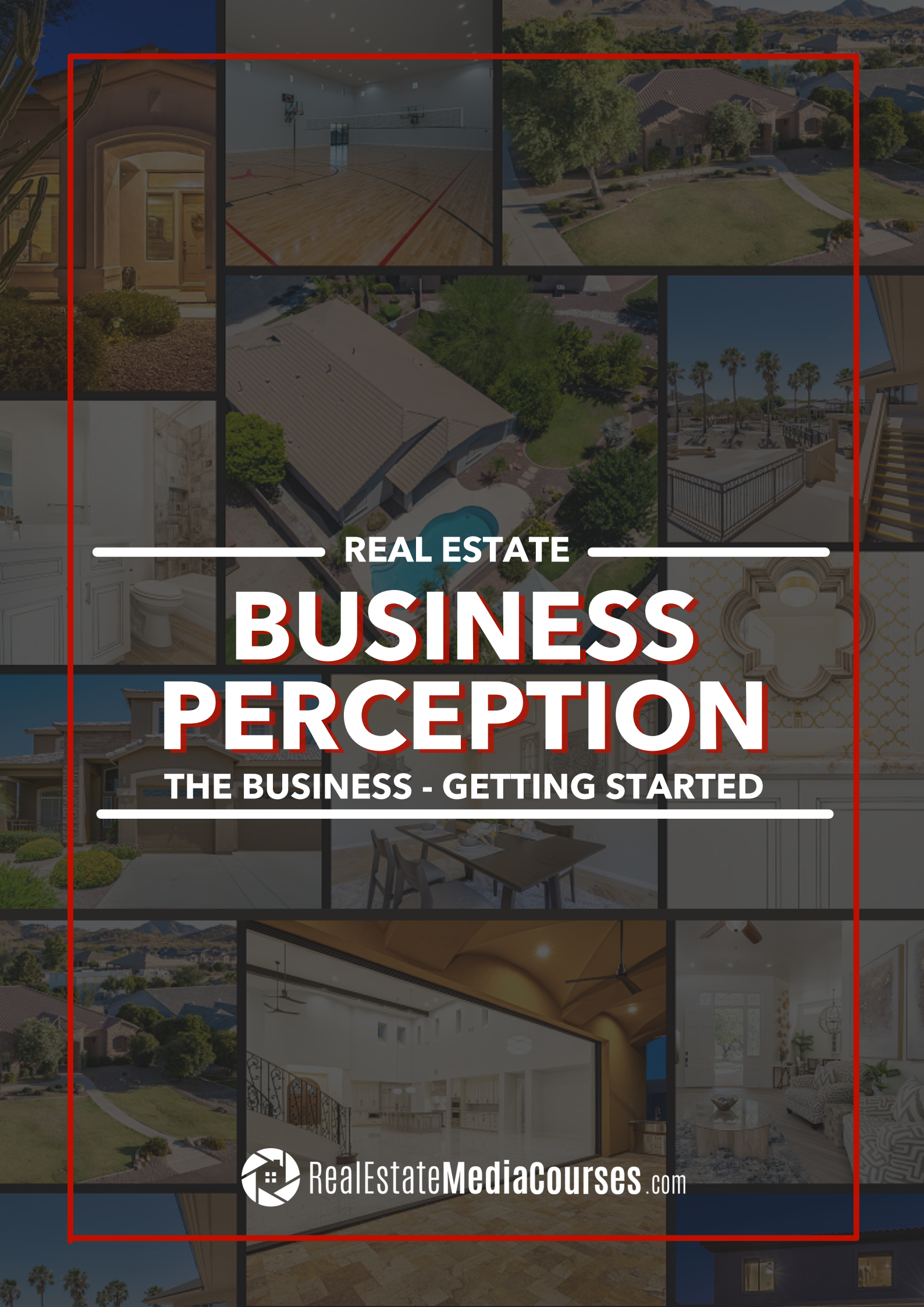




REAL ESTATE **BUSINESS PERCEPTION**

THE BUSINESS - GETTING STARTED



RealEstateMediaCourses.com

BUSINESS PERCEPTION TIPS

REAL ESTATE - THE BUSINESS

In this guide, I want to talk about business perception. You can spend all the time in the world creating an awesome name and awesome products with great pricing, but the way your business is going to be perceived in the marketplace is the extent of the execution of your customer experience.



HAVE A CLEAR VISION

Know what you stand for and what things are non-negotiable. **PRO-TIP:** Being able to deliver a great experience to your customers from start to finish is going to be the best way to impact how your business is perceived.

You cannot hide from this perception, as it will appear in reviews, customer feedback, and customer referrals. You want to empathize with your customers when problems come up, fix issues as soon as possible, and even issue refunds when appropriate.

Your customer referrals are going to be your best, cheapest, and easiest way to grow your business. So make sure to take care of your customers, even if that means refunding a short-term job for long-term success.

When customers talk to others about your business, they're not going to talk about your name or the products you offer. Instead, they're going to talk about the experience they had.

Here's a [ListerPros](#), the majority of our new customers come from existing customer referrals. We get those referrals by providing quality products and a great customer experience.

You will likely come across a customer that is not the right fit for your business from time to time. These are few and far between, but we do not tolerate the mistreating of our people, and when dealing with unreasonable people, sometimes the best answer is to choose not to do business with them.

Your business perception is something that is within your control. **PRO-TIP:** Make sure you set the proper standards and vision and work with individuals committed to delivering a great customer experience.

