



REAL ESTATE

# STAYING CONNECTED WITH CUSTOMERS

THE BUSINESS - GROWTH STRATEGIES



RealEstateMediaCourses.com

# WAYS TO STAY CONNECTED WITH CUSTOMERS

## GROWTH STRATEGIES

In this guide, I'm going to talk about staying connected with your customers as you grow. This is something that can be a challenge as you grow and have more people involved in the business. As a result, you can become somewhat disconnected from your customers, which isn't good.



## 1 | STAY CONNECTED WITH CUSTOMERS

I think it is really important that you stay connected and continue to build relationships with your customers, regardless of your business size, because the people around you may come and go, but you're likely going to be the one that stays for the long haul.



## 2 | CUSTOMERS REACH OUT TO YOU

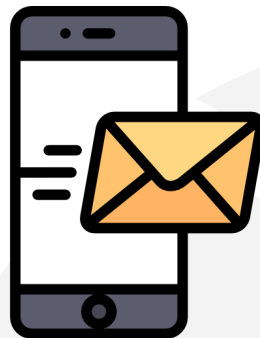
I also think it's important for customers to be able to reach out to you directly should they need to. It also sends a message to your team that you're committed to doing quality work. And if for some reason, a customer has an unpleasant experience, they're not going to hesitate to reach out to you.



## 3 | DIRECT EMAIL SERVICE

At the bottom of all our customer communication emails, whether an admin email or a photo delivery email, you should have a message under the email signature that says, if you're not 100% satisfied with the service received, reach out to us directly. And then I give my direct email and my direct phone number.

I rarely get calls from customers. I probably get one call a month on average. I think it's important, though, that your customers have a lifeline should they need it.



## 4 | PHONE CALLS TELL A SIGN

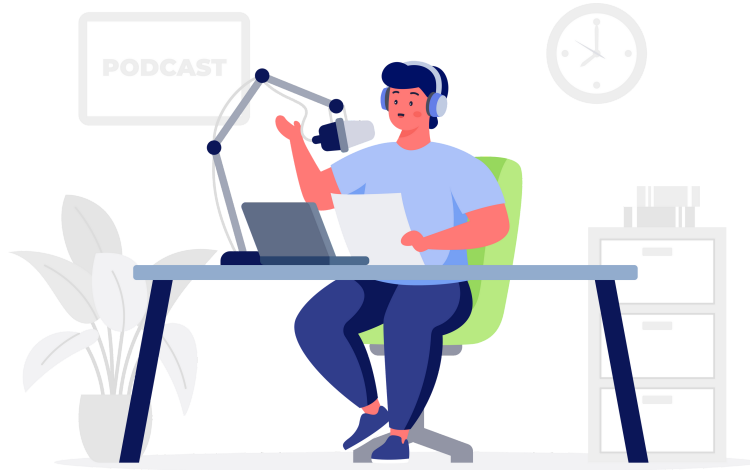
If your business has a lot of operational issues, I'm sure you're going to get a lot more phone calls than I do. This tells you that either one of your business operations needs work or, number two, you have bad team members.



## 5 | PODCAST

I use my podcast platform to stay connected with customers and build relationships. In addition, it gives me the opportunity to know our customers on a personal level.

I also make weekly videos for our email newsletters, so customers who see me hear my voice and know that I'm very involved in ListerPros. I want them to feel that they can reach out to me if they ever need anything.



## 6 | EXPOSE CUSTOMERS TO DIFFERENT PHOTOGRAPHERS

It's very important to stay connected with your customers. Because if you have a lot of customers connected with one particular employee and no connection with the rest of the team, when that employee leaves, those customers are likely to leave with them.

This is one reason why we're not big fans have customers requesting the same photographer over and over. Instead, we want to expose them to many different photographers and know that they can have a great experience regardless of what photographer they get.

Some customers can have a photographer preference, but we like to mix it up sometimes and send others. It also makes scheduling a lot easier when customers don't always request the same person.



# 7 | SUMMARY

Anyways, these are just a few of my thoughts on how you can stay connected with your customers as you grow and why it's important the email signatures, newsletters, and podcasts and help me keep and build solid relationships with our customers. So feel free to implement them in your business as you grow or even start out.

Your business's real value is in your customer list and the relationships that you build. So don't take them for granted.

