

Real Estate Mentoring: Are you a Team Player?

Learn the Ropes from the Best Real Estate Professionals

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There is a lot of buzz out there in the industry today about the emergence of “teams” and how dominant they can be in their market. Is this the wave of the future and are we going to see the sole practitioner move into the background?

I don't think so as long as we have top producers like [real estate mentor](#) Margaret Rome of Baltimore, Maryland who dedicated herself to building a successful solo career by structuring her business and personal life. She shared her philosophy and commitment to helping other agents in the industry in a recent interview where she highlighted some of the key elements that make a successful solo agent.

- It is critically important for the agent to be the one that communicates with the client. If you don't, you can't be sure that they are looking at the right properties for the right reasons.
- Outsource those tasks that take your time away from interacting with your clients.
- Maximize the use of technology to insure timely communication and the delivery of the specific information the client is requesting.
- Your website should answer every question about you that the customer has – just as if they sat down and interviewed you.
- Be a specialist and choose to work with those clients with whom you can build a relationship; which primarily come from your referral network.
- Focus on customer needs and wants and insure that you are prepared and ready to deliver.
- There are 3 key questions to set before every seller to set the tone for building a relationship of trust:
 1. Are you 100% sure that you are ready to sell your house?
 2. Do you have any questions about the company I work for?
 3. Are you 100% sure you want to use me as your real estate agent?
- All showings should be conducted by the agent; your clients need to be certain that you are in charge and delivering on your promises.
- You need a blog and if you can't write you should hire a writer and provide them with the ideas and subjects. It will dramatically improve your web traffic.

Is the team concept for you or are you the committed sole practitioner? If you want to ensure that you are staying up-to-speed with all aspects of the real estate industry, you should check out real estate mentoring company [iSucceed.com](#). They have over 200 top producing agents and mentors like Margaret Rome that have provided you with all the latest tips, tools and strategies on being a successful real estate professional.

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