

GRI Designation Core Course

Reputation Management

SESSION ONE

Lesson Six

Consumers often make choices based on likability, not always on ability itself. If life were fair, the most qualified person would always get the job. The world, unfortunately, doesn't work that way. Many people fail to make decisions based on logic. They make decisions largely based on emotions. Agents can use this method of thinking to help them become more successful.

Suggestion for Success: Real estate is a business based on reputation. What you do today may affect your reputation – and business – for years to come.

People often choose a REALTOR® with which they might have personal bond, even though that person may not be as qualified as other agents in the same market.

In this chapter, we will discuss how to create and sustain likeability by building a solid reputation.

How Does the Public View You?

Control Your Reputation. Anything can be said about a real estate agent at any time, whether it is factual or false. Unfortunately, one negative comment made online can severely damage your professional reputation.

Suggestion for Success: GOOGLE YOURSELF. Type your name into Google and see what the world sees when your name comes up. Is it good or bad? This is how everyone you do not know will first meet you and form an impression of you. Sign up for an email alert when a new entry containing your name appears in Google's search.

Setting up a Google Alert

A Google Alert is a free service offered by Google that automatically notifies a person when new content matches a set of search terms selected by the user.

Notifications are sent by email. A person can determine the frequency (once a day, once a week, or as it happens) as to when the alerts are sent. Alerts are sent only if new content matches the user-selected search terms.

If you are a broker, set a Google alert for each of your agents.

Be Proactive

Do not allow the first online comment about your business be a negative one. Agents can begin by asking clients to leave positive feedback and provide good online comments. Positive online feedback is like having money in the bank for a rainy day. If a negative one arises, there are plenty of positive ones to offset its relevance.

Quotes to Consider

“You will be the same person in five years as you are today except for the people you meet and the books you read.”

– Charlie “Tremendous” Jones

Leverage Your Connections

Every person we encounter either personally or professionally can affect or life our life positively or negatively.

As the relationship grows, both positive and negative effects will occur. One key to being a successful agent is surrounding yourself with people who add more value than they subtract. Do not hesitate to ask for advice from your broker or find a mentor.