

DOWNLOADS



Buyer's wish list



Property
Finder

HUB

BUYER'S WISH LIST

What home seekers really want

What qualities do users look for in order to commit to a real estate agent? Here's what our users had to say in order of importance:

1. Honesty and credibility

Win them over with the truth!

When these buyers talked about honesty and credibility, it often came with stories about past negative experiences with real estate agents. The stories were about agents trying to push them towards a more expensive purchase and a strong dislike for the false sense of urgency they feel agents create when it comes to placing an offer on a house. Buyers have expressed how hard it is to trust anyone in today's real estate market, so it's even more important for you to help them feel comfortable.



2. Area familiarity

Do your neighbourhood homework. Homebuyers place high importance on finding an agent who not only sells or rents homes in a specific community but also knows that community well. They want an agent who knows all about the schools, local parks, amenities, restaurants and even the secret gems the area has to offer.

One person spoke about an experience she had with an agent who knew the interiors of so many homes in the community she was looking in. This completely won her over because not only did it show the agent knew the inventory well, but it also saved her a lot of time when deciding which homes were interesting to see.

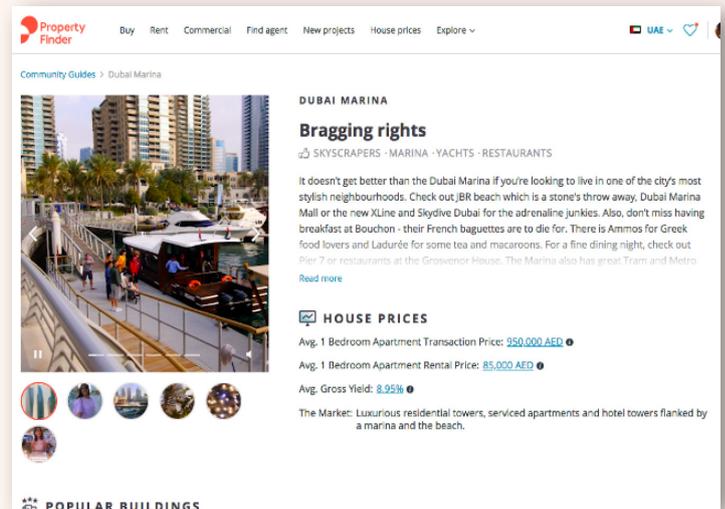


TIP: For extra exposure to property seekers specifically searching for a home in areas where you have listings, consider investing in Community Expert. You'll get more visibility, more relevant enquiries, and more deals by having your agent profile featured on pages with the highest traffic on Property Finder. To learn more about Community Expert, [click here](#).

TIP: Don't despair if you're new in your field, we have you covered.

Check out our **Community Guides** and **Building Reviews** pages to learn more about each area and building.

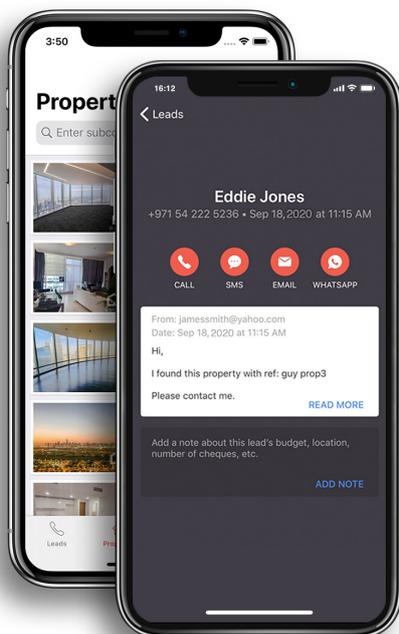
Study the areas you specialise in until you feel confident you know them inside out.



3. Good Follow Through

If you say it, do it. During the conversation, our users constantly expressed frustration with agents who didn't do what they said. Email, call and send the things you say you will, in the time promised. It seems like such a small thing to ask for. Do what you say, combine it with some honesty, and you'll be agent clients feel comfortable working with. into a qualified buyer or seller. Very few people are ready to buy "today".

The key to retaining that connection is a regular follow up campaign. This campaign should include frequent and customised emails as well as personal phone calls.



TIP: Our **Lead Tracker app** helps you manage your call and email leads with accurate contact info from the palm of your hand. Add notes and replay all your calls to ensure you have all the facts right.

TIP: Make use of these **Scripts on how to Follow up with an Online Lead** - easily copy and paste the email script or follow the phone script to set yourself up for a successful follow-up conversation with a lead and ultimately, convert a prospect into a qualified buyer or seller.

4. Be Organised

KEEP YOUR HOUSE IN ORDER, SO TO SPEAK.

You're honest, you know the area like the back of your hand, and you try your hardest to follow up, but it's tough to keep track of your to-do lists and return every phone call. Home seekers expect agents to be organised and put together. There is a tonne of tools out there to help you with this -- we love Evernote!

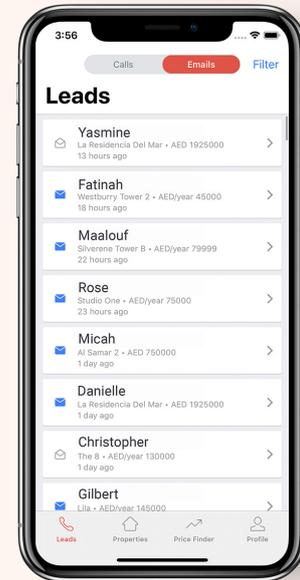
TIP: Download our **Lead Tracker app** to stay on top of your calls, emails, keep notes for each lead, verify listings on the go and more!

Find out more:

propertyfinder.ae/hub/tools

Use myCRM to stay on top of your business and manage work smarter. Access your properties, leads, owners and transactions in one place.

Want to learn how to use both to your maximum advantage? Enrol onto our next **MasterClass**



"This app is a game-changer for real estate agents. It's so useful and user-friendly, especially when you're on the go. Tracking of leads and property listings is so easy now!" **Google Play**

"Working in real estate, it is important to always monitor your performance on all aspects of your work and lead call is one of the most important! I have listened back on all of my calls to see where I could improve and it has benefited me greatly already. Fantastic app." **App Store**

5. Be A Good Listener

Everyone is unique. Treat them like it!

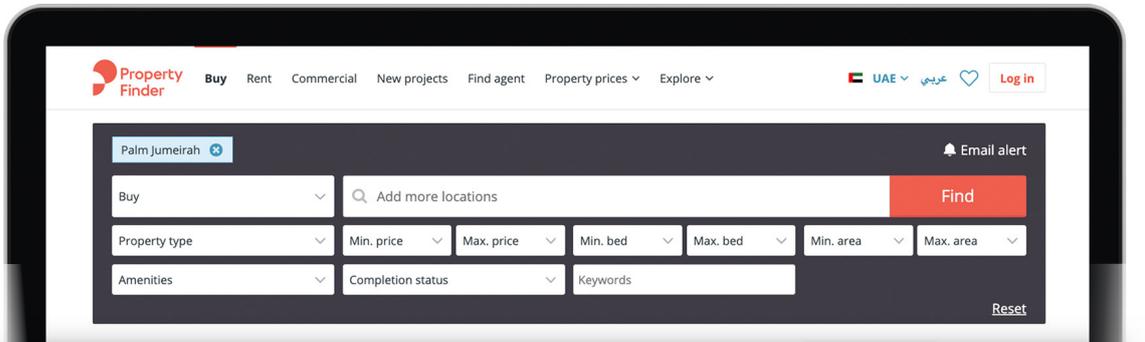
Users want their real estate agent to listen to them with an open mind. We heard phrases such as "don't understand", "too one-sided", "they aren't listening", "have no clue about the property" ...etc. come up in our discussion.

Users want an agent who actively listens to what they want and will ask as many questions as required to really understand who they are and what they are looking for.

Make sure you get recommendations and testimonials. Ask a previous client to write a review about you and post it on your Property Finder profile.

These tips come straight from prospective home buyers and renters searching on Property Finder to help you communicate what matters most to customers, further your relationships and ultimately, convert more prospects into qualified buyers or sellers.

Want to see your properties on propertyfinder.ae?



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