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Language
that positions
you as an
authority
figure



Property
Finder

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Language that positions you as an authority figure

"So, like, I've been an agent for years and, like, I've sold many properties. And, well, today, I want to, um, help you find a property - *if that's okay?*"

If you're an agent and you speak like this, here's a reality check: it is going to be very, very difficult to convince prospects to buy. No matter how much you know, if you don't confidently speak like an authority figure, you'll never be treated like one. And, prospects don't buy from agents they don't trust.

Things to remove from your vocabulary

Remove the following problematic sound bites, to instil the utmost confidence in your prospects.

1. FILLER WORDS

- The opening sentence of this post is full of unnecessary filler words: "um," "like," "well". Agents who use these words can appear hesitant or convey a lack of confidence and belief in what they are selling. Be mindful of minimising the use of filler words and be direct in your communication.

2. OVER THE TOP LANGUAGE

- Part of an agent's job is to be positive and upbeat. With that said, there is a fine line in overdoing it. Acting overly excited or too keen can sometimes come off as intense, and make you seem as though you are trying too hard. Make sure you are not 'overselling' features of a property or using language which is disproportionate to reality. For



example, there is no value in describing an apartment as having 'unparalleled, panoramic, sweeping views of the glittering Arabian Gulf' only for the property to have partial sea views, at best. Exaggerating can make buyers trust you less.

3. ANYTHING THAT SKIRTS THE BOUNDARIES OF NOT BEING 'POLITICALLY CORRECT'

- Dubai is a multicultural city. You never know who you may offend, with this in mind you should always be mindful and considerate towards others. Steer clear of controversial comments, crude jokes, and it goes without saying - profanities are an absolute no.

4. JARGON

- Speaking like an authority figure doesn't mean throwing out all the real estate specific lingo you know to appear like an expert. Talk professionally, but don't overuse real estate terms as your buyer might not know what you are talking about, for one, or it can simply appear as though you are trying too hard!

Language that positions you as an authority figure

When you're qualifying prospects, you'll need to ask some variation of the questions below to extract the information you need. Phrase your qualification questions like this to establish yourself as a credible authority.

WHAT HAVE BEEN YOUR MAIN DIFFICULTIES IN YOUR PROPERTY SEARCH SO FAR?

- ✓ This is a question that gets to the heart of need. You don't want your prospect to tell you every little problem they have, but you need to hear about the challenges they are facing which are preventing them from buying or renting. Seeking out their pain points enables you to focus on providing solutions to their obstacles to truly demonstrate your value.

WHAT IS YOUR BIGGEST OBSTACLE TO BUY RIGHT NOW?

- ✓ This question gets right down to business. Seek out any hindrances from the outset to understand how you can solve them.

WHAT DO YOU KNOW ABOUT MY COMPANY?

- ✓ This question allows your prospect to share any knowledge they may have and also reveals and knowledge gaps or opportunities you have to educate them on.

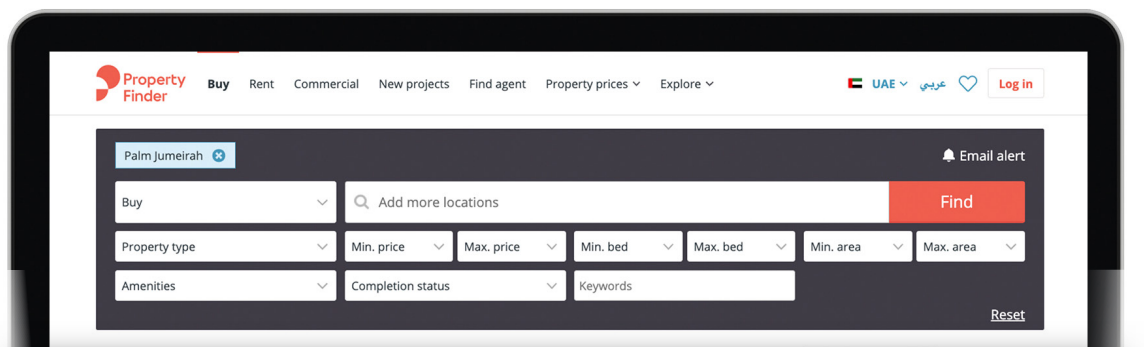
LET'S TALK ABOUT THE BUYING PROCESS.

- ✓ This statement lends itself to walking through each step of the home buying process. It demonstrates to prospects that you have an orderly process in place and that they will have professional support throughout the way.

TIP: Make your customers aware of the **Buyer's Guides** - online articles that help with the buyer's journey as well as the beautifully presented, printed copies you get when you become a Property Finder member. Printed copies are available exclusively to brokerages listing with Property Finder.



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