

# DOWNLOADS



The value  
of listening  
to close  
more deals

# THE VALUE OF LISTENING TO CLOSE MORE DEALS

Experienced agents listen carefully and utilise what they have heard to facilitate the buying process.

As a real estate agent, it is important for you to connect with clients and prospects. So, when you are at the moment, nothing is more important than the person in front of you.

When you demonstrate that you are actively listening, it helps to cement these relationships, as well as learn, understand and provide the best advice to your client.

## HOW TO «LISTEN» CLIENTS INTO BUYING

Sometimes, agents get a bad rap. That's because many agents tend to oversell, or get lost in the allure of commission and place the needs of the client second. When an agent oversells, he or she actually talk himself or herself out of the sale.

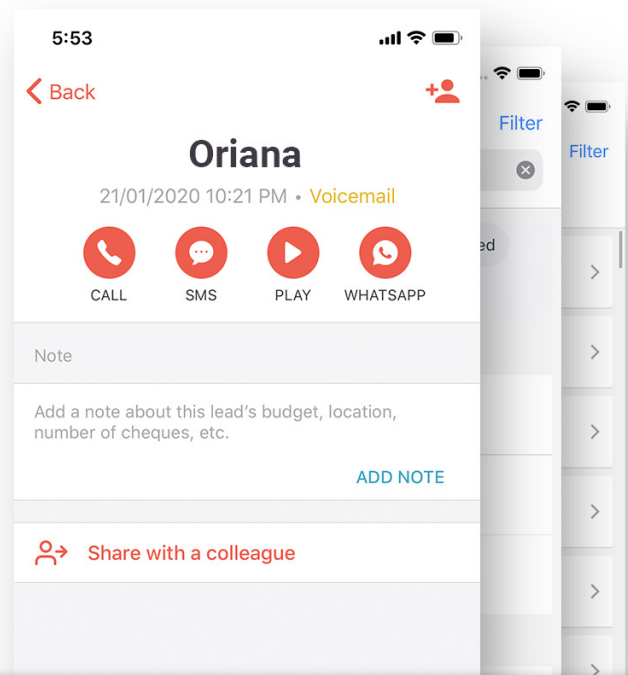
Selling a home is not a process of convincing someone to buy. Instead, a sale is made when you have probed so well that you learn what the prospect wants — and proceed to recommend suitable solutions.

If you are new to real estate sales, you may try to talk prospects into buying. When you are more experienced, you try to listen for openings and utilise what you've heard (or observed) to facilitate the buying process.

Top-performing agents have such finesse that they can actually “listen” people into buying. This not only means that they delve deeply for needs and wants but also suggests that they pay attention to how the prospect reacts.

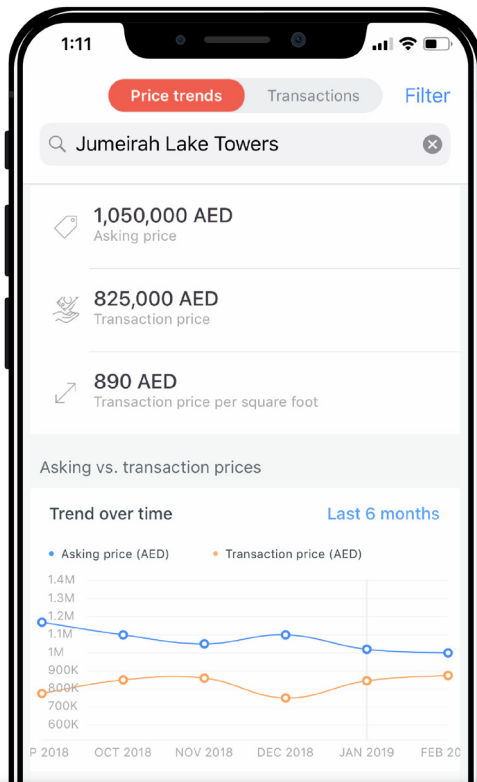
# 1. Record and listen to call leads

Download Property Finder's **Lead Tracker app** for free and use the **Call Tracking** feature within it to record and listen back to your call leads. Even if you miss calls, you can listen to them and respond as soon as you become available. In the event you miss any important points in the conversation with your client, this feature allows you to playback so you don't miss any important communication.



# 2. Listen to clients' price expectations

Have a detailed discussion with your client and listen to their price expectations on the property they want you to represent. Download relevant **data from Price Finder** into a **branded, two page "Pricing Report" PDF** with just a few clicks. It will display your name, photo, company logo and contact details. Print, share via email or WhatsApp directly from Lead Tracker.



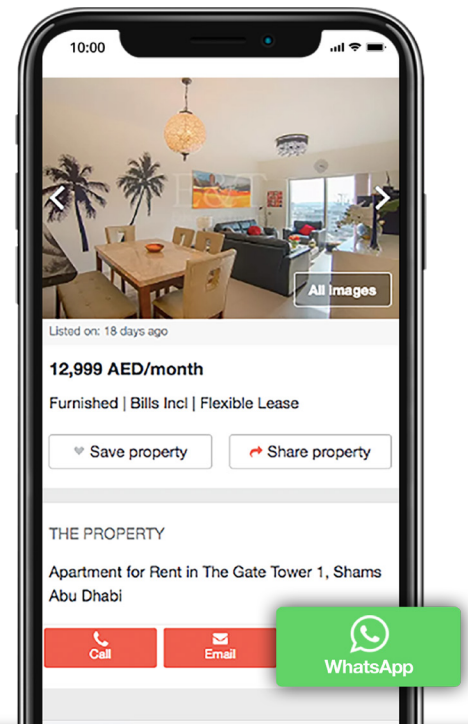
# 3. Observe verbal and non-verbal cues

There is often a distinct change in the prospect's body language and behaviour when he or she is ready to buy. Look out for these potential buying cues: speeding up, slowing down, conversing privately with a significant other, and asking a lot of questions.

## 4. Ask questions

The more you know about the prospect, the more you can assist this person in finding a home matched to their needs. Ask as many questions as you need and take note of the responses. However, try to avoid closed questions that elicit a yes or no response.

Asking open-ended questions can help you to extract even more information that will get you to the closing table. Activate **WhatsApp Leads** and you can instantly ask any questions and answer customer queries for free.



## 5. Embrace Awkward Pauses

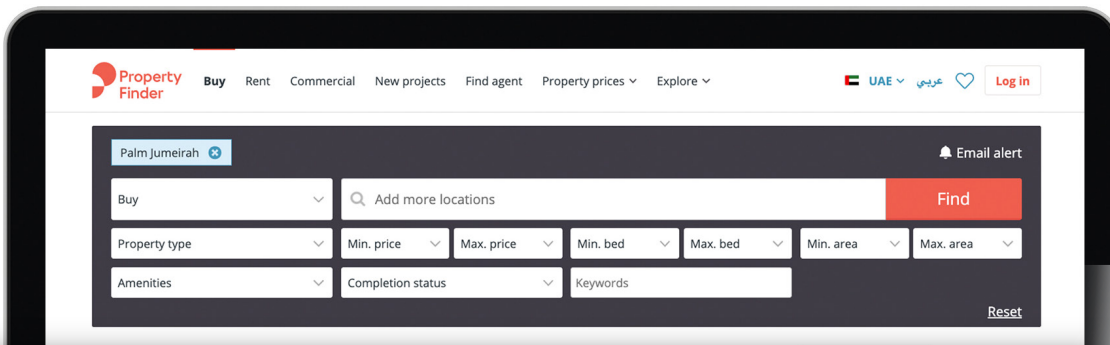
When you ask a question to which there is not an immediate response, do not follow up with another question or try and fill empty space with words. Instead, embrace the silence. Let your prospect fill that silence by providing you with information that could help you make the sale later on. If you start talking before the prospect answers, you may miss out on valuable information they were willing to offer.

Active listening also includes being on alert for non-verbal cues and body language. When you notice these cues and ask the right questions in response, you will yield all the information you need to close more deals. Remember to take everything in - listen and be observant.





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**T.** +971 4 556 0300

**A.** 1505 Shatha Tower, Dubai Media City,  
PO Box 50954, Dubai, UAE