



**Building Business & Time Management  
Student Handout - by Josh Cadillac**

**KAR will not provide printed copies of class materials at the conference.**



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# Business Building & Planning for Real Estate



How to Plan, Manage & Advertise a Strong Real Estate Business



By Josh Cadillac

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## Learning Objectives

At the end of this course, the student will be able to:

- List the type of help that customers are looking for from a real estate professional.
- List the 3 key items to maintaining a mutually beneficial working relationship with your customer.
- List areas of a real estate business that require high standards to best serve the public.
- Explain what a CRM is and how it is used daily to build your real estate business.
- Summarize how the Code of Ethics addresses advertising to potential customers.
- Explain the rules of advertising as it relates to the F.A.C. rule 61j2-10.025
- List activities that we can do to improve our business and our service to our customers.

## Timeline

<i>Chapter 1: Building a business-Educate Yourself, Educate Your Customer</i>	<i>10 min.</i>
<i>Chapter 2: Setting High Standards for Customer Service</i>	<i>10 min.</i>
<i>Chapter 3: Time Management &amp; Systems</i>	<i>10 min.</i>
<i>Chapter 4: Advertising excellence (including Code of Ethics &amp; F.A.C. rules)</i>	<i>10 min.</i>
<i>Chapter 5: Excellence for your customer</i>	<i>10 min.</i>
<b>Total</b>	<b>50 min. (1 Hours CE)</b>



# Introduction

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I have great news for you! You are your own corporation “You Incorporated” Congratulations! There is more good news: Guess who the CEO of You incorporated is? Why, it is you. Aren’t you lucky? With good news though often comes the other kind as well and this is no exception. Do you know who the staff is for You Incorporated? You guessed it, You also. Sad times. There is a question this information makes important to ask though. How good of a job does your CEO do of managing your staff? How good are you at setting out what you want to get done and actually doing? This matters a lot in real estate because we have to wear both the CEO hat and the staff hat. There are a ton of tasks to do in real estate and most agents get stuck with their staff hat on so much they never remember to put on their CEO hat. Plus, we have no boss standing over our head with a baseball bat to make sure we are doing all we are supposed to do.

Why does our hat selection matter you my well ask? It is pretty simple: The staff are concerned with getting paid and the CEO is concerned with **building a business**. The staff wants to get commission checks to pay bills and the CEO wants to close deals in a way that generates more commission checks. The staff wants Oreos for breakfast and the CEO wants to do more cardio. We need to recognize that there is this internal battle that is going on because it gets in the way of us growing our business and more importantly of us giving the customers the type of experience they genuinely deserve to have. Our business needs to be about closing customers for life and earning every commission they will ever generate rather than the commission from the one deal we are doing with them now. We need to have standards and those standards should far exceed the code of ethics or what we can get away with without going to a correctional facility.

If your business does well who gets the credit? Therefore, if it does poorly who gets the blame? Keeping in mind that you building a business is a critical part of this equation. We leave customers with an experience when our deal is done, and that experience is our true calling card. This is what they remember and think about when they are thinking of engaging in the real estate market again. Did our work stick out for them as exceptional? Did we meet their needs (both spoken and unspoken)? Or were we just another agent in a sea of mediocre agents that got a deal done by the skin of our teeth and had our customers terrified the entire way. We need to stand out from the other agents.

## ***Expectations from attendees of this program:***

- To endeavor to conduct every transaction in the most professional and effective manner for, most importantly, the consumer (customer) but also extending to the other professionals with whom the transaction requires you to interact.

- To continue to educate yourselves at all times on the ever-changing aspects, both legal and market related in their industry.
- To clearly keep in mind the goal of the transaction and not get bogged down in the minutia and personalities that tend to distract from that.
- To find solutions and solve problems not to doubt and aggravate issues.
- To not be afraid to say “I don’t know” once but never twice.
- To work within the realm of your expertise.

### ***Purpose of this Course***

To give you the tools to build a strong real estate business, with exceptional customer service, and advertising that is both compelling to the customer and compliant with the ethical standards we have. We will give you the tools necessary to avoid all the distractions and superfluous activities that can get in the way of closing customers for life.

# Chapter 1:

## Building a Business – Educate Yourself – Educate Your Customer

The fact is... the things agents are saying to customers right now are sometimes not really that helpful to the customer. The customer deserves better. Customers have lots of reasons to use us, but the interesting thing is that most of the reasons have a fear-motivation to them. Take a look at this chart and see that the vast majority of reasons customers give to work with us are based on their fear of not being able to do something without us.



Source 2018 National Association of Realtors® Home Buyer and seller Generational Trends

This means that as the CEO of our corporation we need to make sure our entire method of **handling customer's needs to be built around addressing their fears and doing our best to reassure them that we are the one that can best meet that need**. We do this through building credibility by educating ourselves first, so we can then **educate our customers**.

There are three things needed to close customers for life and simultaneously address their fear motivation. Those three things are:

1. **Rapport**
2. **Credibility**
3. **Trust**

The staff is content to focus on rapport. We get the customer to like us and hope that will be enough to get us a closing so we can afford our breakfast Oreos. Yes, most agents try to build some credibility, but they do so by using props. Sadly, this has become something embraced by the industry to replace true



credibility building. Agents will go in to get a listing with a 47-page listing presentation discussing their company's history, a deep dive on their time on market statistics, copies of their marketing pieces, and letters of recommendation from past customers. All of that is before they breakout their 82 slide PowerPoint presentation and their 92-page CMA.

Agents bring all of this stuff because they know in their heart that they need to build credibility, but their staff is making the decisions. Rather than committing the time to really learn their field and product by taking classes and studying, the 'staff' wants to watch the 'Keeping up with the Kardashians' marathon on until 3 am. The thing that truly builds credibility with customers is not burying them in paper or memorizing scripted lines, it is **having a great real estate conversation that shows you know what is going on in the market.** Customers, be they buyers or sellers, are preparing to enter the real estate market.

**Class Exercise - Answer these questions:**

What would you want if you were getting ready to participate in a market that you were not an expert in?

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How would you feel?

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What would you want from someone that you were hiring to help you navigate this market?

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What could they say or do to make you feel comfortable and confident moving forward with them?

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When we answer these questions, it becomes pretty obvious what customers are looking for from an agent they would like to use. The good news for you is that most agents are not actually meeting those needs. We need to put the CEO in charge and pursue the kind of market knowledge that allows us to speak with such clarity and certainty about our market that our customer feels at complete peace and confident with us by their side. They need to feel they have an outlier rather than someone that can be replaced by the next name on the alphabetical list of agent names. This means learning and paying attention are required.

The type of knowledge we need is not just the kind that will allow us to make recommendations. Customers deserve a true real estate professional and a true real estate professional's opinion. Most agents make recommendations. The issue comes when those agents are asked a very simple question though. Why did you recommend what you recommended? The answers range from a stuttering look of confusion to a poorly reasoned and unconvincing token answer in most cases. It is kind of like:

*Example: Imagine you have just inherited a bunch of money from a distant relative and, after much deliberation, decided to buy some stocks. So, you go to a securities expert (stockbroker) and tell him "I just inherited a bunch of money and would like to buy some stock. He tells you that is great! You ask him*



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*what stock he would recommend, and he tells you that what you need to do is buy some IBM. You say “IBM, I have heard of them. They are a big company. That sounds like a great idea. Let’s do it.” As you are completing the paperwork and just about to sign you ask the stockbroker “why did you recommend IBM?” and he tells you that IBM has a blue logo and he only recommends companies with blue logos.*

How are you feeling about the above securities expert? Not much of an expert is he? If you think that is bad, ask an agent what type of property they would recommend to an investor in their area, and then ask them why and the answer will sound much more like blue logo than something that should be coming out of a real estate professionals mouth. **The question then we always need to answer in a compelling way has two parts.**

### **Class Exercise – find the why**

1. What will you recommend?
2. Why are you recommending that?

The answer to that why question needs to not just give a partial answer, but it needs to tie back to the customers motivation. All too often agents give an answer that partially explains things and we expect the customer to fill in the blanks. If you were to recommend condo to your buyer as a good investment property it is not enough to say that they are easier to manage then single-family homes. You need to list the things that will be better, like tenant not starting a pot farm in the back yard in a condo, not being responsible for yard maintenance, not having to worry about building exterior, and still being able to get a \_\_\_\_ rate of return. A buyer that is risk-averse or is planning to be an absentee landlord might find those arguments compelling even if the condo gave a lower rate of return because the aggravation savings to them is worth it. To do this properly though you need to address the other property types you didn’t recommend and discuss the pros and cons of each of them as well. **You have now given your customer a comprehensive basis for making a decision, as well as establishing your grasp of the market, and the various investment types available to them.**

The reason for doing all of this is to give your customer an informed and relaxed real estate experience where they feel like you are looking out for them. That is the third thing from our list before: **trust**. This tells them that you will use your knowledge to get them the best transaction you can regardless of compensation to you. This transitions you from a hired gun to a confidant and advocate. Considering how real estate agents are typically perceived (slightly better than used car salesmen) this separates you from your competition and gives your customer something they cannot easily replace.

The CEO wants repeat business and knows that is tons of benefits. The CEO also knows it will take paying attention more and treating real estate like a topic of extreme interest. This takes discipline and keeping the staff from dictating what we do. Keeping customers coming back over and over again gives you the ability to advertise less, close more deals, have happier customers, make fewer cold calls, and have customers that when any one mentions they are thinking about doing something in real estate jump and say “I’ve got a guy”. That sounds a lot more like a business to be proud of than I need to make more cold calls.

# Chapter 2:

## Setting High Standards for Customer Service

Anything that isn't measured degenerates. This means we need to have standards and benchmarks to make sure we are meeting customers' needs and constantly improving our customer service. It will not improve itself. What would some standards be?

**An example:** When I give a listing presentation, I have a goal **to be so thorough**, that the customer won't have more than one or two questions by the time that I am done. When I give a listing presentation, I watch their eyes and **look for any confusion**. If I see any, I back up and say what I just said in a different way, so they understand it. I do this to make the customer fully understand what is going on, but also to make them feel like I genuinely care about them. This also demonstrates that I understand the process very well. So much so, that I can explain hard to grasp concepts in multiple ways all without being condescending or making them feel dumb for not getting it.

Having the above as a benchmark helps me to constantly tweak and improve my listing presentation and lets me know if a change I have made has resulted in my presentation being less compelling, informative, approachable to the customer. There are other standards we need and this starts with standards for expectations from ourselves.

Here are just a few areas where standards should be set:

- Follow up
- Phone calls
- Emails
- Advertising
- Branding
- Customer service
- Quality control

In addition to these, we need business sales thresholds and we should also have educational goals as well:



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### Class Exercise – Standards, thresholds, and goals

What is a standard you have right now in your business?

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What is a standard you would like to implement?

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What are some sales thresholds you want to meet?

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What are some business goals you have?

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What are some educational designations and certifications you have set as a goal to achieve and how much time have you given yourself to achieve them?

Cert/Des

When

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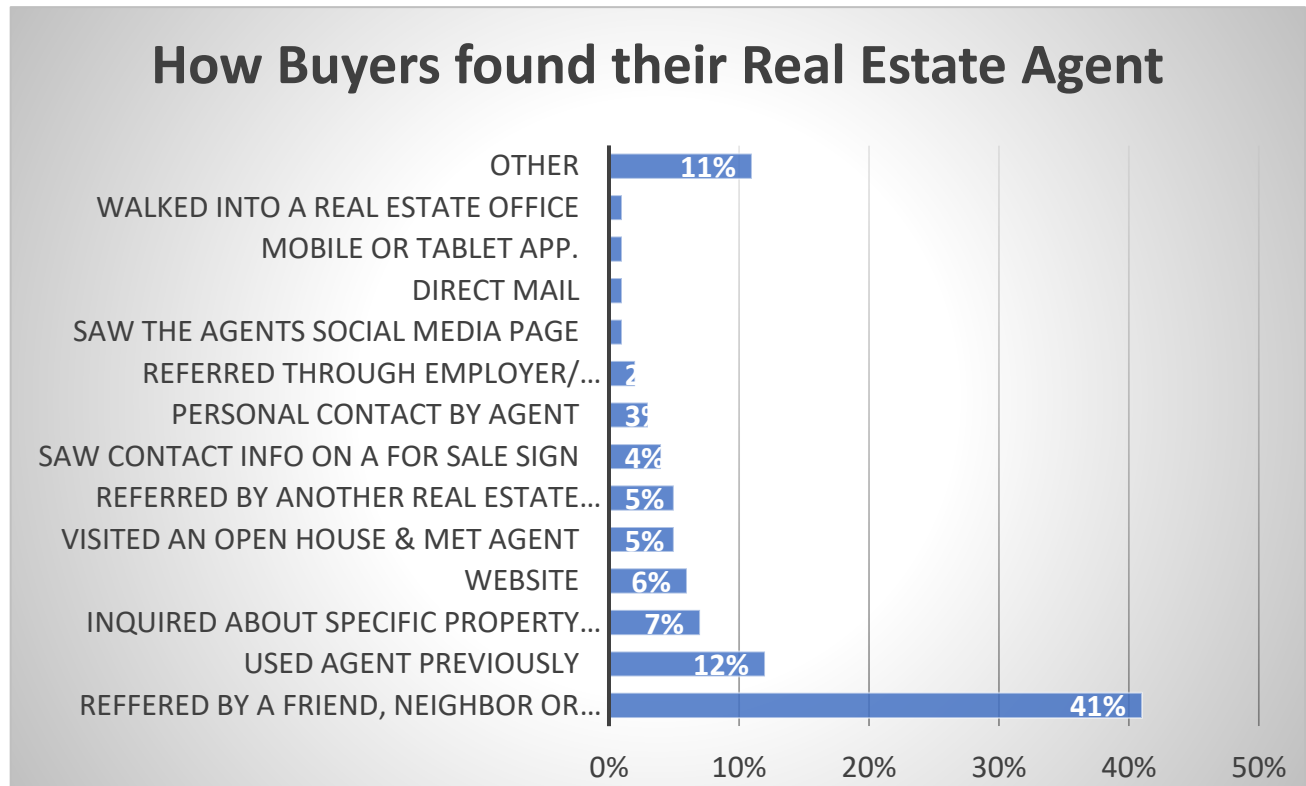
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A great threshold/sales goal might be if you have very little referral business to have more than half of your business come from past customers or referrals from past customers this year. A goal like this, forces you to focus on the quality of the experience you are giving current customers while also improving your overall sales and keeping you in the business. Finding ways to get more out of ourselves is the CEO's job and this is done by holding the staff accountable.

Another great goal might be to convert a certain percentage of your renters into buyers and buyers into investors. If you know, love, and believe in our product this should be easy. This requires you to have great educational and informative conversations with your customers to inform them of the tremendous wealth building benefits of our product for them. While all the advertising companies are screaming for your customers to spend their money on things that have no investment value you are encouraging them to buy something that will give them financial benefits quite possibly for generations. Never forget or lose sight of the fact that we help people and our product is amazing. Having goals of helping people to realize how great our product is at building financial prosperity is truly a good thing.

Whatever the goals and standards we come up with are, we need to set up systems to make sure we are staying on track and doing things to make our customers the best served and informed consumers they can be. This involves getting the CEO engaged again to make these things measurable. We can do this with things like customer service surveys we send to former customers, or a better way to track this is to see how much business you are getting from former customers. If the people that know you and have worked with you previously are tending to go out and find a different agent next time they do a deal, that does not bode well for your long-term real estate business.

Consider the chart below:



Source 2018 National Association of Realtors® Home Buyer and seller Generational Trends

This is basically saying that 53% of buyer business comes from using the agent previously or someone that used you previously sending you someone else. **If you are not getting those people and are instead just marketing to get your business, you are not effectively servicing the customer.**

Handling the customer well, results in them coming back and sending their friends. This probably happens already but is super-charged when you start implementing standards to let you know when you are being most effective. To be elite we need to take ownership of our work and make it a personal reflection of us and the standards by which we will work.



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# Chapter 3:

## Time Management & Systems

No matter where I teach or the experience level of the agents in the room, one common issue people always bring up as a major struggle is time management. Agents find themselves focusing on some things, neglecting other things, and then feeling guilty for all they haven't gotten done. Almost all agents say they want to earn more money. When you ask those same agents if they are busy, they will almost unanimously, tell you that yes, they are very busy. If they want to earn more money but are already super busy how will they have the time to actually make more money? That is a really good question, and on some level, I believe most agents know this. This is why they often bring up time management as the biggest struggle in their business. If they could make more time, they feel certain they could probably make more money.



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Let's begin with the idea of task management or scheduling. In order to do this, we have to know what it is we need to get done. We need weekly goals for the various real estate activities we want to get done and then create systems that not just enable us but encourage us to complete these tasks. We know that completing tasks makes sure we are staying on top of our customers transactions, checking in with folks that are either leads or just haven't placed an offer yet, and following up with old customers. A truly comprehensive system needs to follow our customer through their entire life cycle with us. **We have a bunch of tasks that make up an agent's day such as:**

- |                                    |                           |
|------------------------------------|---------------------------|
| ✓ Showing property                 | ✓ Networking              |
| ✓ Working on leads                 | ✓ Education               |
| ✓ Following up with past customers | ✓ Staying current on laws |
| ✓ Advertising                      | ✓ Business building       |

All of these things take time and need to be scheduled. How do we do that. There are a lot of programs out there that promise to do one or all of these things. The issue winds up being, that agents spend a bunch of money on these systems and then either don't use them because they are too complicated or use only a small fraction of the software functionality because it is not user friendly. Ideally, we would like a software that is easy to use, inexpensive, and can handle scheduling all the things above. What we need is something that can function as a task manager and a CRM that takes very few clicks to work with to do the repetitive tasks we need to do over and over again numerous times a day. If a system recognizes the things we do a lot and streamlines those to take less work the system magically tends to get used more by agents.



We also need to make sure to be honest with ourselves with what we will and won't do. Lots of agents blow lots of money on the latest greatest piece of tech only to then feel bad because they never actually use it. **We need to find things we can commit to – remember – you're doing these business building activities on a daily basis.** That commitment needs to start with **committing to our customer and making sure we get done for them everything we are supposed to.** Good systems allow us to never drop the ball or forget an important timeline. This is how it needs to be. We are the professional in the room and are the ones the customer is trusting to protect and guide them through their real estate experience. Once we have that commitment, finding tools that enable us to meet that commitment becomes easier. Once we commit to the customer we now need to find and commit to the consistent use of the systems that will help us keep our commitment to them.

The system I use as the heart of my real estate business is a very simple, non-real estate based, CRM that I use for both customers' follow up and task management. In addition to that I use Outlook to manage my emails and the Outlook calendar to handle travel and appointments. This system allows me to create workflow. Workflow allows me never to lose anything. As the saying goes: "A place for everything and everything in its place."

**Class exercise- Answer this:**

How important in our business is it to never lose things \_\_\_\_\_

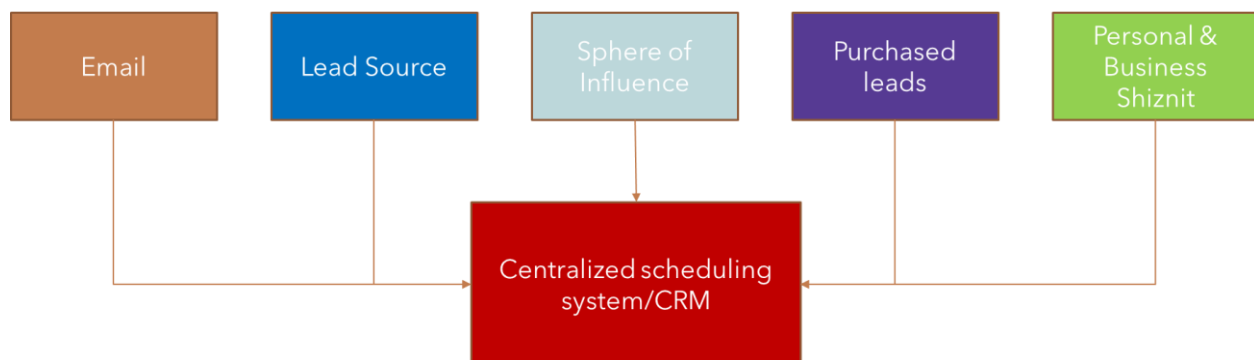
Does everything in your business have a place to go \_\_\_\_\_

How long would it take you to find an email from a few years ago from a customer  
\_\_\_\_\_

How often do you contact old customers \_\_\_\_\_?

Do you know exactly what you need to get done at work on any given day \_\_\_\_\_?

Let's look at building a system that gives us one place to look every day to see 100% of everything we need to do so we know with certainty when all of our obligations have been met without worrying something has been missed.



This system means when work comes in from various places it will be relocated to one central location. In my case that central location is my CRM. Let's look at how this would look if you are using a lead source:

Lead comes into Lead source

gets called immediately

no answer: goes into CRM with follow up for tomorrow and date for twice daily follow up for the next 10-14 days

you speak: goes into CRM with follow up for a more relevant date

They don't answer after ten days: you reschedule them for a later date (30-45 days)

You see them log into lead source: you call them

They don't answer: you set them back up for next day follow up

They do answer: goes into CRM with follow up for a more relevant date

Yes, this does call for duplicating the customers information from the lead source to the CRM, but it also allows you to now schedule and follow up to serve that customer in the best and most consistent manner possible. As long as they are in your CRM with a scheduled follow up, they will never be lost or forgotten. What about the email side of things? It is very similar to the lead source. First, we need some organization in our email system. We need a file named after our customer for each active transaction we are working on. We also need a file named archived for the year we are in and one for any previous years you were in business. Now we can look at this integration:

Email comes in

It is trash: it is deleted

Requires immediate action & then can be deleted (correct your listing from MLS)

No action required but should be saved: goes to your file for whatever it is associated with

Requires immediate action and then should be saved.

Requires action but not immediately. (call so and so later today) Creates a task in your CRM and then is deleted if not needed and is saved if it should be.

This gives you an idea of what workflow should look like to keep you out of trouble, keep your customer well served, and save you a ton of time that can now be allocated to earning more money. Happier customers, more money, and more time? That sure sounds like some really great stuff. The only thing standing between that and you is establishing and buying into your systems. When I say buying in that means never violating your system even though you could. In my system if a task is late it turns red. The CEO of my company gets really upset if a task ever goes red. Luckily, he has staff buy in so tasks never do go red. The staff isn't sure what the CEO would actually do if a task ever did turn red, but they figure he's not quite right in the head so it's probably best not to find out. I buy in to not leaving my office with red tasks and for this reason customers from my first year in the business still hear from me and would never think of referring another agent to anyone they know. My company takes care of its customers.

# Chapter 4:

## Advertising Excellence & The Code of Ethics, F.A.C. rules

Another area where businesses spend a ton of time and money that can be effective or wasted, is advertising. **This is especially true in real estate.** Also, there are few areas in real estate where it is easier for an agent to get themselves in trouble. We will look at advertising in a way that is consistent and compliant with the NAR Code of Ethics and Florida Administrative Code later in this chapter. For now, let's look at advertising that is effective because it actually meets what the customer is actually looking for and needs. Advertising excellence starts with a few questions:



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- What do they need to know?
- How do I explain it to them well?
- How would I want it explained to me?
- What was it like when I didn't know this?
- Can I explain this without seeming to be condescending?

**When we answer these questions, we are practicing a kind of empathy that genuinely meets the customer where they are at.** We are showing not only courtesy but experience. Courtesy by considering them and experience by knowing the way they think. Agents often take the customer's knowledge for granted. In not doing that, you are once again separating yourself and giving your customer the information they need, in a way they can readily grasp, to make the best possible decision about their real estate options. This is not just an asset to the customer on an individual basis but also an asset to the real estate industry in general as customers, whose agents educate them well, are important advocates to change the way society at large views real estate agents.

A great explanation does a lot of things for you. It makes you seem more likeable in the customer's eyes. It makes the customer appreciate what you bring to the table as they can understand what you are saying because you are explaining it in such an approachable way. It also sets you up with a customer who knows you know what you are talking about and now they are more likely to want to listen to your advice when you inform them about prices, market supply, or offer strategies. You have them in the posture you want; with you being the expert educating them, as opposed to the glorified order taker that is just trying to get them whatever they say they want.

In today's world of information overload, we need to think about how to package our advertising in a way that appeals to potential customers. Sadly, in the world we live in the type of advertising customers respond most to is "bad news". An ad like this:

*"Top 5 reasons why it is a great time to sell in Palm Village"*

Will generate much less interest and traffic than:

*“Stop! Do not sell without reading the top 5 mistakes sellers make that costs them money in Palm Village”*

While maybe we would prefer to live in a world where people responded more to the first message than the second one, we don't. If we want to truly help customers we not only need good relevant information, we need to package it in a way that gets them to actually avail themselves of the resources and advertisements we create. If we don't find a way to get the girl at the bar to talk to us, how will she ever figure out that we are her soul mate?

We also want to make sure we give our customers a way to reach us and if we are advertising online we need to get the customers contact information. A large part of great customer service is built around follow up. How can we follow up with them if we don't know how to reach them?

Now let's looking at making sure this customer driven advertising program of yours doesn't get you into trouble. There are two different places that speak to advertising. One is the administrative code and the second will be the code of ethics. For the administrative code there are a few things you need to look out for:

1. Would a reasonable person know you are an agent?
2. Last name matches how it is registered with the state
3. Brokerage name near your “point of contact” info
  - Mailing address
  - Physical address
  - E-mail address
  - Telephone number
  - Fax number

That's not too bad right? The code of ethics has an entire article on this though so let's take a peek at Article 12 and see if we can find some good ways to keep you out of trouble and into compliance.

## **Article 12**

REALTORS® shall be honest and truthful in their real estate communications and shall **present a true picture in their advertising, marketing, and other representations**. REALTORS® shall ensure that their status as real estate professionals is readily apparent in their advertising, marketing, and other representations, and that the recipients of all real estate communications are, or have been, notified that those communications are from a real estate professional. (Amended 1/08)

- **Standard of Practice 12-1**

REALTORS® may use the term “free” and similar terms in their advertising and in other representations provided that all terms governing availability of the offered product or service are clearly disclosed at the same time. (Amended 1/97)

- **Standard of Practice 12-2**

REALTORS® may represent their services as “free” or without cost even if they expect to receive compensation from a source other than their client provided that the potential for the REALTOR® to obtain a benefit from a third party is clearly disclosed at the same time. (Amended 1/97)

- **Standard of Practice 12-3**

The offering of premiums, prizes, merchandise discounts or other inducements to list, sell, purchase, or lease is not, in itself, unethical even if receipt of the benefit is contingent on listing, selling, purchasing, or leasing through the REALTOR® making the offer. However, REALTORS® must exercise care and candor in any such advertising or other public or private representations so that any party interested in receiving or otherwise benefiting from the REALTOR®’s offer will have clear, thorough, advance understanding of all the terms and conditions of the offer. The offering of any inducements to do business is subject to the limitations and restrictions of state law and the ethical obligations established by any applicable Standard of Practice. (Amended 1/95)

- **Standard of Practice 12-4**

REALTORS® shall not offer for sale/lease or advertise property without authority. When acting as listing brokers or as subagents, REALTORS® shall not quote a price different from that agreed upon with the seller/landlord. (Amended 1/93)

- **Standard of Practice 12-5**

REALTORS® shall not advertise nor permit any person employed by or affiliated with them to advertise real estate services or listed property in any medium (e.g., electronically, print, radio, television, etc.) without disclosing the name of that REALTOR®’s firm in a reasonable and readily apparent manner. This Standard of Practice acknowledges that disclosing the name of the firm may not be practical in electronic displays of limited information (e.g. "thumbnails", text messages, "tweets", etc.). Such displays are exempt from the disclosure requirement established in the Standard of Practice, but only when linked to a display that includes all required disclosures. (Adopted 11/86, Amended 1/11)

- **Standard of Practice 12-6**

REALTORS®, when advertising unlisted real property for sale/lease in which they have an ownership interest, shall disclose their status as both owners/landlords and as REALTORS® or real estate licensees. (Amended 1/93)

- **Standard of Practice 12-7**

Only REALTORS® who participated in the transaction as the listing broker or cooperating broker (selling broker) may claim to have “sold” the property. Prior to closing, a cooperating broker may post a “sold” sign only with the consent of the listing broker. (Amended 1/96)

- **Standard of Practice 12-8**

The obligation to present a true picture in representations to the public includes information presented, provided, or displayed on REALTORS®’ websites. REALTORS® shall use reasonable efforts to ensure that information on their websites is current. When it becomes apparent that information on a REALTOR®’s website is no longer current or accurate, REALTORS® shall promptly take corrective action. (Adopted 1/07)

- **Standard of Practice 12-9**

REALTOR® firm websites shall disclose the firm's name and state(s) of licensure in a reasonable and readily apparent manner.

Websites of REALTORS® and non-member licensees affiliated with a REALTOR® firm shall disclose the firm's name and that REALTOR®'s or non-member licensee's state(s) of licensure in a reasonable and readily apparent manner. (Adopted 1/07)

- **Standard of Practice 12-10**

REALTORS®' obligation to present a true picture in their advertising and representations to the public includes Internet content posted, and the URLs and domain names they use, and prohibits REALTORS® from:

- 1. engaging in deceptive or unauthorized framing of real estate brokerage websites;
- 2. manipulating (e.g., presenting content developed by others) listing and other content in any way that produces a deceptive or misleading result;
- 3. deceptively using metatags, keywords or other devices/methods to direct, drive, or divert Internet traffic; or
- 4. presenting content developed by others without either attribution or without permission, or
- 5. to otherwise mislead consumers. (Adopted 1/07, Amended 1/13)

- **Standard of Practice 12-11**

REALTORS® intending to share or sell consumer information gathered via the Internet shall disclose that possibility in a reasonable and readily apparent manner. (Adopted 1/07)

- **Standard of Practice 12-12**

REALTORS® shall not:

1. use URLs or domain names that present less than a true picture, or
2. register URLs or domain names which, if used, would present less than a true picture. (Adopted 1/08)

- **Standard of Practice 12-13**

The obligation to present a true picture in advertising, marketing, and representations allows REALTORS® to use and display only professional designations, certifications, and other credentials to which they are legitimately entitled. (Adopted 1/08)

I know that seems like a lot, but a lot of agents have done a lot of stupid things that the Code of Ethics addresses. The COE exists to protect our customers from us. It is up to us to make sure that we adhere to it but to set up policies and standards that makes it, so we never even mistakenly run afoul of the code or the customers it seek to protect.

The Florida Administrative Code also addresses advertising on the following page.



F.A.C [61J2-10.025](#) Advertising.

- (1) All advertising must be in a manner in which reasonable persons would know they are dealing with a real estate licensee. All real estate advertisements must include the licensed name of the brokerage firm. No real estate advertisement placed or caused to be placed by a licensee shall be fraudulent, false, deceptive or misleading.
- (2) When the licensee's personal name appears in the advertisement, at the very least the licensee's last name must be used in the manner in which it is registered with the Commission.
- (3)(a) When advertising on a site on the Internet, the brokerage firm name as required in subsection (1) above shall be placed adjacent to or immediately above or below the point of contact information. "Point of contact information" refers to any means by which to contact the brokerage firm or individual licensee including mailing address(es), physical street address(es), e-mail address(es), telephone number(s) or facsimile telephone number(s).
- (b) The remaining requirements of subsections (1) and (2) apply to advertising on a site on the Internet.

*Specific Authority 120.53, 475.05, 475.25(1)(c) FS. Law Implemented 475.01, 475.25, 475.42, 475.421, 475.4511 FS. History—New 1-1-80, Amended 2-17-81, 3-14-85, Formerly 21V-10.25, Amended 12-29-91, 7-20-93, Formerly 21V-10.025, Amended 4-18-99, 7-4-06, 2-5-07.*

# Chapter 5:

## Excellence for your customer

We have talked a lot about setting standards and building a business that adheres to those standards also about being our own CEO and taking responsibility for the customer experience we provide. The problem is that the real estate business is hard. We go in with great intentions and wide-eyed idealism only to be beaten down by the built-in rejection and disappointments that exists in our daily job. Cynicism is all too often the side effect of agents being in the business for any length of time. They are impatient with other agents, mistrustful of customer motives, and talk themselves out of the idea that customers deserve their best. This job is a hard one and if you become discouraged you not only cease to be the quality agent you want to be, but you are depriving the customer of the skills and talents you have worked hard to embrace.

**So, let's take a look at some of the ways the best agents in the business keep rocking the customers world with great customer service even when this business tries to get them down:**

- In pen, write down the reasons why you got into the real estate business
- Also write down the goals you have from your business and the reasons why you want to reach those goals.
- Create a vision board of the things you want your business to do for you and put it someplace where you see it every day. Would a reasonable person know you are an agent?
- Pay attention to your small wins (count your blessings)
- Find ways to reframe setbacks as winning in a different way
- Have a plan for when you get down
- Expect life to hit hard
- Visualize success
- Find a partner to work with
- Don't listen to too much praise or criticism
- Remember this is just a small part of a larger life you are living

In addition to staying motivated to do great work we also need to stay dissatisfied. Things could always be better, and this means we need to always be seeking ways to improve. You are the biggest beneficiary of any improvement you make to yourself or your business, and your CEO knows that. Your CEO also knows those improvements will give you loyal customers that keep coming back, a strong self-perpetuating stream of buyers and sellers you can depend on, and a business you can truly be proud of.

## Conclusion

Your goal should be just that, to each day **strive to have the best information available to help your customers make the best possible decisions** when it comes to their real estate needs. That means advising them to do the best thing for them and not necessarily the best thing for you. Tell your customers the truth always and worry less about commissions. Focus on being their true 'go-to' person for real estate, and the commissions will take care of themselves.