

# Selling in a Purchase Market

## *Developing Realtor Relationships*

1

### Make a connection.

- First, get to know them:
- Tell me about your typical customer
- Tell me what the market is like for you
- How long have you been in business?

2

### Ask pointed questions.

- Who are they working with now?
- What do they think an LO can do to make them more successful?
- What do they like about that relationship?
- What could be done better?
- Can you help one of their customers now?
- How do they like to be communicated with?

3

### Attend realtor conferences.

- Go to open houses
- Bring them coffee / lunch
- Bottle of water with your name on it

4

### Provide knowledge.

- Educate them as you learn new changes to the market conditions (QM)