

# **Establishing and Protecting Your Professional Reputation**

*Presented by: Therese Milestone, Realtor – CA BRE #01400169*

[www.MilestoneRealEstateSF.com](http://www.MilestoneRealEstateSF.com)

## **I. Establish Your Reputation**

1. Do what you say you'll do.
  - a. When first making contact, say when you'll circle back and do it to establish reputations as someone who can be trusted.
2. Go out of way to help clients
  - a. Even if my clients do not need to buy or sell real estate, they know they can rely on me for references for housecleaners, painters, contractor, plumbers, etc.
  - b. It's a great way to stay in contact and it shows you care.
  - c. Be sure to follow up! How was the service? Did everything work out?
3. Make other people look good
  - a. Perfect for Networking! Again, even if our clients cannot use our services, we can refer them to someone in our network and give a testimony of their services.
4. Go the extra step / mile
  - a. When we first started in real estate, we didn't have a history of sales or testimonies so we decided to go the extra mile with everything that was in our control, e.g., extended open house hours / days, more postcard mailers, helping the client prepare the home to sell.
5. Look / dress the part
  - a. As yourself in the morning, "If I met my dream client today, would I be happy with how I look?"
6. Consider body language
  - a. Mimic their body language and note some people are huggers, some people like their space.
7. Be consistent
  - a. Don't drop the ball once you have the client.
  - b. Continue with dressing nice, emailing when you say you will, and going the extra mile.
8. Act with Integrity
  - a. If you make a mistake, admit it. It's 10 times worse if you client finds our form someone else.
  - b. Be honest and ethical.
  - c. Always treat a client the way you would want to be treated.

***Therese Milestone, Realtor – CA BRE 01400169***

**Berkshire Hathaway HomeServices – Franciscan Properties**  
Cel/Text: 415-994-5969 Email: [MilestoneRealEstateSF@gmail.com](mailto:MilestoneRealEstateSF@gmail.com)  
Website: [www.MilestoneRealEstateSF.com](http://www.MilestoneRealEstateSF.com)



# **Establishing and Protecting Your Professional Reputation**

*Presented by: Therese Milestone, Realtor – CA BRE #01400169*

[www.MilestoneRealEstateSF.com](http://www.MilestoneRealEstateSF.com)

9. Become Involved with Community
  - a. People will obtain a preview of what it's like to work with you.
  - b. They will see you as hardworking and caring member of the community.
  - c. Bonus – you meet many people who could end up being future clients.
10. Be likable / approachable
  - a. Be cheerful and upbeat; don't complain.

## **II. Protect Your Reputation**

1. Create business / corporate image
  - a. If you are a 1099 contractor under an umbrella of larger company, review the company history, mission statement and methods and align yourself with that.
2. Craft a Mission Statement
  - a. Your mission statement should clearly identify what you do, how you do it, who you do it for, and the value you are bringing to the market.
  - b. Ed and I help our sellers obtain maximum profit and buyers navigate the competitive market, while educating all clients on the process and metrics so they can feel confident about their real estate options.
3. Training
  - a. Essential for your business practice.
  - b. Keeps you up to date on new rules / regulations which are vital to your business.
4. Education / Designations
  - a. Are there designations in your field that that could instantly transform how your clients perceive you?
5. Measuring Results
  - a. Are you attaining your business goals?
  - b. If not, are you doing the daily/weekly activities that support your goals?
  - c. For example: I review my numbers quarterly.
    - i. How many open houses?
    - ii. How many homes have I viewed on broker tours?
    - iii. How many past clients have I contacted to see if they or someone they know needs assistance?

*Therese Milestone, Realtor – CA BRE 01400169*

**Berkshire Hathaway HomeServices – Franciscan Properties**  
Cel/Text: 415-994-5969 Email: [MilestoneRealEstateSF@gmail.com](mailto:MilestoneRealEstateSF@gmail.com)  
Website: [www.MilestoneRealEstateSF.com](http://www.MilestoneRealEstateSF.com)



# **Establishing and Protecting Your Professional Reputation**

*Presented by: Therese Milestone, Realtor – CA BRE #01400169*

[www.MilestoneRealEstateSF.com](http://www.MilestoneRealEstateSF.com)

## **III. Enhance / Leverage Reputation**

1. Social Media
  - a. Celebrate successes
  - b. Post Testimonials
  - c. Share Awards / Accolades
  
2. Monthly Newsletter
  - a. Same as above, plus a personal letter to your family, friends and clients
  
3. Postcard / Newsletter / Greeting Cards
  - a. Stay in touch monthly and quarterly with cards to your sphere. Let them know you care.

*Therese Milestone, Realtor – CA BRE 01400169*

**Berkshire Hathaway HomeServices – Franciscan Properties**

Cel/Text: 415-994-5969 Email: [MilestoneRealEstateSF@gmail.com](mailto:MilestoneRealEstateSF@gmail.com)

Website: [www.MilestoneRealEstateSF.com](http://www.MilestoneRealEstateSF.com)

