

At RE/MAX Town Center, we want our agents to think of their businesses as **relational and not transactional**. We look to our agents to build healthy life-long relationships with their clients based on consistently adding value to their clients' lives and the local community. We believe that if you help enough people get what they want, you will get what you want. This guide has five tips for how we want our agents to create long-term relationships and lasting business success.



Be Personal: Take note of special dates such as birthdays, anniversaries, and graduations and use those opportunities to connect with people in your sphere. Send cards, emails, or videos to recognize special days.



Be a Source of Value: Don't hide your expertise or your connections, and don't only share with your current clients. Be the go-to source in your community for all answers to home-related questions whether or not a person is currently your client.



Be Involved: Join local community and volunteer organizations to show that you care deeply about your community's quality of life.



Be an Agent for Life: Don't stop being a source of value after the sale. Deliver value to your clients for the entirety of the time you are connected with them. Continuing to deliver value will help you get referrals or sell a vacation home or second home in the future.



Be Measured: Create a consistent system for evaluating which actions and which types of relationships are most valuable for your business. Be ready to take new actions. Also, and maybe more importantly, don't continue actions out of habit. Be brave to stop actions that don't create value.



**Outstanding Agents
Outstanding Results[®]**



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