

February – what a great month! February brings to mind thoughts of love, hearts, flowers, passion, and the color red. February 14th, Valentines Day, is the day we recognize and celebrate our special relationships. We spend time, energy and money, to let people know we care about them. In the health arena, February is officially “American Heart Month”. For us in the real estate world, February is also a month of Opportunity. Spring Parade of Homes affords us the opportunity to meet a large amount of people in a small amount of time. This is the greatest number of people you will meet all year. Isn’t there a connection here? Couldn’t we take the positive energy, passion and concern that February suggests and bring these emotions to the forefront in our day to day business? Don’t let this opportunity get away. Let’s make February the month to really start putting our heart into everything we do.

As a real estate professional, we all recognize that buying a home is an emotional experience. Behind the decision to purchase a home is a circumstance or a change in lifestyle. Maybe it is the first home for a young couple, a larger home for a growing family, a smaller home for empty nesters or divorced or widowed adults, or the new residence for the family relocating due to a change in employment. Your challenge is to put your heart into building a relationship with each and every customer and to make this emotional experience a positive one that they will remember. Treat them to a concierge level of care that says to them “I love what I do”, “I will put my heart and soul into working with you”, and “You will love working with me and my company”. And, “You will love your new home”.

We all know we can perform our jobs, but here is a question for each of us. Do we put our hearts into each and every day, with each and every customer, so they feel confident with our knowledge, credibility and professionalism? Do they feel our genuine concern for them, their family, and their situation? They see us and they see our product, but feeling brings them the assurance that they are establishing a connection with the right sales professional; the one who has their best interests at heart.

What can we demonstrate to our customer that will boost them to that level of confidence?

Remember **HEARTS!**

- Honest:** You are genuine and sincere.
- Empathetic:** You understand and identify with the customer’s feelings and situation.
- Available:** You are approachable and accessible.
- Reliable:** You are dependable and responsible.
- Trustworthy:** You possess integrity and you inspire confidence.
- Skilled:** You are proficient in your profession.

These are the traits you bring to each customer that will create an emotional bond and communicate your care and concern and inspire their trust in you. Recognize the unique situation of each customer and make it your passion to build a relationship, not just make the sale. Remember, when people feel good, they think positively and have a clear direction. This will strengthen and lengthen the relationship, while shortening the sales cycle.

A positive sales experience for your customer will bring them from “I love my new home, my builder, and my salesperson” to “I would recommend them to anyone”. Remember, February is about hearts, passion, the color red... and the fire that we should light up ourselves with each and every day. Let’s take all of these Spring Parade folks and help them feel confident about working with us and making the right decision. Let’s put our hearts into our business and build relationships that grow from Contact, to Customer, to Homeowner, to Referral, to Clients for Life. Let’s make February the month that we start to sell from our hearts!

