

SOUTHERN CALIFORNIA EDITION

TOP AGENT

MAGAZINE

5 REASONS WHY
YOU NEED
A MENTOR

COVER STORY

**TIMOTHY
DI PRIZITO**

MY CRYSTAL BALL:
YOU CAN PREDICT
YOU'LL BE SUCCESSFUL
SELLING REAL ESTATE

WELCOME HOME:
WORKING WITH
RELOCATORS IN
TRANSITION

FEATURED AGENTS

**KRISTIN HOPKINS
TAMARA TAMBE
& DARREN SHACK
WENDY R. MOORE**

IS STARTING A TEAM
THE RIGHT SOLUTION
FOR YOUR BUSINESS?

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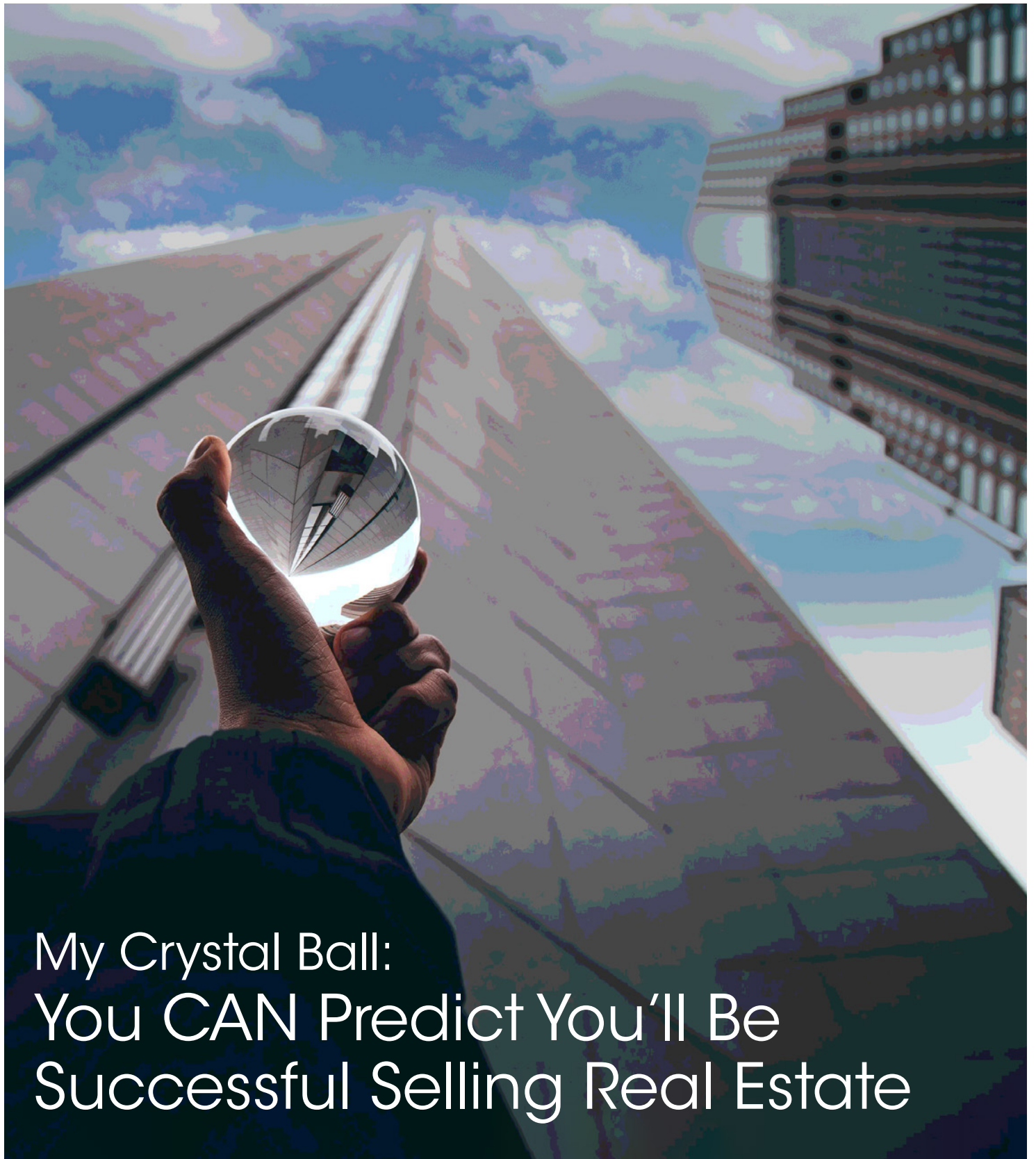
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My Crystal Ball: You CAN Predict You'll Be Successful Selling Real Estate

► Carla Cross, CRB, MA

You can predict if you'll be successful in real estate. It's not what you think, either.

Grab the best business start-up plan you can find and start the plan. Find someone to coach you to the plan.

What New Agents Expect

From my survey of hundreds of agents under three months in the business, I found that more than 1/2 of them expected a sale the first month of the business. What does that mean? When do they have to start looking for leads? That first week in the business! Yet, how many new agents start lead generating even in the first month? How long have you been in the business?

When did you start lead generating on purpose? Or, have you started? That's why my book, *Up and Running in 30 Days*, now in its 6th edition, has you lead generating *in week one*. It's your assurance plan you will get a sale fast and will stay in the business.

Expecting 'Dumb Luck' to Carry You to Success

Inevitably, there is a new agent who has an Aunt Martha in his back pocket. That is, Aunt Martha wants to buy a home, and has told nephew Tommy she'll wait until he gets his license to purchase from him. Ca-ching. Dumb luck. Tommy concludes that's how the business goes. You just wait for someone to find you and

sell them a home. We know that's not the norm, though.

Unfortunately, Tommy's going to wait a long time for that next transaction! The 'dumb luck' approach to the business results in low results. Since the 'dumb luck' agent isn't doing a business start-up plan, we have no way of predicting results, because we can't measure business-producing activities. We can only measure other 'dumb luck' agent incomes. That's way too late to actively coach—or to terminate with purpose.

Your Manager Could be a 'Dumb Luck' Manager—Pardon the Expression...

Dumb luck managers just look at results; sales and listings sold. So, they are not aware that agents may be failing for months. If new agents expect to make a sale in month one, how many months do you think it takes for them to get disheartened? 2-3? Not long. So, once new agents are mentally and emotionally out of the business, they will resist any help from managers. They've decided they can't make it in the business. They'll stay awhile, though, for 'dumb luck' transactions.



Are You Lead Generating on Purpose?

Are you working a specific, prioritized lead generating plan? Is it made up of prioritized lead generating activities? Does it have ratios of activities to results, so the new agent knows whether he is on track to his goals?

Here are my activity ratios from *Up and Running* that will result in 8-12 transactions the first year in the business:

- 20 contacts to get one buyer or seller lead
- 8 times of putting people in the car to sell someone a home
- 3 listing appointments to gain one marketable listing

- 80% of listings sell
- 80% of transactions close

What are the ratios in your office? Do you know? Do you know the work it takes to consistently generate the income you want to generate? Or, are you counting on 'dumb luck'?

Best Advice to Create your Assurance Plan

Grab the best business start-up plan you can find and start the plan. Find someone to coach you to the plan. Analyze your numbers frequently. You'll stay on track AND assure your success.

In the real estate business for over 3 decades, [Carla Cross](#) is an international speaker, trainer, and coach for real estate. She specializes in career development, business planning, leadership, and instructor development. She's won numerous sales and leadership awards in each area, including being named as a National Realtor Educator of the Year. A popular international speaker, Carla has spoken on leadership and training topics for 16 years at national Realtor conventions.

Author of eight books on real estate sales, her wildly popular book, *Up and Running in 30 Days*, is used by hundreds of thousands of new agents internationally to start their careers right.

TOP AGENT

MAGAZINE

A portrait of Timothy Di Prizito, a middle-aged man with grey hair and a beard, smiling. He is wearing a light-colored blazer over a white shirt and has his arms crossed. A gold watch is visible on his left wrist. The background is a blurred indoor setting with warm lighting.

TIMOTHY
DI PRIZITO



From the fitness world of New York City to the opulent estates of Southern California, Timothy Di Prizito's journey to real estate stardom is anything but typical. A Clemson University graduate,

he first made waves in the early '90s after he started a group exercise company, offering training, fitness videos, and even engineering his own line of workout equipment. After going through his own personal real

estate transaction and observing his affluent fitness clientele's penchant for property investing, he decided to pivot his career. Realizing the parallels between his fitness company business and real estate, his entrepreneurial spirit found its new home in high-

stakes real estate. He honed his skills with industry titan Joyce Rey at Coldwell Banker, and now Timothy has joined multi-billion dollar producer Aaron Kirman's new brokerage at Christie's International Real Estate. As a Senior Estate Director, Timothy will be

Timothy's stellar reputation as a real estate agent isn't just about transactions—it's founded on relationships. "I think my clients return to work with me because I'm ethical, I'm honest, and I'm transparent," he explains.



growing his own team, and expanding his reach from Beverly Hills to San Francisco and even as far south as Mexico with new development projects outside Careyes.

Timothy's stellar reputation as a real estate agent isn't just about transactions – it's founded on relationships. "I think my clients return to work with me because I'm ethical, I'm honest, and I'm transparent," he explains. Around 80% of his business consists of repeats and referrals. His meticulous attention to communication, follow-up, and follow-through helps him stand out. But Timothy's offerings go beyond assisting clients in their buying and selling journeys. He also offers consulting tailored to his clients'

investment needs, manages entire real estate portfolios, and even provides a five-star referral resource network. This comprehensive approach has propelled him into global real estate, catering to high net worth clients on both domestic and international stages, in both residential and commercial deals.

With luxury properties comes a strong need to provide the highest level of marketing possible, helping potential buyers envision living in the space through vivid photos and detailed descriptions. Timothy has implemented cutting-edge, technology-based marketing strategies. He's delving deep into the potential of artificial intelligence and partnering with industry giants such as





Google, Zillow, and even investing in upcoming technology platforms. These tech powerhouses are reshaping how homes are marketed, and Timothy is right on the pulse of this revolution. His approach is undoubtedly effective, raking in an impressive average of about \$100 million in sales per year.

Deeply rooted in his community, he's given back in many ways over the years. From coaching soccer for over a decade to being an annual contributor to the Children's Hospital Los Angeles, his generosity knows no bounds. He also supports the Hirshberg Foundation for Pancreatic Cancer Research and is deeply involved with homelessness charities. Recently, he's been passionate about "This Is About Humanity," a





group focusing on immigration and aiding impoverished communities globally. Outside his charitable endeavors, he spends time with his wife and their 20-year-old daughter, and stays active through sports, even still competing in triathlons.

The coming years will no doubt prove fruitful for Timothy and his team. Following his recent transition to Christie's International, he's keen on expanding and scaling his group significantly, with ambitions of doubling his current sales volume in the coming two to three years and tripling it within five. But beyond numbers, Timothy sees a larger role for himself as an educator. Recognizing the disparities between the portrayal of real estate on reality TV and the actual intricacies of the business, he aspires to be a beacon of genuine knowledge, laying down foundational guidance for those keen on building a steadfast career in the industry.

For more information about Timothy Di Prizito,
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5 Reasons Why You Need a Mentor

As great as it might feel to start your own business, and be solely responsible for its success, at some point, every entrepreneur reaches the limit of their potential, and needs a boost that only experience can provide. But how do you get a lifetime of experience when you're just starting out? Sure you can read countless books, but no book can replace the real life experience and advice of a mentor.

Mentors not only provides valuable insights, but they also have access to valuable connections as well. In fact a majority of the

most successful CEOs and entrepreneurs in the country have said that having a mentor early on was instrumental in their success. Here are some of the reasons why.

1. They're able to see where you need improvement, when you can't

When you're working non-stop to get your business off the ground, you might feel sensitive to any criticism from people who aren't going through what you are. A good

mentor knows exactly what you're going though, and has probably made every mistake. When you're in the thick of it, you might not be able to see where the problems are. A knowledgeable outsider, who knows exactly where you're at and has only your best interests at heart is just what you need. When you have a trusting relationship with someone like that, you will be more willing to listen to that brutal honesty, even if that constructive criticism stings.

2. They will encourage you to think outside of the box

Years of experience can give someone a great idea of what works and what doesn't. They've seen things first hand, not just in theory. At the same time, mentors recognize the importance of taking chances, calculating risks, as well as cutting losses and moving on. A good mentor isn't trying to encourage you to be a carbon copy of them, they are trying to create the best 'you' possible. That includes encouraging you to take chances, and then being there pushing you to keep going forward if it doesn't work out. A good mentor knows that even failures can be opportunities.

3. They take the emotion out of decisions and help set boundaries

Unlike you, a mentor has no emotional investment in certain business approaches that you might have decided to try. There's nothing harder than admitting something isn't working when you've put a lot of time and

energy into it. They can see things in a completely logical way and guide you based on the facts rather than emotion. A good mentor helps you work smarter, not harder. They help you focus on your goals and how to get there, as well as setting boundaries for you so you don't overextend yourself. They teach you how to say no and help you let go when you need to move on from a setback.

4. Networking

In addition to expertise, building a strong network is something that can only come with time. A mentor will most likely have that already, giving you access to people and resources that would take others years to gain. These connections will lead to opportunities that might never have happened otherwise. It's also a great confidence boost knowing that your mentor trusts and believes in you enough to invite you into their inner circle.

5. Encouragement

At the heart of it all, a mentor offers you encouragement and motivation along the way, in good times and in bad. After a failure, it can be hard to get back on track and keep forging ahead. It helps to have someone who has spent year getting back up after being known down and coming out stronger than ever. It's during those moments, when you feel alone and isolated, that having someone around offering you advice and positive feedback will be a much needed salve. They're your cheerleader, they want you to succeed, and hopefully, you'll pay it forward one day when you become as successful as them.

TOP AGENT MAGAZINE

KRISTIN HOPKINS

Initially stepping into the field at 18 years old, Kristin Hopkins worked for her family's business, Patricia Hicks, Realtor, while pursuing a degree in human development at the University of California - Riverside. The world of real estate proved to be an unexpected passion. Kristin originally envisioned herself becoming a teen counselor, but destiny had other plans. Under the nurturing guidance of her mother, a broker with an impressive 45-year tenure, Kristin's nascent interest transformed into a flourishing career spanning nearly a quarter-century. Today, working solo, Kristin has left her indelible mark on the Inland Empire, especially in locales like Redlands, Loma Linda, and Grand Terrace, extending her reach to picturesque areas such as Lake Arrowhead, Twin Peaks and Running Springs.



Kristin possesses a unique quality that sets her apart in the expansive world of real estate: a deep connection with her clients. About 15 years ago, she carved a niche for herself, establishing ties with local trust and probate professionals. This has led to profound relationships, especially when representing administrators of trusts or those grieving the loss of family members. "It's a different type of relationship," she says. "The process takes patience, and often empathy, in dealing with parties involved in the sale process. I find myself walking clients through in-person, hand-signing, and completing documents like we used to do back in the early days of real estate." Working with clients in this way often culminates in friendship, and their bond is built on trust, given the sensitive circumstances. Kristin's meticulous attention to detail and preference to working solo actually amplifies this connection, allowing her to create an intimate working environment. "When I close a transaction with my clients, there is a relationship there already," she explains.

With 90% of her business coming from referrals and repeat clients, Kristin's marketing efforts are focused on listing exposure. "I have a great marketing strategy for my listings because I want to give them maximum exposure to buyers," Kristin explains. "With my amazing photographer and

a team of staging contractors, working hand and hand, I can showcase the best features of any listing." She navigates listing exposure predominantly through social media channels. While Kristin occasionally hosts open houses, it isn't her primary marketing avenue. "Social media is where I get most of my leads," she says. A large number of her clients are investors, as they appreciate her effective marketing and extensive background not only in real estate, but in real estate investing and construction.

Her presence in the community has also helped her form connections and make a difference in the lives of others. She is passionate about supporting at-risk children. Drawing from her early aspirations of becoming a high school counselor, she's channeled her passion into providing over 14 years of volunteer service with "Bonnes Mères," a French term meaning good mothers. The organization collaborates with the Children's Fund of San Bernardino County, aiding foster and at risk youth in the community. Beyond that, Kristin believes in leading by example. She and her daughters are actively engaged with the National Charity League, volunteering their time and resources. Outside of work, Kristin cherishes quality time with her family.

Looking ahead, Kristin envisions a future where she steps beyond the boundaries of her comfort zone, particularly in marketing. While she's been blessed with continuous business and return clients, she recognizes the importance of not becoming complacent. Pushing herself to spotlight her accomplishments is a new frontier she's eager to explore.

At the heart of it all, what truly fuels her zeal for real estate is the deep relationships she forges with her clients. The trust, the lasting connections, and her passion for the industry underscores her every endeavor, blending seamlessly with her generous spirit of community service. "The relationships that I develop with my clients are what I love the most. To be successful in this business takes drive and hard work, but this is my calling, and my passion."

For more about Kristin Hopkins, please call 951-323-8193 or email kristinhopkinsre@gmail.com



Is Starting a Team the Right Solution for your Business?

You've started your own real estate business and after a slow start, you've found your footing and business has really taken off. Sounds great, doesn't it? Until maybe you're getting more business than you can handle. After all, you don't want to sacrifice service for more listings. The top-notch level of service you offer is probably what created your boom in

business in the first place, so you don't want to compromise that. But, at the same time, you don't want to turn down business either. It's at this point, a lot of Realtors® consider starting a team. But, how do you know if that's the right call for you? Here are a few questions you might want to ask yourself to help make your decision.

The top-notch level of service you offer is probably what created your boom in business in the first place, so you don't want to compromise that.

CAN YOU AFFORD IT?

First things first, are you really making enough money to warrant hiring help? One of the key things to think about is your ability to generate leads. Are you so busy with your existing contracts, that you have no spare time to generate more business? Then, it might be time to consider your options. Figure out the time you'll be afforded to generate more business, how many more transactions that will lead

to, and then see if that pays for the assistant's wages. That should help you easily see if it's worth the investment. If it's on the border, you may still want to go for it if you have a lot of confidence in the market and your ability to bring in business. If you're not quite there yet though, it might be a good idea to look into a virtual assistant until your business is ready to expand.

ARE YOU READY TO BE A TEAM LEADER?

Or in other words, how comfortable are you delegating tasks and responsibilities? For some agents, they need to be actively involved in every step of the process. Being a team leader is not only about being able to delegate, it's about mentoring and guiding your team as well. Not only do you have to help them serve the team

better, you need to look at yourself honestly too, constantly evaluating what you can do better. It's also your job to set up systems and operations, that are constantly refined with the feedback of your team members. Clear and constant communication is key with your clients as well as your team.

CAN YOU FIND PEOPLE WHO SHARE YOUR VISION?

Of course, the above two points are moot, if you're unable to find people that you trust and that share your business' philosophy. Having a supportive and professional team culture is instrumental in a team's success. These are people you will be working with closely for long hours so you not only need to trust in their expertise and professionalism, you want to find people with a positive attitude. You will all be relying on each other to create seamless trans-

actions in sometimes stressful circumstances. Having the right team spirit, so to speak, is what will help your business and team grow. The ultimate goal of a team is to have thriving careers for everyone on board.

So, if you want to see your business grow maybe a team is right for you. It may even give you a little free time for a personal life. We can all dream, can't we?

TOP AGENT MAGAZINE

TAMARA TAMBE & DARREN SHACK

Tamara Tambe and Darren Shack are making waves in the housing industry as a dynamic real estate team serving clients in the San Fernando Valley, Santa Clarita Valley, Thousand Oaks, Westlake, Simi Valley and the crown jewel of their business, Encino. For Tamara, her journey into the world of real estate started in 2006 when she took a daring leap into homeownership at the age of just 20. In her own words, she bought her first house “at the height of the market when everything was crazy,” and from that point on she was hooked. With a passion for the process, she decided to pursue a career in real estate. Darren has an impressive entrepreneurial background, having owned and operated several Midas auto repair shops, as well as his own children’s furniture store, Baby Town. He asserts, “I strive to provide clients with an unparalleled experience in the realm of real estate.”



Their partnership, a 10-year collaboration, “is a testament to our shared values and work ethic,” says Tamara. Adds Darren, “My clientele know that I am dependable and reputable based on my results-driven approach.” They have sold more than 120 homes in their farm, which consists of 2,500 homes, further showcasing their dedication and expertise.

What sets them apart from the rest is their unwavering dedication to their clients. “We always want our clients to feel like they are the decision-makers, that we’re putting their needs first,” notes Darren, who has been ranked in the top two percent of his company in sales volume. Their hands-on approach, constant communication and refusal to pass clients off to associates

makes the duo a standout team. “We strive to put ourselves in our clients’ shoes,” adds Tamara, “by offering guidance and support from all angles.”

Tamara and Darren don’t shy away from traditional marketing methods. They embrace print marketing, which, Tamara says, “a lot of agents have strayed away from but have been lucrative for our business,” alongside other social media efforts. Hosting open houses personally and being present during showings allows both Tamara and Darren to provide personal touches that clients appreciate. But it’s not about the numbers for this twosome, it’s about the people. “I

like having relationships with people and delivering top results for my clients,” Darren explains. Whether it’s helping sellers prepare their homes for the market or assisting buyers in finding their dream home, Tamara and Darren’s passion for their clients shines through.

Tamara doesn’t limit her involvement to real estate alone. She is deeply committed to her community, supporting the local school and participating in various community events. From Kona ice trucks to neighborhood cleanup initiatives, she is making a positive impact on her surroundings. Outside of work, Tamara enjoys quality time with her family, including her husband, a firefighter, their two young boys and rounding out the family is their Husky, Blu. They embark on adventures, take riverboat trips and explore new horizons together. Darren, also a dog lover, recently welcomed a new addition to his family: Brody, a golden retriever. When he is not working, he loves spending time with his family, hiking, skiing, golfing, “and, of course, exploring new restaurants,” he adds.

For further information about Tamara Tambe and Darren Shack call 818-439-3602, email TamaraTambe@gmail.com, DarrenShack4re@gmail.com, or visit their website

TOP AGENT MAGAZINE

WENDY R. MOORE

Drawn to the real estate world for its endless opportunities, Wendy Moore has made great strides as a Los Angeles REALTOR®. Beginning her journey in the serene area of Short Hills, New Jersey in the 80s, she decided it wasn't the right time, and spent the next two decades in the fitness industry. After starting a thriving yoga mat business and later selling it, she made the move to Los Angeles to be with family. Nearly ten years ago, a conversation with a college roommate inspired her to jump back into real estate. Today, as a solo agent, Wendy's portfolio spans the intricate tapestry of Los Angeles neighborhoods. From the beachy vibes of Santa Monica and Malibu to the cinematic allure of Hollywood, her familiarity with the city is unparalleled. "I've sold all over the place," she explains. "I go where my clients need me."



Wendy also harnesses the proven power of the classics, like door knocking, distributing postcards, and hosting open houses.

Beyond her real estate endeavors, Wendy plunges deep into community service with a particular passion for education. Her active role in the Town and Gown organization, a women's fundraising group affiliated with USC, sees her engaging directly with aspiring students, assessing their eligibility for scholarships. "We went through all the applications and interviewed kids in person. It was a fantastic experience," she recalls. Away from these commitments, Wendy channels

her energy into rigorous workouts, an extension of her 20-year stint as a Pilates instructor and personal trainer. Additionally, she cherishes the moments spent with her beloved family, including her husband of 45 years.

In the dynamic world of real estate, Wendy truly shines with her personal touch. "I avoid having many things going on at once, so I'm able to really focus on what my client's needs are," she shares. Wendy aims to build relationships that stretch beyond the end of a deal. Clients don't just see her as an agent but as their go-to person post-sale, a testament to her genuine dedication. Wendy's approach is rooted in the understanding that "people hire agents for who they are as people." This, coupled with her active engagement on platforms like Instagram and her deep connections with a nationwide group of Compass agents, makes Wendy not only a successful agent, but a trusted colleague in the industry.

When it comes to showcasing her listings, Wendy believes in striking the right balance between modern and traditional. "I'm very active on Instagram," she emphasizes, highlighting the power of social media in her marketing strategy. A monthly newsletter serves multiple purposes: featuring her active listings, celebrating her sales, and diving deeper into her personal life. "People don't want to just hear about real estate, they want to know who you are," she says. Staying grounded,

Looking ahead, Wendy's vision remains clear and forward-focused. While the allure of joining a team has crossed her mind, she finds solace in the strategies that have been working for her. From the tactile approach of door knocking, to the boundless opportunities offered by social media, Wendy remains ever-adaptive. "What I love most about my job is the people I get to meet. It's the biggest purchase of their lives and it's so rewarding to be a meaningful part of it."



For more about Wendy Moore, please call 310-496-9832 or email wendy.moore@compass.com



Welcome Home: Working with Relocators in Transition

People stage moves for all sorts of reasons. From the joyous and pre-planned, to the unfortunate and unexpected, new chapters begin with the help of an agent. When you're working with buyers from a different region, state, or country, the typical complications of a transaction can be compounded. So, what's a savvy agent to do?

For starters, envision the big picture. Relocators have extra obstacles between them and

their dream home. They don't necessarily know which neighborhoods are ideal for their lifestyle, what they should budget for utilities, what type of homeowner's insurance is ideal, or how they can tour, let alone close, on a house from afar. All in all, it's a tall order, but if you can manage a relocation transaction successfully, you could tap into a sizable pool of clientele. Think of it this way: if you're the shining star of a relocater's moving process, their word-of-mouth praise could be

exponential. Likewise, a winning reputation within that client's corporate sphere could lead to lucrative, stable referrals and partnerships for years to come. Here are a few key ways to help clients navigate the relocation process with minimal stress and maximum results.



Create a full-scale timeline for you and your client that makes expectations clear.

Moving is already one of life's biggest stressors, but relocations have a dozen more moving parts than your average deal. Consider creating a master-plan of sorts to help you and your client visualize the steps required to achieve success in the midst of a relocation. Even from afar, your client will be able to refer to the roadmap you've set. Likewise, this makes sure you and your client are on the same page regarding expectations, timelines, and checklists. Assemble an articulated, overarching gameplan also helps demystify the process and lower stress. Instead of clients wondering what's next, what's needed, who to call, and when to be ready—handy guidelines of your own devising will be at their fingertips.

Attune your communication style so that nothing goes overlooked or miscommunicated.

Establish early on how your client prefers to communicate and which methods should be excluded. Also, make sure to outline what timeframes are ideal to communicate in, and how often they expect to hear from you with status updates or follow-ups. Some clients might prefer a more hands-off approach that lets you manage most details behind the scenes with updates only when progress is made. Most clients in the midst of a serious relocation, however, will prefer to be in touch more frequently. Customizing is key. If they prefer text messages and emails over calls, that's a helpful detail to know from the outset. If they prefer face-to-face video chats or can only speak after business hours—those are also key parameters to work within. The less mystery and hassle, the better.

Be a local resource with vetted recommendations and vendors on-hand.

Relocating homeowners may not know the best neighborhoods and their amenities, or where the best school districts are, which areas are high-traffic, or where their dollar might stretch a little further. Identifying your clients' goals can help narrow this field, but you'll also want to be careful not to overwhelm them with information. After all, they're taking on a huge life transition and making a move as an outsider. You'll want to serve as a one-stop-shop who can remove some steps and stress from their organizational obligations. Have a contractor who can get a head-start on home projects while clients make the move?

Excellent. Or, perhaps you can provide an out-of-state agent referral so that clients can sell their existing property in a timeline that works in conjunction with their new purchase. Make yourself a community expert *and* a connector, and you've won a client—and their referrals—for much longer than a single transaction.

Think outside the box when weighing variables.

Relocations aren't your typical transaction. You'll need to do a bit more planning to avoid pitfalls along the way. For instance, have you considered how you'll tour homes with clients if they live hundreds of miles away? Are there time zone differences to factor in?

If clients are relocating from another country, are there any special visa or naturalization considerations? How will their belongings travel? Are there pets to relocate? There are plenty of questions to ask and plan for, but the key is to be communicative and thorough up front. The more information and planning time you have, the smoother the transition will go.

There are certified real estate agent designations you can pursue that set you apart for your experience when it comes to relocations, but in lieu of those—arm yourself with the planning details and methods that will make your client a raving fan. In the process, you'll up your game, create a happy client, and hopefully field similar business for years to come.



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