

# Opportunity #1:

## Buyer Counselling or Listing Appointment

“John and Mary, have you made any kind of major purchase in the last year? Before purchasing, did you take the opportunity to read any of the reviews on that product? Every day, more and more people are relying on the recommendation of another consumer who had the personal experience of using the product or service in question. Well, that same process has come to the real estate business! Prior to selecting a real estate agent, thousands of buyers or sellers are visiting sites like Zillow, Trulia or Realtor.com every day and reading their reviews. You can see why earning a stellar recommendation or review from you can directly affect my opportunity to attract future business. You’ve heard of 5 star service? Well, many of these sites rank by the number of stars you receive, with 5 stars being the highest rating.

In the future, I would like to ask you for a review of the services I provide, and let me be transparent here, I’m expecting a 5 star review! Now, here’s why I can say this...if at any time from this moment forward I fail to deliver anything less than a 5 star experience, I’m asking you to stop me at that moment and allow me to make it right. Is that acceptable to you? Great, let’s go to work!”