

# DISCOVER THE SKILLS AND EXPERTISE

DEVELOPED BY SEASONED AGENTS



Working as an estate agent offers a dynamic environment where you're afforded opportunities to interact with diverse people, and each day presents new experiences distinct from the one before. We questioned a selection of top agents on their unique real estate journeys, what they think defines an expert real estate agent, and how to develop the skills needed to succeed in this competitive market.

## WHAT ATTRACTS PEOPLE TO A CAREER IN REAL ESTATE?



While for some, a career in real estate is a lifelong dream, many others feel the pull to switch careers – even entire industries.

Chas Everitt Sales Team Leader, Bernadine Roos, who's been in the property industry since 2007, said, "I fell in love with helping people make their dreams of owning their piece of paradise come true. My passion for the industry grew and I later moved into a position that made it possible for me to help fellow agents along their journeys to success."

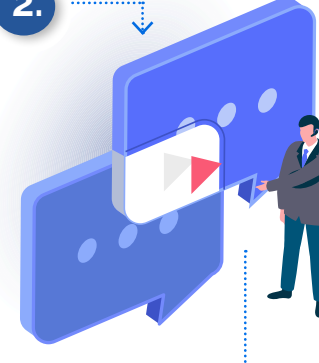
## TOP FIVE SKILLS THAT SEASONED AGENTS DEVELOP

1.



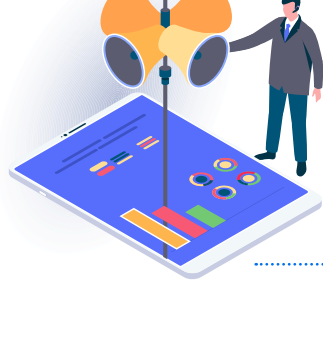
**Multitasking and organisation:** Real estate is unpredictable by nature. According to Roz Everitt, agents who develop efficient organisational skills demonstrate greater expertise in general.

2.



**People skills:** The property industry is a people-focused business, which is why the ability to communicate and negotiate with sellers and buyers with empathy and respect is essential to being a successful estate agent.

3.



**Creative marketing:** Learning how to market properties in exciting ways that stand out from the competition is a giant step toward becoming a leading agent in your area.

4.



**Tenacity and patience:** As important as persistence is, discerning real estate agents also practice the art of patience, treating their clients' transactions with both determination and finesse.

5.



**Strategic thinking:** A seasoned agent develops meticulous attention to detail and problem-solving skills, approaching each opportunity with a strategic objective. According to Zandree Lill, Chas Everitt Property Practitioner (16 years in the industry), maintaining focus and vision is a critical strategic skill in selling property.

## RELATIONSHIP-BUILDING AT THE HEART OF REAL ESTATE

### Communication:

Seasoned estate agents are consistent in their communication. They stay in touch throughout every transaction and listen intently.



**Empathy and care:** Home sellers and buyers, as well as industry professionals, appreciate and trust estate agents who demonstrate a genuinely caring attitude.

**Authenticity:** Our leading agents encourage being the best version of yourself, rather than trying to emulate someone else because authenticity inspires trust.

**Convenience:** Bernadine Roos points out that "today's clients are all about convenience" and can be won over when their life is made easier by using easy channels like WhatsApp, social media, and other tech-savvy tools that streamline and enhance the buying and selling process.



## ADAPTING TO EVOLVING NEEDS IN A FAST-CHANGING INDUSTRY

The real estate market can be unpredictable. With some learning and practice, a seasoned estate agent can navigate change with prowess and courage.



- Accept that change is inevitable
- Observe and cater to individual communication styles and personalities
- Be curious and ask questions
- Understand your client's needs and tailor your service accordingly
- Be ready and willing to negotiate with boldness
- Adapt your marketing techniques to the industry trends
- Optimise processes using new available technologies

## STAYING MOTIVATED IN A COMPETITIVE INDUSTRY

Roz Everitt, backed by nearly 20 years of industry experience, says, "It helps to have a large circle of influence that's continually expanding."

It's possible to start each day with passion, purpose and a sense of joy. Our seasoned agents share what keeps them motivated:



**Develop confidence:** Learn everything you need to know about your area and your niche, so that you can approach your work with confidence and enthusiasm.

**Grow your network:** Be intentional about expanding your circles of influence and establish yourself as a caring and competent industry leader.



**Embrace spontaneity:** Accept that no two days are the same, and develop an attitude of wonder and gratitude for each unique situation and the opportunities it brings.

Although we sell property, real estate is all about people. At Chas Everitt, we're committed to providing support and resources that develop thriving agents, and happy, cared-for clients. Reach out if you'd like to learn more about joining the Chas Everitt family!