ADVISE. DO NOT DECIDE.

How Realtors empower clients to make the final decision

THE ONE THING

Your value is not making the client's decision. Your value is helping the client understand the options, consequences and context so the client can decide with confidence.

A BETTER WAY TO ADVISE

1. Normalize

Let the client know you have seen this issue before and that it can be worked through.

2. Look together

Read the document, review the numbers and ask questions. Do not leave the client alone with a difficult issue.

3. Present options

Explain the available paths and the likely benefits, costs and risks of each.

4. Use the right source

Bring in the attorney, title company, property manager, inspector, lender or other professional when needed.

5. Let the client decide

Give your recommendation when appropriate, then respect the client's informed choice and execute it well.

WHY IT MATTERS

- Clients feel supported instead of dismissed.
- The Realtor stays within the proper professional role.
- Risks are explained without guarantees or promises.
- The client's goals and financial capacity remain central.
- Once the client decides, the team can move forward with momentum.

QUICK CHECKLIST

- ☐ Have I identified the client's real concern?
- ☐ Have I explained the available options?
- ☐ Have I described the likely consequences?
- ☐ Have I avoided promises and guarantees?
- ☐ Have I connected the client with the right expert?
- ☐ Have I left the final decision with the client?

ROSS LAW, P.A. | ROSS TITLE, INC. | ROSS 1031, INC.

8950 Fontana Del Sol Way, Suite 101, Naples, FL 34109 | (239) 434-7700

Christian@rosstitle.com | youtube.com/christianross

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