

## Top 21 Traits of a Scofield Group Real Estate Professional

- Come alongside, advise, & counsel – provide real value
- An advisor provides concierge service (be proactive; for example, MLS search, etc.)
- Has an open mind
- Positive attitude at all times
- Has 100% belief in the future success of themselves, their business and the Scofield Group
- Focuses on sales and closings rather than problems
- Be exactly what they claim to be, always do what they say they're going to do
- Knowledgeable in the mortgage business
- Educated in the NV contracts, buyer/seller forms
- Sets goals monthly in writing, meets with leadership for accountability
- Networking and always making sure people know what we do for a living
- Sets proper expectations with buyers and sellers
- Effective at time management and works a disciplined daily, weekly, monthly schedule
- Creates urgency, sells homes
- Asks great questions and sells through stories
- Always ask for referrals
- Identify and integrate the SG brand and brokerage tools that will elevate your business
- Attend trainings to increase professionalism and knowledge, implement the learned and skilled behaviors
- Know your market and surrounding areas; schools, principals, daycares, medical, sports, drive times to local hotspots, area expert
- Lists to last; farming neighborhoods, circle prospecting, direct mailers, etc.
- Realizes the lifetime value of \$120,000 of every client

#EXPECTBETTER