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Etiquette for REALTORS®



What is Etiquette and who needs etiquette?



Reception Etiquette (networking)



Communication



ZOOM Meetings



Showings & Listings





What is etiquette?

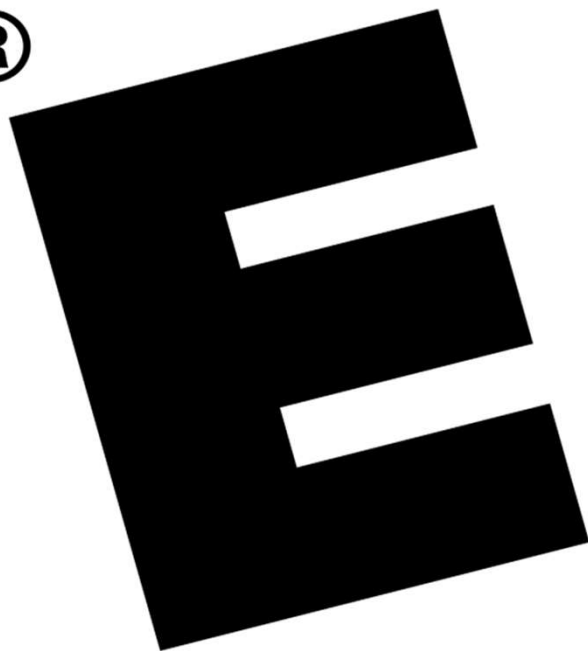
- ▶ The customary code of polite behavior in society or among members of a particular profession or group



Who needs etiquette?

EVERYONE

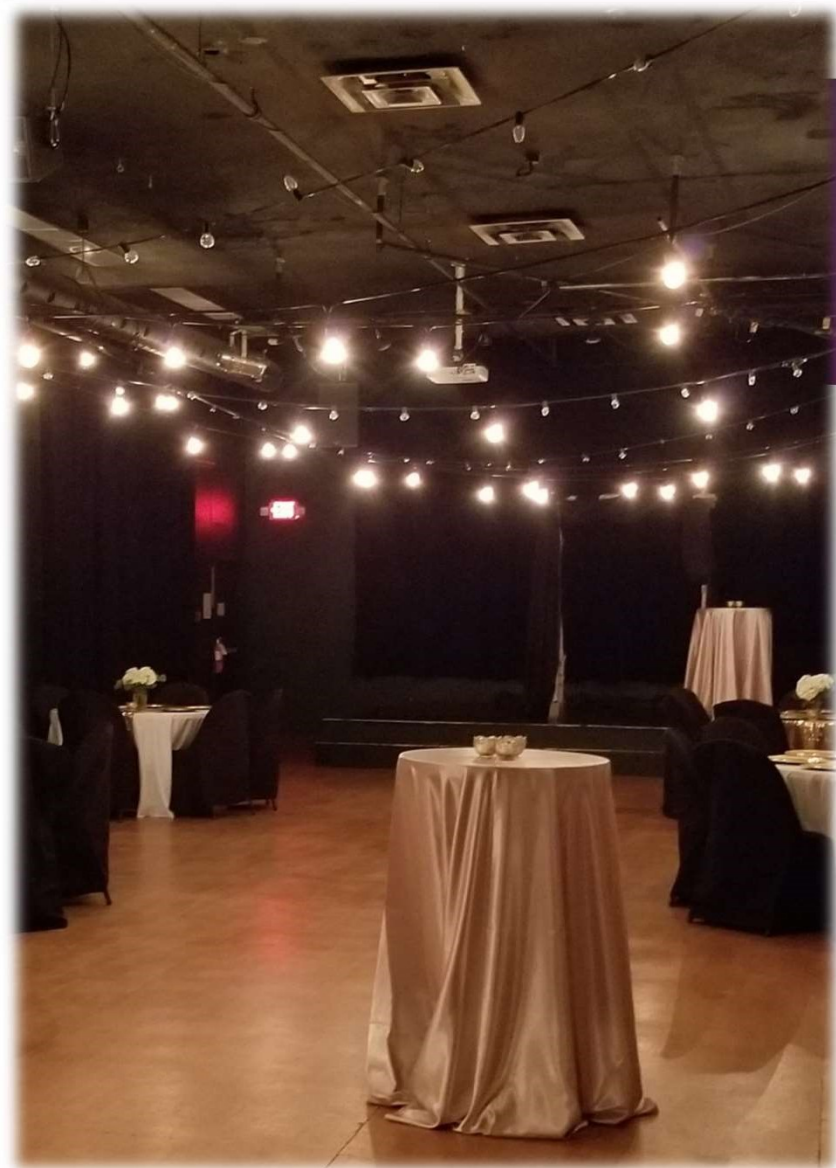
®



**CONTENT RATED BY
ESRB**

ADDITIONAL TERMS: Listing Agent to Drop the attitude.





Reception Etiquette

- ▶ RSVP timely
- ▶ Dress for the event
- ▶ Name tag placement
- ▶ Proper Handshake & Introduction
- ▶ Greet the host
- ▶ Proper plate, cup and napkin hold
- ▶ Portion control
- ▶ Send a handwritten thank you note to host following the event

The 3 C's

Communication
Courteous
Conscientious

- ▶ In person
- ▶ Virtual
- ▶ Phone
- ▶ Email
- ▶ Texting
- ▶ Social Media



A yellow rectangular sign with rounded corners and a black border. The top half of the sign has a black background with the word "WARNING" in yellow, bold, sans-serif capital letters. The bottom half has a yellow background with the text "DO NOT FEED THE TROLLS" in black, bold, sans-serif capital letters. The sign is centered on a white background, which is itself on a dark purple background. A vertical pink bar is visible on the right side of the white background.

WARNING

**DO NOT FEED
THE TROLLS**

TWO EASY STEPS TO COMMUNICATION

Step one:

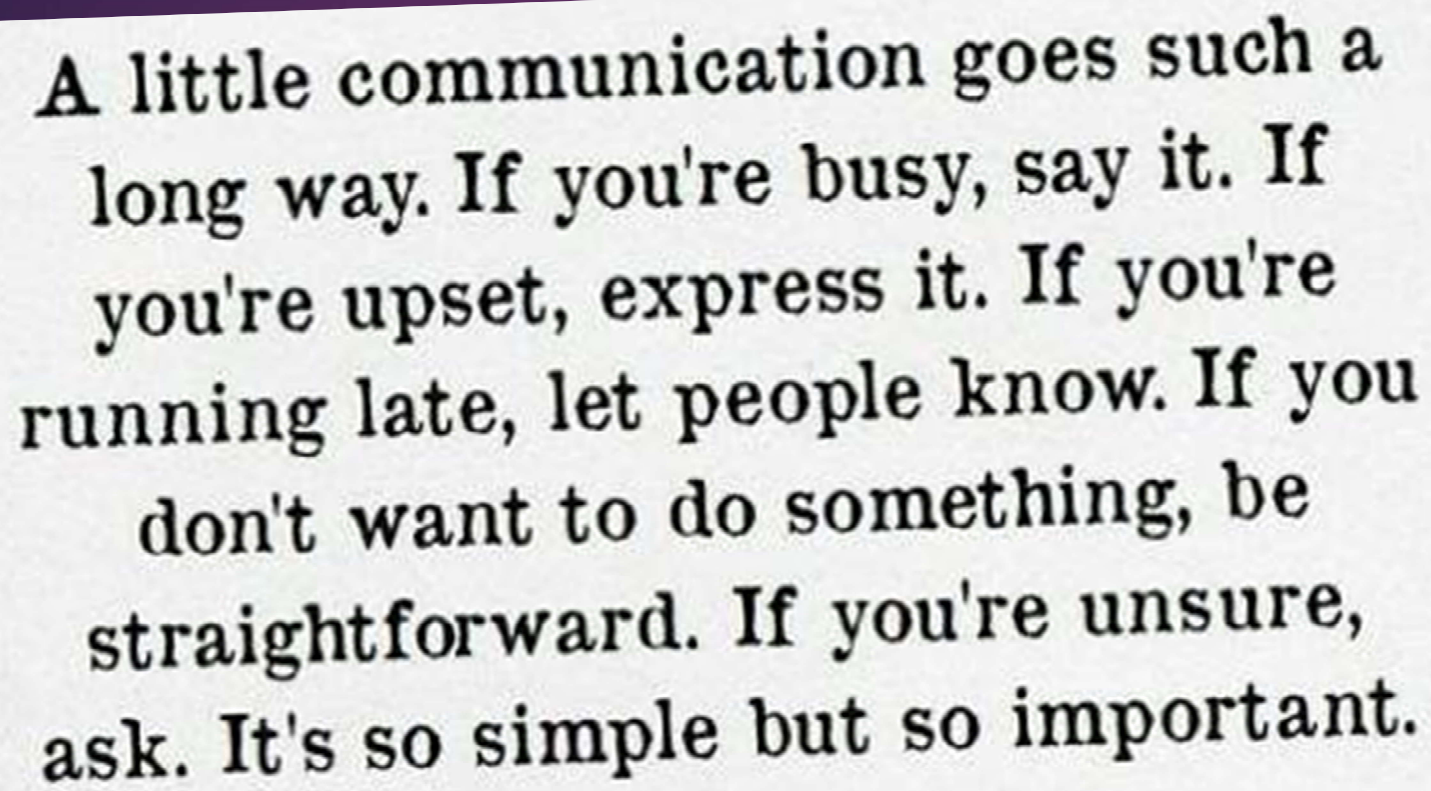
- ▶ Ask the receiver (other person) how they want to be communicated with.

TWO EASY STEPS TO COMMUNICATION

Step two:

▶ DO IT!

(Communicate how they want to be communicated with)



A little communication goes such a long way. If you're busy, say it. If you're upset, express it. If you're running late, let people know. If you don't want to do something, be straightforward. If you're unsure, ask. It's so simple but so important.

ZOOM Etiquette – Host



- ▶ Send out the link within a day or two before the meeting. Include passwords and instructions.
- ▶ Arrive 10-15 minutes early
- ▶ Designate someone to handle chat and waiting room if you are speaking
- ▶ Remind attendees of mute options and provide instructions for speaking

ZOOM Etiquette – Attendee



- ▶ Know where the link is
- ▶ Join on time
- ▶ Mute yourself immediately and stay muted
- ▶ Do not eat
- ▶ Avoid leaving and returning
- ▶ Treat ZOOM Meetings as MEETINGS

Showing Etiquette



- ▶ Read the showing instructions on the MLS.
- ▶ Follow those instructions.
- ▶ Review relevant property information and bring it with you to the appointment.
- ▶ Leave the property as you found it unless directed otherwise.
- ▶ Notify the listing agent of anything “out of the ordinary” .
- ▶ When with a client, place your phone on do not disturb.

Listing Etiquette



- ▶ Provide showing instructions in the MLS. Include pets, shoes, access etc.
- ▶ Communicate quickly to fellow REALTORS® seeking a showing or answer questions as quickly as possible.
- ▶ Request information after the showing has completed.
- ▶ Communicate with sellers about feedback and how it will be handled.

Expectations

1

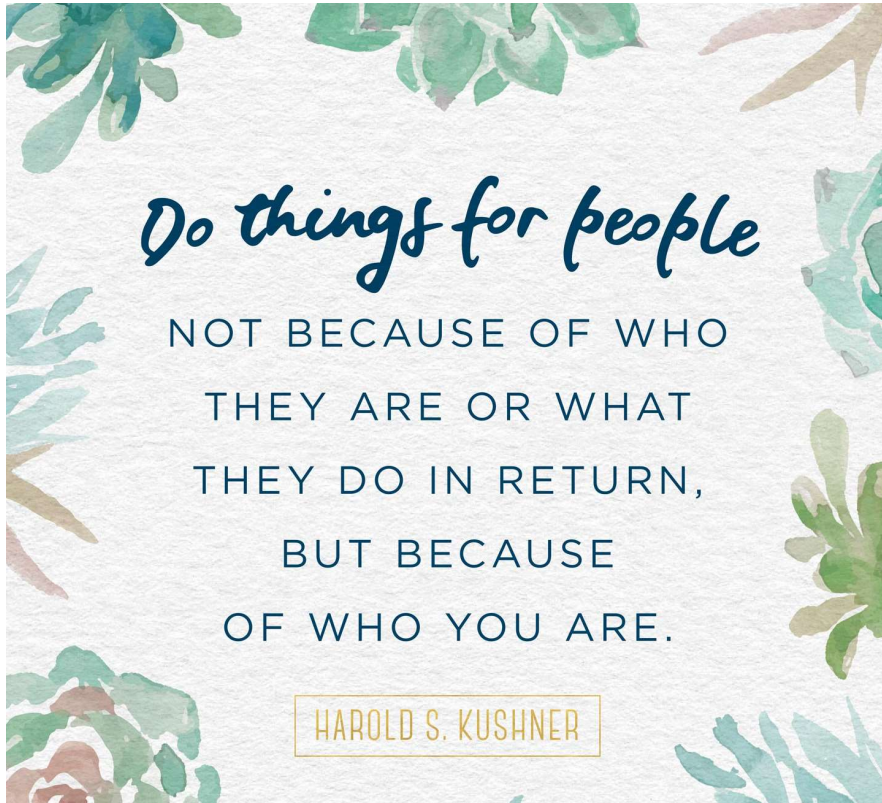
Set expectations early
and check in often

2

Manage expectations
through
communication



Kindness
is
Magic



Always
be YOU

