

Leaders Coaching Guide



Use this coaching guide as a tool to help your agents win more listings and boost buyer's confidence. Shifting the paradigm is critical to navigating the new rules of real estate.

Simply switch out the responses for the buyer and seller and insert responses to ignite the power within your agent's dialogue. Remember to align your processes and systems to facilitate and sustain relationships before, during and after the sale.

JAIL	Agents/Managers	Internal Process	Company Systems
Buyer/Seller Judgement			
Buyer/Seller Assumptions			
Buyer/Seller Inner Critic			
Buyer/Seller Limited Vision			