

# **Quit Selling, Start Serving. Never Discount Your Fee Again.**

by

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When was the last time you were “sold” something? How did it feel? What was your experience with the salesperson? Have you ever said to yourself, “I wish they would just tell me the truth and quit selling me?” Of course you have. We have all had that experience.

Know what your buyer’s and seller’s want? –Simple: a competent and truthful agent. They want to be served not sold.

Serving someone comes in all shapes and sizes. Serving is not to be confused with nurturing or coddling. Serving does not mean that buyers and sellers are allowed to walk over you, lie to you or treat you without respect. Serving is not equal to being a doormat.

Serving is the most gratifying experience you can have. It means I am not attached to the result of my commission. I am attached to telling the truth and keeping my commitments. And, to pile on, I am also extremely competent at my job. Combine those three and never worry about having to discount your commission.

Serving means telling the truth with dignity. “Mr. and Mrs. Seller, does what you need to net for your property have anything to do with what someone will pay for it?” That is an extremely serving statement. Does that sound like coddling?

Why is Real Estate the least respected profession in the United States? Our past clients perceive us as manipulative, commission attached salespeople. How on earth did they come up with that?

So, the next time you walk into a seller’s home for a listing appointment ask yourself, “Is what I am saying serving or selling? Is my 31 point marketing plan truly going to get the property sold? Am I over promising creating a condition for me to under deliver? (A good definition of “selling”)

Try serving your clients and quit selling them. The experience for both of you will be quite rewarding.

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