

# WHAT THEY ARE LOOKING FOR

The real estate buyer is looking for an investment, a place they can call home, a place with like-minded individuals, peace, and security, a place they can let their children grow in, a place they are free to play out with all their ideas, and a place to welcome and host their guests.

The new real estate buyer is looking for a place that will give them ample space to work from, a place that secludes them from the noise of the world, a connection with nature, status depending on the estate they live in, access to amenities, ease access to social places.

Beauty is part of the equation and these buyers want houses they can decorate to look like them and what they love, they are also looking for people who can do their land for them, interior designers, painters, electronics, etc.

If I am a real estate agent looking for traction in the Industry I can include these people on my page and let them use my links(backlinking) on my website to get and lead clients. I can use these to allow their customers to visit my page and mine to visit theirs.

Including blogs about this and social media posts while marketing the agency can help us generate more leads and gain more followers on our socials.

Holding interviews with professionals in these various industries will aid in educating our audience and letting these professionals give us leads from their accounts.

Rachael Kordzikowski went beyond our expectations in many ways. She worked with us for over a year sending us properties for sale which were appropriate to our needs. She provided us with advice about neighborhoods, pricing and features about the properties that we could not see from our remote location, saving us from wasted trips. She spent time understanding our expectations and always made us feel like we could spend all the time we needed to select the perfect home for us with no pressure only support. Thank you Rachael.

As a brand, we are also selling a brand because every other agency is selling a home and investment. We have to be unique and make our customers buy us as they buy their homes. They should always look for insights from us and send their friends to us whenever they need to invest.

This is the business of people and we have to be human and give them whatever they need. They should feel safe around us and want to always ask, buy, and invest with us. We should be that friend that they always run to.

### **Consummate professional**

Olga is my family's preferred agent for many years. She has recently helped me and my wife with the sale of our apartment, and dealing with her was simply wonderful. She has encyclopedic knowledge of the local market and is the only person I recommend in South Brooklyn.

They are not looking for someone out for a quick buck, they want a professional ready to give them all the resources they have that suit their needs and let them have the power of choice. An agent that cares for them and gives them the time and space to evaluate their access and guides them through the whole process.

This was our first time buying a coop. Naturally, we were nervous and a little apprehensive about the whole new process. Olga, with her experience and expertise helped make the process as easy as possible for us. She was always available to us, no matter the day or time. We've dealt with many agents for our real estate dealings, Olga has proven that she'll go that extra mile, go above and beyond to make sure we got what we needed. We've highly recommended Olga to our family and friends.