



## PITFALLS TO AVOID

### Psycho Surfers

Did you receive 84 requests for more information about properties from the same person in one day? You have a psycho surfer on your hands. They will actually help you streamline your processes. Match their speed with automation! They love to click, click, click!

### Creepers

Protect yourself. Make sure you are only showing homes to ready, willing and able buyers. You'll avoid 99% of creepers. Every buyer should be qualified and under an exclusive buyer agreement. Even then, it's best to avoid showing vacant homes alone. Let them know, for your safety, it's team policy for them to wait in their car until you open the home and get it ready to show. Once the home is open, let them tour the home on their own. Don't over think this. Someone that is not a creep will fall all over themselves to make sure they don't overstep your policies. Creepers will argue, take offense and try to make you second guess your instincts.

### Time Wasters (Looky-Loos)

These potential buyers can be really nice people but they haven't been qualified properly. Remember ready, willing and able? Just because they're able, doesn't mean they have the proper motivation to be ready and willing. You may be showing them homes for up to a year or more. If you really enjoy them and have time, go for it! If you're sacrificing time with other ready, willing and able buyers and sellers, it may be time to use a showing agent or refer them to someone else.

### First Time Investors

First time investors usually stay up too late one night and get all excited about buying rental properties with little to no money down. They're excitement will wear off when they realize it isn't quite as easy as the infomercial made it seem. If this isn't your area of expertise, you shouldn't even entertain the thought of helping them.

### Karens

I feel so bad for nice people named Karen, but having the name is not the same as being a Karen. Do you know why Karens gravitate towards newer agents? It is because several seasoned agents have already told them to "f&ck off" somewhere else! Always remember, you are in the relationship business. In all relationships, follow this principle: If you generally feel worse after interacting with someone, bring it to their attention. If it persists, cut them loose. Don't feel guilty, they'll find someone else to abuse sooner than you think.

### Thick-headed Low-ballers

These potential buyers love to low-ball out of principle. Often times they will put the outcome in the hands of God or fate. In reality they have not been qualified properly. If it is a seller's market, they would not meet the "willing" portion of ready, willing and able.