

THE 7 SKILLS & ABILITIES I'M IMPROVING FOR YOU

Today I was thinking about you as both my friend and client.

Although right now we are not in the process of helping you [sell your house or buy a home](#), I do continue to develop my skills and abilities so that when that time comes, I will be at the top of my game for you.

Here are the 7 skills and abilities that I'm improving for you:

- 1 My ability to provide you with valuable, timely information, then personally interpret what it means to you.** So if you see a house for sale in the area or a home that sold and you want the information on it, I can share that with you instantly. But more importantly, I can tell you specifically what it means to you in regards to your goals, dreams and aspirations.
- 2 My ability and skills to protect you from dangerous predators or inaccurate information that could cause you to make a disastrous decision that could have long-term impacts.** When you hear or see something that sounds or looks too good to be true, it probably is. I would advise you to always take out your cell phone, look up my number and call me before you act on something that may not be in your long-term interest. My responsibility is to protect you in your [real estate/lending](#) decisions.
- 3 My ability to inspire and encourage you to make your dreams come true.** You have shared with me what is important about owning a home and I feel privileged that you have done that. I will continue to help you expand your vision and your goals so you live your greatest life. So, as you set goals for the future, I would love to be part of helping you make them come true. As a matter of fact, consider me part of your goal-achieving team.
- 4 My ability and skill to use experienced judgment to make sound decisions.** Decision-making is both an art and a science. When you're deciding to paint, landscape, or if you're thinking about investing in rental property or taking out an equity line of credit – these are important decisions. My ability to ask you questions and help you clarify your goals and dreams is something I love to do. And I'm very good at it.

5 My ability and skill to bring meaning to what is important. As your **real estate/mortgage consultant** I know buying a home or selling a home or getting a loan is a lot more than contract signing, lock boxes and stuff like that. It's about you and your dreams – your future life. My #1 goal as your consultant is to make your future bigger and brighter than your past because when your future is bigger, so is mine. It's a win-win relationship.

6 My ability and skill to bring relationship to my service. My core belief is relationship before result. Whenever I'm asked what makes me different, I say "ME." As you know I'm always working on making me a better me so I bring more to the relationship than I take.

7 My ability and willingness to take the high road of integrity. During a real estate transaction we get involved with all types of people, and it's important you have one person you know will always raise the frequency with clear, truthful communication, and that is who I am.

*When I chose to become **an agent/lender** I was clear that the industry did not need another typical **agent/lender** but what it needed was a person like me. A person who gives (1) information with clear interpretation, (2) insight that protects, (3) inspiration that encourages, (4) judgment rooted in experience, (5) meaning behind each decision, (6) relationship with service and (7) conscious guidance based on integrity.*

So the next time you're in a conversation with a friend, family member or neighbor and they mention they need help, feel comfortable knowing that when you introduce them to me you have done the right thing for them.

I'm grateful to be on your team and look forward to a lifelong relationship.

(Your first name)