HomeSmart Shares Tips On Having A Successful Real Estate Brokerage

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HomeSmart Advantage, a company in St. George, UT, was interviewed by RISMedia on how to have a successful real estate brokerage. Specifically, they are showing real estate brokers how to keep clients engaged and connected, which is key to achieving success. The information is available by clicking here.

Bill Telford, Principal Broker with HomeSmart Advantage, says: "Plan your day and work your plan. My top tip for thriving in today's market is to recruit, train and retain your agents. We're always looking for talented, energetic and professional agents with high levels of integrity. Our agents and our employees are truly a real estate family. We care about our people."

HomeSmart Advantage, concerns itself with helping real estate agents to stay ahead of the competition by offering useful hints and tips. The interview with RISMedia, 'Keeping Clients Engaged and Connected', is an excellent example of how they achieve that.

It is common for brokers and agents to struggle to remain engaged and connected to their clients, not in the least because, once a sale has been achieved, the job seems to be done. However, in the article, they can

learn about time saving tricks, market conditions, agent adaptation, and staying ahead of the competition.

Bill Telford is a veteran in the industry, having operated two brokerage companies in two decades. He eventually retired, after which he started to develop unique approaches, referred to as 'a different model', that looks at the shifting needs of the industry, including its agents. He devised a system to determine the specific needs of agents, including their pay and access to technology, in an effort to increase productivity.

This culminated in Telford purchasing a HomeSmart franchise, a full service model at a flat fee. Stepping outside of the box, moving away from traditional methods of brokerage, he has aimed to change the way the industry functions as a whole, while at the same time providing others with advice, information, and guidance. He says: "Traditional brokerages are continuing to feel the pain of attrition, losing market share. I believe the transaction based model is the future for those looking to accomplish hockey stick growth. The future is now."

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HomeSmart Advantage

A technology based full service Real Estate company strategically located throughout Utah, with offices in Salt Lake City, Orem, St. George & Cedar City.

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