

Beyond the Deal:

From Behind the Scenes to Front and Center

Featuring:



Notes:

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We invited our guest speakers to share a favorite book, podcast, quote, and/or other tips that relate to this topic, and they didn't disappoint!

Lindsey Dykstra (lindsey@lindseydykstra.com):

Tips:

- Practice active listening by focusing fully on what the other person is saying, rather than planning your response. When someone feels genuinely heard and receives your undivided attention, it speaks volumes about your character.
- You will never regret doing the right thing. Be kind and have empathy for others. Share feedback with others directly.

Recommended Reading:

- The Go-Giver by Bob Burg & John Man
- Influence - The Psychology of Persuasion - Robert Cialdini

Podcasts:

- Mel Robins Podcasts
- Rachael Hollis - The Millionaire Real Estate Agent
- Tom Ferry Podcasts

Favorite Quotes:

- "We don't build relationships by taking. We build them by giving - our time, our attention, our care." - Author Unknown
- "In the world of relationships, you're either a builder or taker. Which one are you today?" - John C. Maxwell

Brooke Finlan (brooke@finlanhomes.com) - I'm a bit of a hospitality geek - it's my favorite thing to talk about and teach! I love how my background in hospitality has naturally flowed into my real estate career. Building and maintaining relationships takes effort, but my best advice is to create a safe space for clients and meet them where they are. Show up, listen with empathy, and focus on helping people with what THEY need, not what YOU need. Offer judgment-free services, get the job done, and always lead with honesty, kindness, love, and respect.

Recommended Reading:

- Unreasonable Hospitality by Will Guidara - A must read!

Favorite Quote:

- "People will forget what you said, people will forget what you did, but people will never forget how you made them feel." - Maya Angelou

Jen Smits (jen@freshstartstudios.com): The key to maintaining a strong client relationship is consistent, proactive communication. Prioritize active listening and proactive communication. Always ensure you understand your client's needs by asking clarifying questions and summarizing key points after discussions. Regular, transparent communication - not just during projects but also in routine check-ins - builds trust and prevents misunderstandings. This approach demonstrates that you value their input and are committed to meeting their expectations.

Recommended Reading:

- The Pumpkin Plan by Mike Michalowicz
- Fierce Conversations by Susan Craig Scott MD

PLEASE SAVE THE DATE!

Our next session, **The Power of Storytelling in Real Estate**, is scheduled for **June 19**
from 9:30 to 10:30 a.m. at Egypt Valley Country Club.
Additional details to follow.