

People: The Human Side of Real Estate

Technology has transformed real estate through digital marketing, virtual tours, AI insights, and faster transactions. Today's tools help us work smarter and serve clients more efficiently than ever before.

But **real estate is still, at its core, a people business**. Behind every transaction is a major life moment - a first home, a growing family, a fresh start, or sometimes a difficult transition. **Technology provides data, but it can't replace trust, empathy, communication, and strong relationships**.

That's why the human side of real estate matters more than ever. Listening, building connections, and guiding clients through important decisions is what sets great professionals apart.

In today's panel discussion, our industry experts share practical strategies on:

- Building a "Forever Database" that nurtures relationships for decades;
- Creating strong partnerships with lenders, attorneys, inspectors, and builders;
- Positively influencing brokerage culture;
- Understanding what the next generation of buyers and sellers expect; and
- Hosting meaningful events that strengthen lasting connections

In advance of today's session, we invited our panelists to share a favorite quote, tip, book, or podcast that reflects the importance of relationships and the human side of this business. Please see their submissions below:

Will Friend (will@friendteam.com):

Favorite Quote: *"We judge ourselves by our intentions. And others by their actions."* ~ Stephen R. Covey (This is often a philosophy covered by Brian Buffini as well.)

"This quote reminds me that integrity has to be built into everything I do. It's not enough to know my heart and intentions - I have to live them out through my actions and keep my word." ~ Will Friend

Ashleigh VanDuijn-Leistra (ashleigh@avl-homes.com):

Favorite Quote: "If you never know failure, you will never know success." ~ Sugar Ray Leonard

Favorite Book: Mr. Shmooze by Richard Abraham. This is a parable of a man who reveals the secret shared by all superstar salespeople. Selling, in its most exquisite form, is not about "taking", nor is it about "persuading". Selling, believe it or not, is about "giving". Mr. Shmooze gives for a living. He starts by listening and he quickly comes to understand what people really need. His customers love him because he gives more than he takes. They trust him because he is passionate about their interests. And, at the end of the day, they reward him handsomely for bringing joy, humor and wisdom into their lives. Woven into the story are powerful lessons for salespeople in all industries who attempt to build relationships as the emotional bridge to their clients.

Favorite Podcast: The Ed Mylett Show

From Ashleigh: *"Always do the right thing. It's so much easier to sleep at night when you do!"*

Scott West (swest@greensquaregr.com):

Favorite Quotes: Scott says, *"I've always been a bit obsessed with collecting great quotes and I have a massive library saved on my phone. A couple that really resonate with me when thinking about this topic are:"*

- "Treating people well isn't about what you might get in return - it's about who you choose to become. Kindness isn't rooted in reciprocity or karma; it's rooted in character. Civility doesn't need to be justified by outcomes. Respecting others is simply the right thing to do."
- "There's no such thing as a self-made person. Someone believed in you, encouraged you, and invested in you along the way. Be grateful, and strive to be that person for someone else."

Steve Frody (stevefrody@city2shore.com):

- **Favorite Quote:** "Gentlemen, this is a football! ~ Vince Lombardi. Fundamentals are essential for success."
- **Favorite Book:** The Purpose Driven Life by Rick Warren. This book is structured as a 40-day journey, with daily readings designed to help readers understand why they exist and how to live with meaning.
- **Tips from Steve:** *"Never assume, and always call clients before they call you."*

SAVE THE DATE FOR OUR NEXT EVENT:

JUNE 25 (SAME TIME AND PLACE) - PROCESSES: THE BUSINESS BEHIND THE BUSINESS