

MARKETING FOR REAL ESTATE LAWYERS

Strong relationships breed success

BY DAVID M. DATZ

Before becoming an attorney, I was a personal trainer. Many of my clients worked in the real estate industry, which captured my curiosity and led to many conversations. Many of my most cherished relationships were nurtured from that experience, including the first real estate agent and loan officer with whom I ever worked. Even my accountant was my client and now I am his.

These people introduced me to clients and others from whom they knew that I would benefit by meeting.

That core group of referral sources, trusted advisors and mentors became what I now refer to as my "talent stars." They provide superior service, value and most importantly integrity. They are an experienced team of professionals who value relationships and consistently make me look and feel good.

These are the people on whom I depend, enjoy doing business with and trust with my own clients.

I met lending specialist Ann through a long-time client who was considering working with her to obtain financing for a condo that the client was contemplating buying.

I made the usual, "Will we be able to close the loan?" cold call and was informed that the lender had a small list of designated attorneys and we were not on it. I invited Ann to our office with the intention of winning her over. She won me over.

Take steps today to strengthen and build the relationships that you already have. The value of long-term working relationships are the core of all of our business successes.

Ann and I taught each other about our businesses. We introduced our teams. I know the unique loan products that her company offers and have found many clients who have benefited by her services. She knows who our target audience is and which of her clients could benefit by hiring us.

I introduced Ann to my talent stars. She reciprocated, and has become one.

I continue to work with the first loan officer, the first real estate agent, the first title insurance company, plot plan company, accountant and bookkeeper that I did business with since starting my practice almost 13 years ago.

Take steps today to strengthen and build the relationships that you already have. The value of long-term working relationships are the core of all of our business successes. Sharing long-term working relationships with new relationships insures everyone's success.

Here are a few ideas you can implement immediately to strengthen your



relationships:

Make a list of all of the people who refer business to you.

Make a list of all of the people who you really enjoy doing business with and trust to provide the level of service and integrity that your own clients enjoy.

The people who show up on both lists are your talent stars. Let them know it. Take one of them out to lunch this week. Refer someone to them. If you can't refer a client to them, then refer them to someone from who they could benefit.

Make a list of clients who would not do a transaction without you. Send them a personal "thank-you" note thanking

them for their business and continued support. All of these people are essential to your continued success and growth.

Do you need a great insurance agent? Let me introduce you to a friend of Ann's.

"Marketing for Real Estate Lawyers" will be a recurring column in REBA News.

David Datz is the founder of David Marshall Datz, P.C. where he practices Residential, Commercial Real Estate and Estate Planning Law. David is currently on the board of the association's Real Estate Conveyancing Committee. He can be reached at david@datzlawoffices.com.

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