



## 10 things a realtor should do when referring clients to builders

When a realtor sells an empty lot, they're often asked to recommend a builder. Since the client has already built trust with the realtor through the sales process, they typically value the realtor's opinion. It's essential for the realtor to be knowledgeable about local builders because they represent the client's interests. If the realtor refers a client to a builder and the experience is negative, the blame often falls on the realtor. Therefore, clients seeking a lot to build on should work with realtors familiar with reputable builders. While I've previously discussed how to choose a builder, let's now focus on the relationship between realtors and builders.

1. Realtors should provide clients with only a select few referrals, rather than an extensive list, to simplify their choices.
2. Before referring a builder, realtors should conduct due diligence, ensuring the builder has a positive track record and no unresolved disputes.
3. Continuous education is essential. Realtors should keep themselves updated on the latest construction techniques, materials, and sustainable practices, enriching the advice they offer to clients.
4. Realtors should maintain open communication lines with both the client and the builder, ensuring transparency throughout the project.
5. They should be well-versed with local zoning laws and regulations, providing clients with vital information that could impact their building choices.
6. While many realtors receive compensation for builder referrals, they shouldn't favor those offering higher rewards. Prioritize quality over compensation.
7. Realtor commissions shouldn't inflate the builder's pricing – a builder's quote should remain consistent.
8. During build meetings, realtors should be attentive and present yet refrain from dominating the conversation.
9. Realtors should guide clients in their decisions, emphasizing long-term value over immediate costs.
10. Lastly, after the completion of a project, realtors should gather feedback from clients about their experience with the builder. This feedback can help refine future referrals and improve the overall client experience.



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