

Effective After-Sales Service in Real Estate

PROJECT SELLING EDITION

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Real Estate. Real People. Real Service.

OUR COMPANY

Established: May 2010

Business Partner
REBroker April 2011
REAppraiser August 2013

Number of Accredited Partners
49 : REBrokers
300 : RE Salespersons

Monthly Average of Assisted RE clients: 150

Focused Locations/Branches:

- ◇ NCR/Bulacan/Cavite
- ◇ Pampanga
- ◇ Batangas
- ◇ East (Antipolo/Rizal)
- ◇ Laguna



Determined,
Responsible,
Innovative &
Versatile
ENtrepreneurs
Marketing Group, Inc.



OBJECTIVES

01

PHASES

Review
Five Phases in Project Selling

02

DEFINITION

Know the definition of
after-sales service

03

STEP BY STEP GUIDE

Recognize a process
of an after-sales
service

04

TECHNIQUES

Identify the techniques of
an effective after-sales
service

05

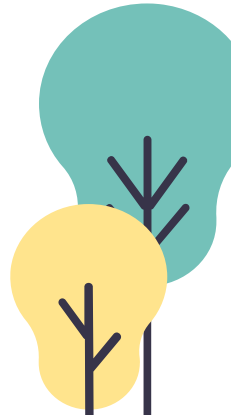
QUALITIES OF SERVICE

Appreciate the
qualities of an after-
sales service

06

ADVANTAGES

Pinpoint the
advantages of giving
value added service



1 - THE PHASES OF REAL ESTATE PROJECT SELLING

Phase 1
PRODUCT MASTERY



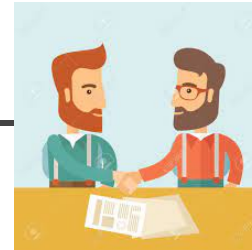
Phase 2
MARKETING



4P's

Product + Price + Place + Promotion
Awareness → Target Market →
Spark INTEREST → Generate Leads

Phase 3
SALES



Nurture of Leads

Connect → Qualify → Present →
Negotiate (Solutions) →

1- THE PHASES OF REAL ESTATE PROJECT SELLING

Phase 4
Reservation
Closing Sale



Decision Making
Orientation on the ownership and
processing of requirements

Phase 5
After-Sales Service



Long term
Relationship



COMMISSION
Milestone Release

2 - DEFINITION

After Sales Service

- It is a value added service.
- It is all the help and information that it provides to customers after they have bought a particular product.
- It refers to various processes which make sure customers are satisfied with the products and services of the organization.
- Provided after a customer has paid for and received a product or service.

SOURCES:

www.collinsdictionary.com

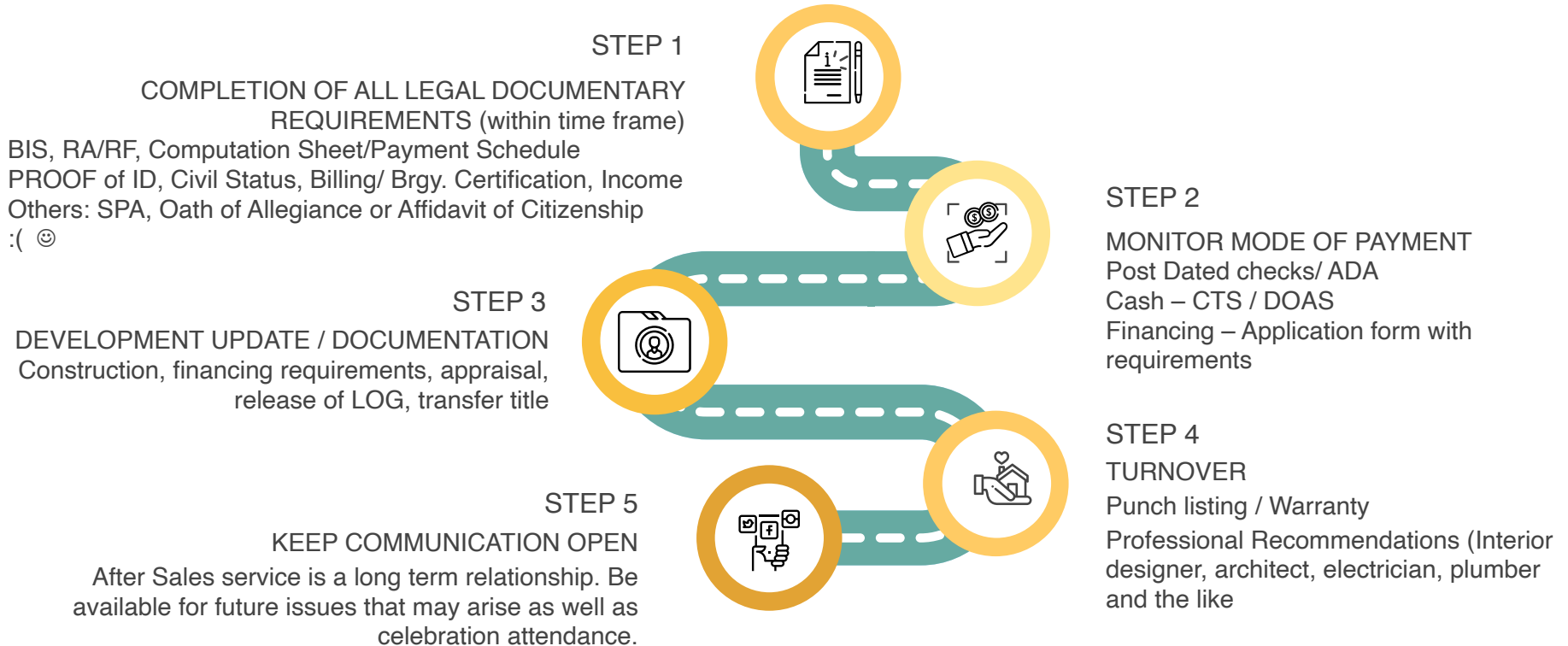
<https://www.managementstudyguide.com/after-sales-service.htm>

Cambridge Business English Dictionary



Up to what
extent?

3 - STEP by STEP GUIDE on After Sales Service in Real Estate



4 - TECHNIQUES ON MANAGING AFTER-SALES SERVICE



KEEP IN TOUCH

Connect with your clients to give necessary support



UPDATES

Constantly give updates on the project development



LISTEN

Identify their needs and coordinate for possible solutions



VISIBLE

Be on top of the transaction. Coordinate with both the developer's representative and buyer



FEEDBACK

Use positive and less favorable feedback for IMPROVEMENT

5 - QUALITIES OF AFTER-SALES SERVICE – D R I V E N

DETERMINED & RESPONSIBLE

real estate professionals who can provide clients with relevant and updated information (technical, financial, legal, environmental) on a real estate development.



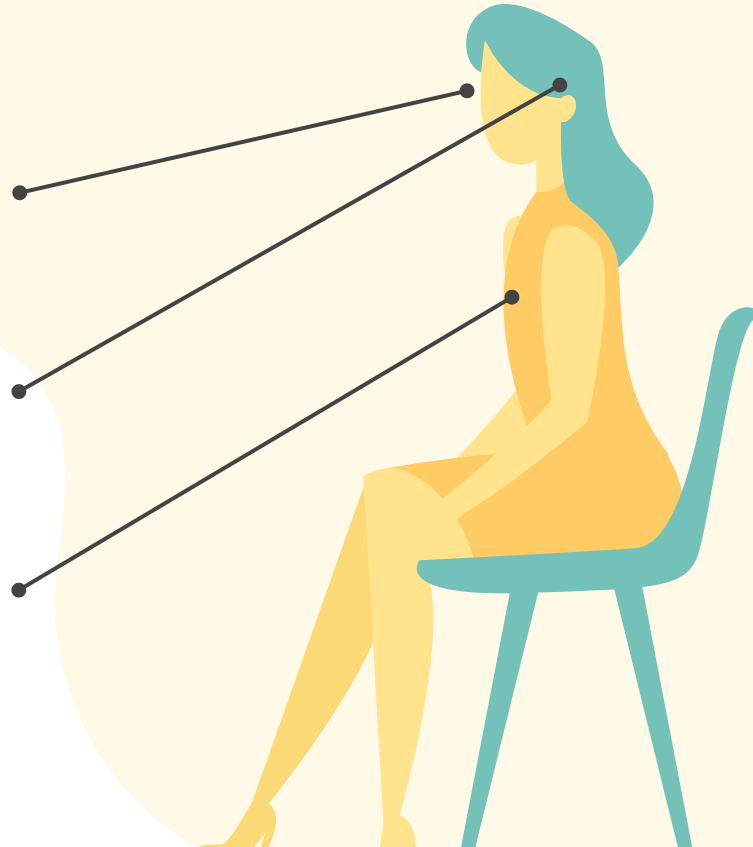
INNOVATIVE & VERSATILE

in providing quick response to all queries of clients by utilizing all kinds of communication and technology with kindness, patience and attention.

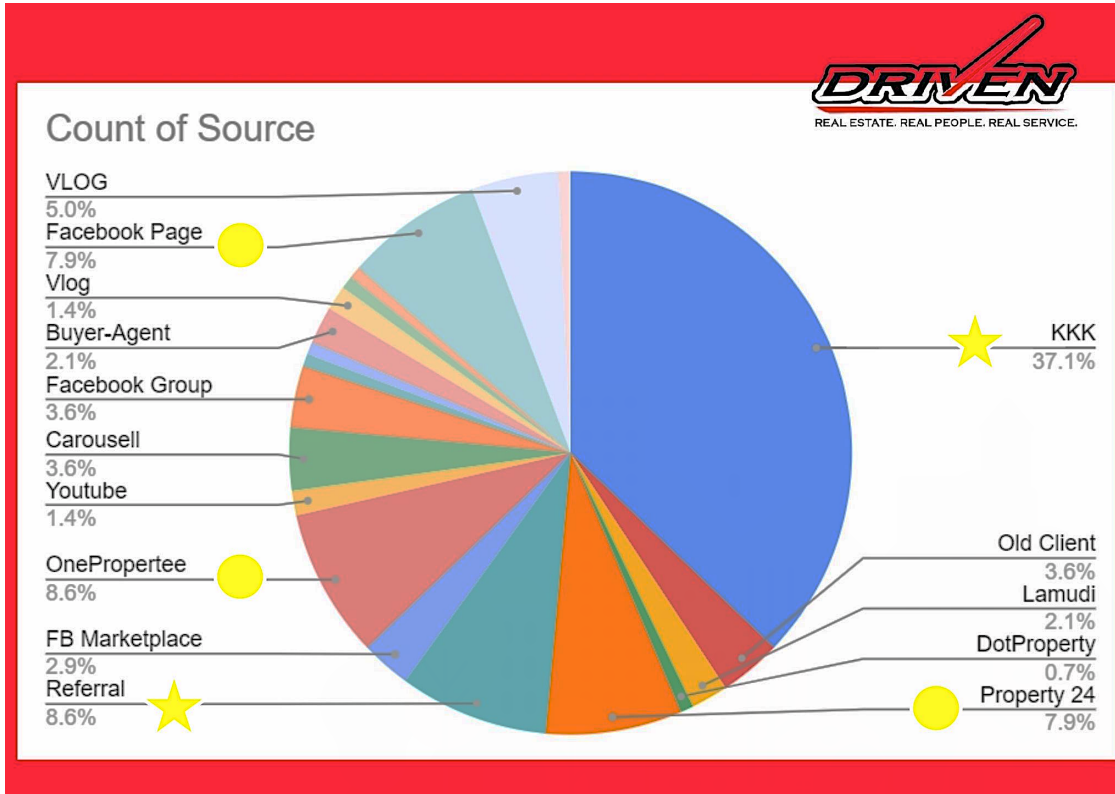


ENTHUSIASTIC

in fulfilling one's responsibilities/duties and exhibit optimism in any given situations.



6 - ADVANTAGES OF AN EXCELLENT AFTER-SALES SERVICE



DRIVEN's Client Source Distribution
Q1-Q3 2021

CUSTOMER LOYALTY

TRUSTWORTHY COMPANY BRAND/ PROFESSIONAL IMAGE

Awareness & experience on the
extent of service given

Reputable standing in the real
estate industry

Top of mind
Repeat client or referrals

INCREASE SALES

Most clients will deal with
trustworthy and responsible real
estate professionals

BUSINESS OPPORTUNITIES & GROWTH

Seek other real estate services
Financing, reselling, leasing,
appraisal, improvement & legal
documentation among others.



THANK YOU!



<https://bit.ly/CRBMarisol>

https://bit.ly/RE_SelfHelp

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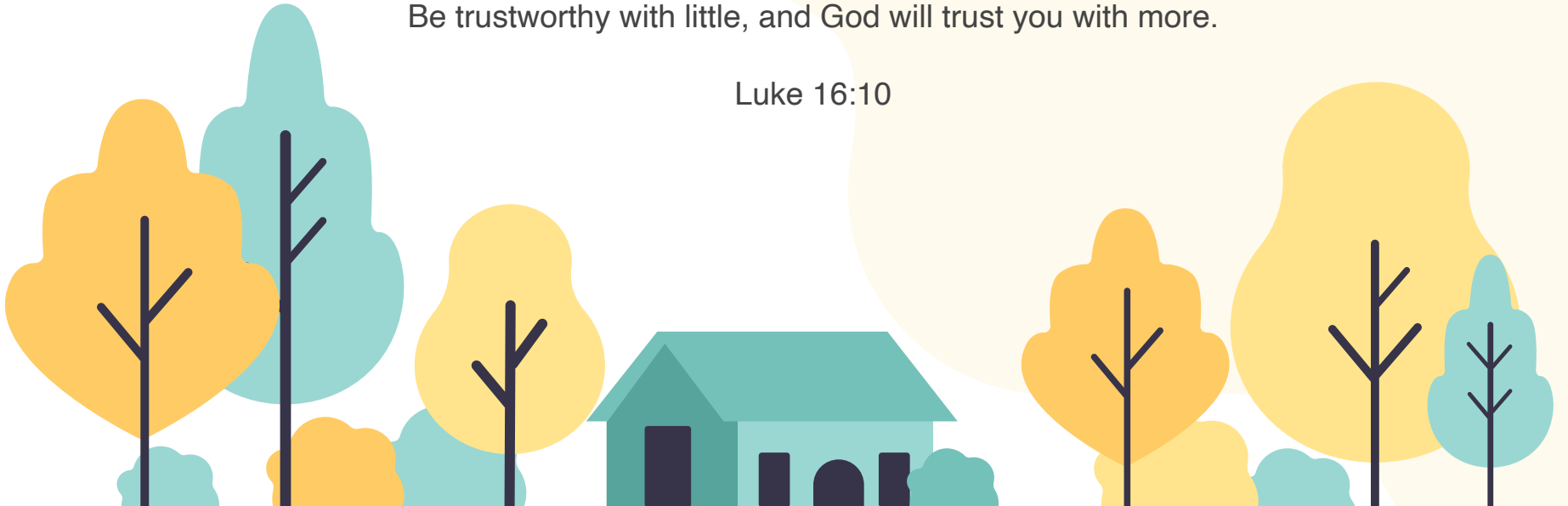


“Do unto others what you want others do unto you.”

Golden Rule

Be trustworthy with little, and God will trust you with more.

Luke 16:10



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