

## Business Approach, March, 15 2004

### Customer Service and Customer Expectations:

At Helen Adams Realty we pledge to our sales associates and their clients to serve their needs first and foremost. We will provide the best sales support in the business, and we promise to provide a wealth of real estate resources. We believe our sales associates are our business partners and also our customers. We want to do everything in our power to build a growing number of loyal business partners and customers, and we want them to be strong advocates of what we stand for: an impeccable reputation and the highest level of personal service. If our business partners and their customers are truly loyal they will actively sing our praises. They, more than marketing or promotions or price will fuel our sustained growth.

We believe customer expectations must be met in the following sequence in order to be successful:

1. At the lowest level customers expect accuracy. It does not matter how friendly our employees are, if we consistently fail the accuracy test, then our partners and customers will defect.
2. The next level is availability. That means when our administrative and management services are needed they are needed now and our support staff must be easily and conveniently accessible. Accuracy and availability is demanded and expected and meeting these expectations does not mean our partners and customers will advocate for us. However, if we fail to meet these expectations we will fail.
3. At the third level of service a complete partnership is expected. That means we must listen to them, to be responsive to them, and make them feel we are all on the same side of the fence together. We must always reward, recognize and repay for our partner's and customer's loyalty.
4. The most advanced level of customer expectation is advice. Our partners and customers will feel the closest bond to us when we help them to learn. Learning always breeds loyalty. It is no secret that the companies that are the most successful and attract the most talented employees provide the best training and on-going learning opportunities. Forcing ourselves to follow required steps of delivering service only prevents dissatisfaction. If our goal is to truly satisfy, to create advocates then the step-by-step approach alone will not get us there. Instead our support staff must have the talent to listen and to teach, and then we must focus on simple emotional outcomes like partnership and advice.

### Positioning Our Firm in the Market:

A big company with a big reputation usually cannot compete successfully with a smaller company with a well-defined position. Size does not matter, positioning does. Who do we want to appeal to? To win in today's market you have to carve out a specific niche in the market. Look for the soft spot among our competitors, then fill it. "We provide the highest level of personal support to our sales associates and their clients". No one else is doing it, no one else is promoting it. Advertise to let our customers know what position we want to fill; that is more important than trying to communicate the benefit of our services and products. When we combine a superior base line service plus tiered services together with tiered commissions in high, medium and low categories we have a strong marketing approach and a position in the market that is difficult to duplicate.

### Our Team of Managers, Administrators and Business Partners:

The only truly sustainable competitive advantage is our people. Our people are behind new ideas, new processes, new systems and new marketing plans. Our people create new competitive advantages, and best of all they cannot be copied. We must focus on building a team of managers, administrators and business partners who are self-motivated by the inner most desire to produce the best results and who want to be part of something great.