



# GAME CHANGER

S E R I E S

**United**  
Real Estate

## GAME CHANGER SESSION 5 PANELIST TAKEAWAYS

### Winning Listings in Luxury & Upper-Priced Home Markets

1. Be intentional in your efforts as you grow your brand in the luxury market. Remaining authentic, honest and true to your vision of growth will help you succeed. Share a luxury property you just listed or sold with neighboring homes. Your target audience won't know your successes unless you share them.
2. Observe, create & innovate. What are other successful agents in your marketplace doing consistently? There will always be proven strategies to implement into your business. Don't be afraid to play outside the box and add your own creative spin.
3. Be prepared and become the expert – especially in the luxury marketplace. Becoming the “go-to” source for the community provides you the opportunity to always be ready to serve a client. Being prepared helps exude your confidence so that you can listen and tailor your services, meet their specific needs and know your customer.
4. Be thoughtful and stay in touch. Go above and beyond to meet and exceed people's needs and be sure to bring them value beyond their real estate needs after the sale. Stay in touch, send personal notes or gifts, keep them up-to-date on trends in their community and never show up empty handed.
5. Fish where the fish are. You don't need to be rich, have wealthy friends, or live in a luxury neighborhood to break into the luxury market. Become involved in the community. Join a country club, network during social events at the country club or where your desired clientele might shop or get their hair done. Be professional, confident and kind.
6. Set realistic expectations with your Buyers and Sellers. It is best to have difficult conversations in the beginning and prove your expertise as you negotiate on their behalf. In the end, it will earn you the respect of your clients.



**TONGELA CLARK**

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- **Stay true to your vision**—Don't let ANYONE tell you it can't happen. In every move be intentional. Stay authentic and honest.
- **Play outside the box**—Be creative and innovative.
- **It is okay to take a break and spend time on yourself**—I take time to recharge so I can give back and cater to my clients in a more effective manner.
- **Incorporate daily meditation**—This will help you set your intentions, get centered, focused and grounded. By doing this you can stay true to your vision.
- **Love yourself and it will be easy to love the world**—Be a love light and you will always have clients and referrals. Kindness is key.



**ADRIANNA SHABBOT**

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- **Be prepared**—Try to always be prepared for an opportunity to serve a client, especially in the luxury market. Being prepared helps you exude confidence so that you can listen and tailor your services to meet their specific needs.
- **Be intentional**—Focus your efforts into consistently growing yourself as a brand in your desired luxury market.
- **Be thoughtful**—Go above and beyond to meet and exceed people's needs. Never show up empty handed and provide value beyond just their real estate needs. Stay in touch, host appreciation parties, send personal notes or gifts. "People don't care how much you know until they know how much you care."  
- Theodore Roosevelt



**CYNDE VELEZ**  
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- **Observe**—What are other successful agents in your marketplace doing consistently? Implement proven strategies into your own business plan, no need to reinvent the wheel.
- **Become the expert in your market**—Identify a community or farm area and know everything about the community. How many active listings, how many homes have sold and what are the average days on market? What amenities does the area/community offer? What schools serve the community? Surrounding local restaurants, businesses, etc. Be the “go-to” source for the community.
- **Fish where the fish are**—You don’t have to live in a million dollar home to sell million dollar properties. Get involved in the community. Join the country club, take up golf or tennis. Network at social events the country club holds. Share market updates and inventory stats with the members you socialize with so they begin to see you as the market expert. Be professional, confident and kind.
- **Consistently brand your luxury image**—Be consistent in letting the community/farm area know that you’ve just listed or just sold another luxury property. Your market audience won’t know your results or success unless you tell them.
- **Be patient, persistent and consistent.**
- **Know your customer**—Are they data driven? Provide comps, tax records, sales history and inventory. Get to know them and their motivator.
- **Set realistic expectations with Sellers and Buyers**—Although every Seller believes that their home is worth more than their neighbors’ home is worth, homes in any market won’t sell for more than they are actually worth. Best to have difficult conversations in the beginning, in the end this will earn the respect of your Sellers and Buyers.
- **Become an expert negotiator**—In the high-end and luxury market, your clients are going to rely on your expertise when negotiating on their behalf.
- **Stay in touch**—Bring value after the sale. Keep your clients updated on the trends in their community, share information that is important to them. Remember their birthdays, their kids’ graduations, etc.