

# How to Stand Out as a Go-To Listing Agent

Richard Ruvin, Whitefish Bay, WI

Richard Ruvin is the lead partner of the Falk Ruvin Gallagher Team and the author of *The Attractive Agent*. His team averages \$150M in production annually—95% are repeat business referrals! Richard and his team stand out at each listing appointment by adding value as advisors rather than salespeople.

## 1. Become an Expert

Experts attract people. Focus on the smallest feasible audience, and become an expert problem-solver for these people. Your audience could be a tight geographic audience, a certain real estate product, or hobbyists. Tailor your communication and marketing strategies to these people, then strategically expand from there.

*"When you speak to everyone, you speak to no one." - Seth Godin*

## 2. Outwork Your Competition

Identify the competitors in your market—often those you aspire to be—and study their business from top to bottom. Improve their skills, knowledge, and systems to render them no longer true competitors. If you are currently the top producer in your market, study and emulate high achievers in other markets similar to yours.

## 3. Differentiate Yourself

If you don't know how you are different from your competition, neither will a prospective client. Think outside the box when you're telling your story, and bring something unique to your service list, like guarantees or promises.

## 4. Create Repeatable Systems

Richard's admin-based team has processes and procedures that explain every step of the listing process. He tells his clients, "You don't need me, you need we." Without systems, you will become too reliant on others and likely to skip important steps or details. A lack of systems requires heroic effort! Design your systems to support the business you want to be, not the business you are today.

## 5. Build & Retain Trust

1. **With clients:** Richard explains to new clients that he has never sold a home—he is the adviser and his team sells the home. Richard gives five pieces of advice:

1. What home prep and staging are required?

2. When should the home come to market?

3. What should it be priced at?

4. What do we do if we get an offer?

5. What do we do if we don't get an offer?

2. **With vendor partners and other agents:** Honesty and responsiveness are key to building trust. Palpable trust will help you prevail on behalf of your clients.

3. **With team members:** Top talent is attracted and retained when they know you are committed to their growth.

**Key Takeaway: Trust is essential to create a 95% repeat and referral business.**

### Buyer Satisfaction Guarantee

1. If a client purchases a home with us and has to move within two years (for any reason), if we cannot sell the home for more than they paid then we will split the shortfall with them up to a predetermined amount.
2. If a buyer knows they have the protection of an out within two years, they are potentially able to offer a better price to secure the home. By protecting buyers, we also benefit sellers.

### Seller Performance Pledge

1. If a seller follows all of our prescriptions (prep, staging, price, and timing), we will guarantee a sale price. This price is typically some amount less than the list price.
2. If we are not able to perform to this guaranteed sale price, then we will put some of our commission at risk.



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