

Client Conversation Reset

A field guide for real estate agents

When the terms look better but your client feels worse, pause the urge to explain. Find out what the change means in their life before proposing the next solution.

1. Change the mode

Put prospecting, ads and other tasks aside. Give the client your attention. Ask: "What part of this feels hardest right now?" Then let the answer finish.

2. Separate the term from its impact

A closing or occupancy date can affect school, temporary housing, moving costs and family responsibilities. Do not assume an improved counter solves the client's actual problem.

Try: "When you picture this timeline, what would you have to arrange?"

3. Reflect before recommending

Try: "It sounds like the uncertainty around the move is the biggest concern. Have I understood that correctly?" Let the client correct your interpretation. Acknowledge the concern without treating every feared outcome as a fact.

4. Make room without missing a deadline

Check the actual response deadline first. If time allows, agree on a pause and a specific time to reconnect. Do not tell a client that no decision is needed until you have checked the transaction's real timeline.

5. Own your part and act

Try: "I moved into solutions before I understood what this meant for you. I should have listened first." Name one action you will take, who you need to speak with, and when the client will hear back. Promise your effort and communication, not the other party's response.

Keep the conversation moving

Stay in contact with the other agent. Clarify the priority, explore workable options and communicate what is confirmed versus still being negotiated. The hosts' transaction was ongoing when recorded; a closing is not the lesson or a promised result.

Use the worksheet on page 2 before your next sensitive client call.

Want help applying this in your business? maverickrealtynetwork.com/help

Maverick Agent Conversations | Bart Gurley + Larry G Smith | Recorded October 14, 2026

Your Five-Minute Reset

Use initials or a private reference rather than personal family or medical details. Keep completed notes in your approved client record, not in a shared marketing file.

1. What am I bringing into this call?

Am I focused on the client's outcome, my own urgency, or keeping the transaction alive?

2. What did the client actually say?

Separate their words from my assumptions. What have I not asked yet?

3. What is the real-life impact?

Which term matters most? What would it require the client to arrange?

4. What needs repair or clarification?

My ownership statement: "I should have _____."

My check-back question: "Have I understood _____?"

5. What is the next agreed action?

- Confirmed decision/response deadline: _____
- Action I will take and person I will contact: _____
- What is still unconfirmed: _____
- Client update date and time: _____

Before you end: Does the client know what you heard, what you will do, and when you will reconnect?

This is an agent communication aid, not a contract form or legal advice. Follow applicable deadlines, brokerage procedures and professional guidance. Do not promise a negotiated outcome.

Free resources: maverickrealtynetwork.com/resources

Optional coaching and implementation help: maverickrealtynetwork.com/help