



傳統與現代交融： 客戶關係與新時代技能同等重要

Embrace tradition and modernity: The equally important customer relationship and modern skills

隨着流動電子裝置成為市民日常生活的必需品，數碼營銷愈趨普及。加上受2019冠狀病毒病疫情影響，我們的生活以至做生意的模式，都變得與數碼世界密不可分。地產代理業也必然要與時並進，掌握新數碼技術，以迎合消費者行為模式的轉變。然而，地產代理始終是一個以客為先的行業，成功的地產代理的其中一個基本特質，是能夠與客戶建立持久關係。今期《專業天地》會探討培養良好客戶關係的傳統要素，以及從業員如何利用新時代技能促進其業務發展。

Digital marketing has become more popular nowadays as mobile devices have become a necessity in our daily lives. In addition, due to the impact of COVID-19 pandemic, not only our daily lives but also our businesses are becoming more engaged in the digital world. The estate agency trade inevitably has to evolve and advance with new digital skills too as consumer behaviour changes. Nevertheless, we should not forget that the estate agency business is customer-oriented and one of the fundamental attributes of a successful estate agent is to foster a long-term relationship with his/her clients. In this issue of *Horizons*, we will revisit the traditional elements that help keep a good customer relationship and also take a look into the modern skills that could facilitate estate agents to build their business.

優良傳統：建立良好客戶關係

對所有以客為本的行業而言，口碑至為重要。要達至生意長做長有並發展自己的事業，地產代理從業員切忌短視，為求開單而走捷徑，導致名聲受損。切記，應以優質服務讓客戶留下良好印象。

要做一個好的聆聽者，顯示出你的同理心，設身處地了解客戶需要，向他們提供實用的建議。

優質的服務能令客戶留下良好印象，當他們日後再有需要使用地產代理服務時，自然就會想起你。做到有口皆碑，客戶自然會介紹其他潛在客戶給你認識，再次委託你轉售、放租，或購買新物業。

新時代技能：在數碼世界中進步

除了傳統的待客之道，我們也需要發掘一些新技能。在現今的數碼世界，一個與時並進的地產代理應具備某些技能，包括：

- **影片拍攝技術**

地產代理普遍會透過不同的網上平台發布樓盤資料。要成功展示樓盤和吸引潛在客戶的目光，傳統的相片未必足以吸引目光，需要具備更高端的影片拍攝、剪輯及其他後期製作技術等技巧。

- **搜尋引擎營銷(SEM)及搜尋引擎優化(SEO)**

地產代理要懂得如何辨識互聯網上的目標客戶，例如了解他們的興趣和習慣，才能讓他們看到放盤資料或廣告。其次，在管理網站或社交媒體時，要全盤思考採用甚麼內容和設計以吸引目標客戶，及如何增加帖文的點擊率。

有關這方面，地產代理應多學習使用搜尋引擎營銷(SEM)及搜尋引擎優化(SEO)技術，協助其網頁在搜尋引擎中獲得更高點擊率。此外，學習社交媒體推廣技巧同樣重要，這可令你的帖文被「讚好」的次數

The good tradition: Build a good customer relationship

For all customer-oriented businesses, reputation is crucial. In order to sustain the business in the long run and develop a successful career, estate agency practitioners must not be short-sighted. Do not take any shortcuts to close a deal but damage your brand. Always provide a quality service to clients and leave them with a good impression.

Be a good listener, show empathy and understand the needs of clients. Put yourself in your client's shoes and provide useful advice.

With good word-of-mouth, clients may refer other potential clients to the estate agent, assign them to resale, to lease their properties or even purchase new properties in the future.

The modern skills: Advances in the digital world

After talking about the traditional ways of keeping clients, we need to move on to explore the modern skills. In the digital world, there are certain modern skills that an "advanced" estate agents should possess:

- **Videography**

It is common for estate agents to post property listings on different online platforms. In order to successfully showcase the property and attract potential clients, traditional photographs may not be eye-catching enough, estate agents should equip themselves with more advanced skills such as video shooting, editing, and other post-production skills.

- **Search Engine Marketing (SEM) and Search Engine Optimisation (SEO)**

It is important for estate agents to learn how to identify their target audience on the Internet (e.g. by understanding their interests and habits) so their listings or advertisements can be seen by them. Secondly, in managing their websites and social media, estate agents should thoroughly consider what content and design would attract the target audience and how to enhance the click rates of the posts.

In this regard, estate agents should learn more about Search Engine Marketing (SEM) and Search Engine Optimisation (SEO), which can assist web pages in getting higher click-through rates in search engines. It is also important to learn social media advertising skills in order to gain a higher number of "likes". Nevertheless, the most important thing is to keep reviewing the web pages regularly and make sure the information and listings are correct and up-to-date.

更多。然而，最重要的，始終是定期檢視網頁，確保放盤資訊準確及定期更新。

• 客戶資料管理

由於加強客戶關係對長遠營運十分重要，從業員可採用先進的客戶關係管理(CRM)系統管理客戶資料。良好的CRM系統不但省時，也能便捷地為你的日常營運作出適時的提醒（例如客戶的生日或其租約即將屆滿）。然而，持牌人必須緊記，需要經常謹慎地保障客戶的個人資料並合法地使用。

結語

傳統的做生意手法（尤其是街坊生意）可以讓地產代理與客戶建立緊密關係而令到生意長做長有。而面對新時代及新世代，新技能可協助從業員突出自己及開拓更多業務。以新技術融入傳統手法，是向前邁前的積極一步，同時可讓地產代理成為更優秀的「5A」代理，即「言出必行」、「言之有物」、「言而有信」、「與時並進」及「與客同行」。

為協助持牌人「與時並進」及掌握新技能，監管局提供不同的持續專業進修計劃活動讓持牌人參與，而最近推出的「以智能電話製作樓盤影片」課程，正正就是持牌人所不容錯過的。



• Customer database management

As strengthening customer relationships is essential for business in the long run, practitioners should adopt new Customer Relationship Management (“CRM”) software to manage their customer database. A good CRM software can help reduce time resources and prompt timely reminders to your operation (e.g. your client’s birthday or his/her lease will expire soon). Having said that, licensees are reminded to be always careful in protecting the personal data of clients and using them legally.

Conclusion

The traditional ways of doing business (especially neighbourhood business) show how estate agents can build a close relationship with clients and sustain their businesses. Facing new era and new generation, the modern skills can help practitioners stand out and explore more business opportunities. Combining the tradition with modernity is a good move and can help estate agents become a better “5A” agent, i.e. with “Adherence”, “Ability”, “Accountability”, “Advancement” and “Affinity”.

To help licensees “advance” and equip themselves with modern skills, the EAA offers various Continuing Professional Development (“CPD”) activities for licensees to join. One of our recent CPD courses, namely “Video Production for Estate Agency Trade Using Smartphone”, is exactly what licensees should not miss.

