

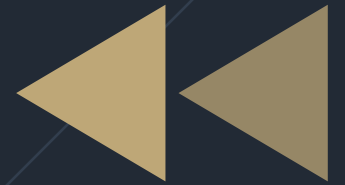
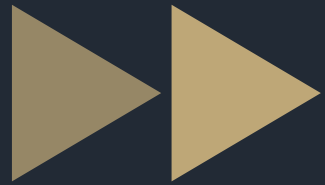
MAKING A GREAT FIRST IMPRESSION

KNIPE | REALTY 

The background is a dark blue-grey color. Two thin, parallel diagonal lines run from the bottom-left towards the top-right. The top line is a light gold color, and the bottom line is a slightly darker blue-grey. Centered horizontally is the text "SOME STATS TO CONSIDER" in a bold, white, sans-serif font. To the left of the text are two gold-colored right-pointing triangles, and to the right are two gold-colored left-pointing triangles.

SOME STATS TO CONSIDER

Research shows that within the first seven seconds of meeting, people will have a solid impression of who you are — and some research suggests a tenth of a second is all it takes to start determining traits like trustworthiness.



YOUR “FIRST” FIRST IMPRESSION

Who are you online?

I am:

ERA

Linked In

Facebook

Zillow

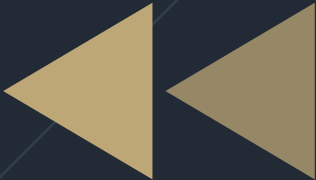
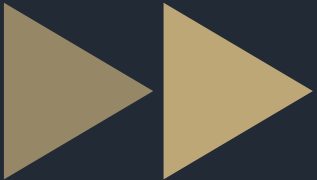
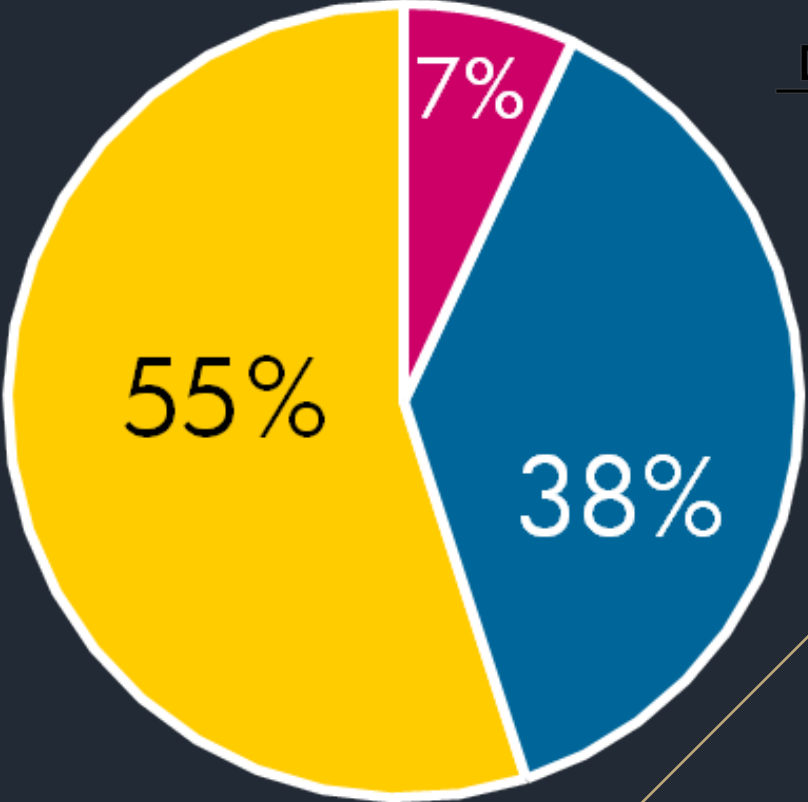
Realtor

Google yourself...

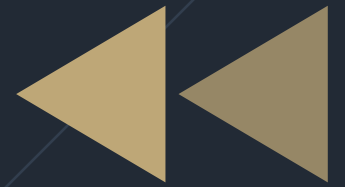
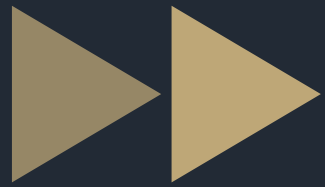
ONLINE BASICS

- ▶ **1. Professional Headshot**
- ▶ **2. Update and Maintain**
- ▶ **3. Well-written Content**
- ▶ **4. You Are Your Social**

Albert Mehrabian's 7-38-55 Rule



**55% of first impressions
are made by what we see
(visual), 38% is the way we
hear your first words
(vocal), 7% are the actual
words you say (verbal)**



VISUAL FIRST IMPRESSIONS

- ▶ **1. Vehicle – Clean and Maintained**
- ▶ **2. Attire – Dress to Impress**
- ▶ **3. Grooming – The Finishing Touches**
- ▶ **4. Presentations – Organization is Key**
- ▶ **5. Body Language – Rehearse**

VOCAL FIRST IMPRESSIONS

- ▶ **1. Tone of Voice**
- ▶ **2. Speed of Speech**
- ▶ **3. Useless Words**
- ▶ **4. Accents**
- ▶ **5. Speak with Strength**

BODY LANGUAGE FIRST IMPRESSIONS

- ▶ **1. Posture**
- ▶ **2. Lean In**
- ▶ **3. Open Arms**
- ▶ **4. Resting B Face**
- ▶ **5. Pose, Practice, Rehearse**

BONUS POINTS FIRST IMPRESSIONS

- ▶ **1. Talking Points - Preparation**
- ▶ **2. Be Engaged – Question and Listen**
- ▶ **3. Play Up Strengths – Quiz your Peers**
- ▶ **4. Present Options – Prepare a Tour**
- ▶ **5. Allow Extra Time – Don't Rush It**

BONUS POINTS FIRST IMPRESSIONS

- ▶ **6. Set An Intention – WHO is the Client**
- ▶ **7. OVERprepare – Script and Practice**
- ▶ **8. Be Authentic – You be (best) You**
- ▶ **9. Share your Service Why**

**WE HOPE THAT YOU
ENJOYED TODAY'S KLASS.
THANK YOU!**