

# Client Loyalty:

IT'S ABOUT  
**THEM**  
BUT UP TO  
**YOU**

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**Client loyalty is an important part of any business, but one can argue that it is *the* most important aspect of a service-oriented, relationship business.**

When you break it down, client loyalty is a direct reflection of how the client feels you are doing your job. If you are doing your job well, the client is happy and there's no reason for them to make any changes.

However, let's face it: commercial real estate is a results-oriented business and, in our world of social media, the internet and other information technology that leave people less patient and expecting instant gratification, navigating market conditions and trends beyond your control can often make it difficult to produce those successful results.

## So, what makes a client loyal?

I have been in retail brokerage for more than 27 years and, in this business, you need to be able to demonstrate that you are knowledgeable about a property, the trade area and the overall market trends; you need to be easily accessible and responsive to calls, emails and other inquiries; and you need to be personable and easy to get along with. These traits, however, should be the norm and they alone don't result in loyalty.

To breed loyalty, you need to provide a service above and beyond what would be expected. You need to be selfless and set aside self-interest and personal gain and do what's in the best interest of the client or the property. You need to provide a fair and honest assessment which, at times, may include providing feedback that the client doesn't necessarily want to hear, but will allow the client to make any needed preparations. You need to take the extra time to carefully craft emails, letters, LOIs and leases as these are the backbone of a negotiation and lay the ground work

for a long and, hopefully, successful landlord/tenant relationship. Above all, you need to pay attention to the details and, instead of doing what is easy, always strive to do what is right.

These ambitions are not always easily achieved. However, if you put in the time to make sure you are doing everything possible to represent a client's best interest, to truly be an advocate for the property and the client, and to always act with the utmost professionalism, you can expect to be recognized for your effort and rewarded with the trust and loyalty of your client.



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