

How to Set Client Expectations (Without Feeling Weird About It)

For Real Estate Agents Who Want to Serve Well and Protect Their Peace

I. START STRONG: SET THE TONE EARLY

When: First phone call, buyer consult, or listing meeting.

How:

- “Here’s how I work so we can communicate efficiently and keep everything running smoothly...”
- “I want you to feel supported, but I also want to make sure I can give you my best — so let’s talk about how we’ll stay connected.”

2. DEFINE YOUR HOURS (AND STICK TO THEM)

Sample Script:

“My business hours are Monday–Friday, 9 AM–6 PM. If something urgent comes up outside those hours, I’ll do my best to respond quickly. Otherwise, I’ll get back to you the next business day.”

Add this to your email signature, text auto-responder, or voicemail:

“Thanks for reaching out! I’ll respond during business hours (M–F, 9–6). Looking forward to connecting!”

3. EXPLAIN YOUR RESPONSE TIME

Set the expectation upfront:

“You can always text, call, or email me. I typically return messages within a few hours during business hours — and always within 24 hours max.”

Reassure them:

“I never want you to feel left hanging — if something’s time-sensitive, just note that and I’ll prioritize it.”

4. CLARIFY HOW YOU WORK

Let them know:

- When they’ll hear from you (e.g., weekly updates, after showings, after open houses)
- How they should communicate (what’s best: call, text, or email?)
- When they’ll see paperwork or offers
- What turnaround time you expect from them

Example:

“I’ll send showing feedback within 24 hours, and I’ll check in at least once a week even if nothing’s changed — just to keep you in the loop.”

5. REVISIT AS NEEDED

Sometimes, expectations drift — check in and reset when necessary.

“Let’s touch base. I want to make sure we’re still aligned on communication and timing.”