



Five tips for being a successful realtor to the stars

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The following are five tips for being a successful realtor to the stars:

1. Anonymity and confidentiality are the most important things. Don't tell anyone, especially the press, what celebrity/celebrities you're currently representing and where they are actively seeking a residence. Loose lips will kill your reputation while silence will build your reputation as someone who can be trusted.
2. Don't presume because you've seen a celebrity on TV that you know who they are and what they want. The key to learning this information is to talk to their personal assistants, agents, and manager - people know them very well.
3. When actively seeking a residence for a celebrity, don't be star struck. Don't ask for autographs, don't take selfies with them, and don't ask for gossip about their personal lives. Doing this will make them very uncomfortable and will ensure a very brief working relationship.
4. Be nice and feed their ego but, don't over feed their ego. A celebrity is looking to you for guidance and expertise. If the celebrity is looking for constant praise, they'll read their fan mail.
5. Be relaxed and be yourself. Don't oversell yourself to them and don't brag about all your accomplishments. If they came to you in the first place, they already are aware that you are very good at what you do. The more relaxed around them that you are, the more the relaxed they will be and the more likely you can develop a long term relationship with them.

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