



- **Establishing the broker/builder relationship as soon as possible when meeting a buyer**
- **Involve the brokers throughout the process with all dealings with the buyer**
- **Continue relationships between brokers and builders to build future referrals**



- **Educate the buyer's broker about new home process upfront separate from buyer**
- **At broker office presentations focus on teaching the brokers about the building process not just community presentations**
- **Encourage brokers to do their research before showing new builds**
- **Offer CE classes at the model homes**
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- **Communicate with the Realtor immediately after a buyer visits a sales office**
- **During the transaction involve the Realtor on any updates, issues or changes that might arise**
- **Communicate with Realtors about industry changes and new communities**