



Asset-Building Ideas for Real Estate Agents

People who know about and study assets are often heard to say, “Everyone can build assets.” While it’s true that individuals have personal capacity for asset building, there are many ways that people can build assets in their professional lives as well. For a real estate agent, this can mean connecting people to neighborhoods and communities in asset-building ways, taking time to get to know the children of your clients and learn about what they want from a home, and taking action to improve and strengthen the communities in which you work. Here are some asset-building ideas for real estate agents:

- **Learn as much as you can about the communities in which you help people buy and sell homes.** Gather information about the schools, neighborhood groups, businesses, and community organizations, and create packets to give to potential buyers.
- **Find out if the communities in which you work have asset-building initiatives.** If so, gather information about these initiatives, including the list of 40 assets, to give to potential buyers.
- **Model honesty, integrity, caring, and responsibility** in your work.
- **If a potential buyer has children or youth, talk directly with the young people** about what their hopes are for a new home.
- **Find out names of neighborhood coordinators (or block captains) for the communities in which you work.** When someone buys property, give her or him the name, address, and phone number of a neighborhood coordinator. Contact the coordinator to let her or him know about the new neighbor and the moving date.
- **When selling property, don’t emphasize only the home and property values but also the value of the community,** schools, community organizations, community services, and other unique aspects of the area.
- **Really get to know the people you work with.** Find out about their hopes for neighborhood connections, their interest in young people, and what they enjoy doing. The more people you get to know over time, the easier you will find it to link individuals with organizations and other people in the community who have similar interests.
- **Encourage communities to develop community resource directories** that list organizations, annual community events, and services the community provides for families and individuals.
- **Get involved in asset-building projects to strengthen neighborhoods.** Strong neighborhoods are attractive to potential buyers and may help sellers move their homes more quickly.
- **Get involved in an asset-building initiative.** Talk about the trends you see in buying and selling homes in the community and the implications your work can have for asset building and vice versa.