

**Your Success is our Success. Elika provides a comprehensive one on one training program to help you achieve real estate success faster than the competition. Find a sample of our training manual below.**

## **Train to your Success**

1. Mission & Values
2. Meaning of a Buyer's Agent
3. Success Tree
4. 90 Days to Real Estate Success
5. Four types of Buyers
6. Communications
7. Converting Internet Leads
8. What to do for a Buyer
9. Understanding the Buyer
10. The Psychology of Buying Real Estate
11. 7 Reasons why Buyers need you
12. Earning Trust and Loyalty
13. 5 Tips to earning your voice
14. Foreign Buyers Q&A
15. Scheduling Appointments / Open Houses
16. Negotiations
17. Building Referrals
18. Marketing
19. Build your Business
20. 4 Major Marketing Mistakes
21. Web Marketing / Facebook + Twitter
22. Market News Research
23. 7 Tips for Success
24. First Year Investment Schedule
25. Offer Letter (Sample)
26. Standards of Practice
27. Elika Code of Ethics

## **Mission**

Elika Associates seeks to become the leading buyer's brokerage in New York City. Through attention to detail and exceptional service we aim to build a global network of buyer's that become our clients for life.

## **Values**

1. Never let profit center conflicts get in the way of doing what is right for the customer.
2. Find customers a good, fair deal. Great customer relationships take time. Do not try to maximize short-term profits at the expense of building those enduring relationships.
3. Always look for ways to make it easier to do business with us.
4. Communicate regularly with your customers. If they are talking to you, they can't be talking to a competitor.
5. Don't forget to say thank you.

## **Vision**

We will provide service that becomes pervasive around the world... We will succeed with client satisfaction that other companies have failed at... Our brand name will be as well known as any in the real estate industry... and will signify knowledge and integrity that rival the most innovative companies anywhere... "Elika" will become synonymous with buyers.

## **Core Values**

Elika Associates core values of client and service stem not from the market requirements but from the inner belief that every buyer should be well represented and treated equal to a seller. Service to the customer - even to the point of subservience- is a way of life at Elika.

## **Meaning of a Buyer's Agent:**

A buyer's agent is an agent who is engaged by a buyer to represent the buyer's interest. The buyer's agent does this by negotiating the purchase of a home at a price and on terms acceptable to the buyer. A buyer's agent has, without limitation, the following fiduciary duties to the buyer: reasonable care, undivided loyalty, confidentiality, full disclosure, obedience and duty to account. A buyer's agent does not represent the interest of the seller. The obligations of a buyer's agent are also subject to any specific provisions set forth in an agreement between the agent and the buyer. In dealings with the seller, a buyer's agent should (a) exercise reasonable skill and care in performance of the agent's duties; (b) deal honestly, fairly and in good faith; and (c) disclose all facts known to the agent materially affecting the buyer's ability and/or willingness to perform a contract to acquire seller's property that are not inconsistent with the agent's fiduciary duties to the buyer.

## Real Estate



## Build Relationships

Build trust through knowledge, disclosure and integrity.

## Don't be Good, Be Great!

Knowledge + Service + Communication = **SUCCESS!**

## Dress for Success

Our mission is to be the leading exclusive real estate buyers brokerage in Manhattan. What you wear influences your success. Dress for Success. We have researched the impact of being well dressed and consulted with stylists in establishing a look for our company. Below are recommendations for women and man to wear when in the office and on appointment.

Apply today at [careers@elikaassociates.com](mailto:careers@elikaassociates.com)

Homepage: [New York City Real Estate](#)