

# Real Estate News

By Marian Goetzinger, Pine Knoll Shores Realty



## Shut up and listen

If you know me personally, you know I love to talk. Most realtors are gregarious and love people and life. Sometimes we each have to be reminded to shut up and listen. On my blackboard, above my desk where I see it constantly, is written in bold black letters—LISTEN. Whether you are a realtor, a customer, a client or in a conversation with friends or family, it is important that you hear what others are saying. That cannot happen if you get caught up in your own story and forget to be quiet and really listen.

As I write this article, it is December 10, 2020. I had three real estate closings today. It's not a big deal for the firm to have three closings in one day, with a different broker handling one each. This was a rare thing for me. I try to avoid two in one day, much less three, but somehow it just happened. My best efforts to space them out just didn't work—and so we moved ahead.

In addition to all the other tasks that can quickly fill up my time, I needed to touch base with three clients, three attorneys and three cooperating realtors. I tried to keep detailed notes and make sure I kept the three separate. You're wondering, don't you have assistants? Well, yes, I do, but I still believe in the personal touch, and I don't usually delegate phone calls. Those three capital letters after my name matter (BIC—Broker in Charge).

I was rushing to finish several different tasks and took a break to make some calls. I looked at my notes and picked up the phone. Better deal with the three closings coming up this week all on the same day. (All names are fictitious, more to protect me than them.)

"Hello, Joe. Hey, it's Marian. I need you to follow up with the closing attorney on your side about the contract addendum and also let me know ASAP when you'd like to do the final walk-through, and don't forget to send me that receipt form today. Have a great day! Bye." Who's next? "Hello, Nancy. Make sure you and your husband let me know when you can do your final walk-through on Thursday and send that package back to the attorney today. I don't want it to be late. I'll meet you at the house. Be safe. Bye."

Take a breath. Ouch. I didn't ask my realtor friend how his teens are handling virtual schooling. I didn't shut up and listen long enough to hear what he had to offer. I didn't give my buyer clients the opportunity to tell me how excited and yet scared they are. This is their first home purchase and first time in a different state for their parents.

I think I'll call them back and ask them about the things that are important in their lives and then, maybe, shut up and listen.



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## CCC Escoffier Chefs Dinner Series

The Carteret Community College Hospitality, Culinary Arts, and Baking & Pastry programs have the opportunity to send three or four students to France every year for five weeks to work directly with our French Escoffier Chef partners. As Disciples of Escoffier, our local chefs and our partners in France promote and preserve the work of the late Auguste Escoffier, a master of French and international cuisine. Disciples work to maintain Escoffier's great culinary traditions, especially as they pertain to the education and professional training for chefs and apprentices. Members also organize culinary events, such as the Escoffier dinner series, that are worthy of these traditions that honor people and celebrate French haute cuisine.

Carteret Community College is the only North Carolina community college that offers this unique opportunity. Priority funding from this event is to send our students to France, and remaining funds are used to support the three programs from which students are selected to travel to France and to support the greatest needs of Carteret Community College.

The tentative dates of the 2021 Escoffier dinners are February 23, March 23 and April 12. Due to the uncertainties of the COVID-19 pandemic, the dates will be reevaluated later in January before tickets go on sale. For more information, visit [carteret.edu](http://carteret.edu) and search for Escoffier dinners or call 252-222-6268.



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