

PFS 104 Activity 1 Dress for Success

A large part in the decision to hire a Realtor® is based on nonverbal elements in a listing conversation – eye contact, body language, handshake, posture, listening skills, clothing, grooming and accessories. Will dressing properly get you the listing? Of course not, but it will give you a competitive edge and a positive first impression.

When meeting a client for the first time, first impressions are critical. Remember, you are marketing a product and part of that product is you. The first thing the client sees when greeting you is your attire. Therefore, you must make every effort to have the proper clothing for the type of job you are seeking.

Dressing conservatively is always the safest route. Although in some markets if you over dress or under dress, the potential client may feel that you don't care enough about their individual needs or understand the market their property is in. When in doubt wear a conservative suit.

If you cannot afford two suits, investing in one good suit on a new Realtors® budget is sufficient, until you actually land a job and can afford more. One suit paired with three or four different ties or scarves and shirts or blouses can yield a variety of different looks. When shopping, buy the best quality items you can afford.

Business Attire

Attention to details is crucial:

- Select apparel, fragrances, jewelry, hairstyle, etc. that do not detract from your professional image. Less is more. Keep your look simple. The interviewer's attention should be focused on what you say and your qualifications.
- Clean and polished conservative dress shoes.
- Well-groomed hairstyle, not hanging in the face.
- Clean and neatly pressed attire. Apparel should fit well and remain in place while sitting and/or walking. Avoid pulling and tugging outfit. Have your suit altered to fit properly.

- A full-length coat can be worn over your suit; avoid casual coats.
- Cleaned and trimmed fingernails.
- Minimal cologne or perfume – can cause allergic reaction or offend the interview. When in doubt, avoid cologne or perfume.
- No visible body piercing beyond conservative ear piercing for women.
- Well-brushed teeth and fresh breath.
- No gum, candy, or other objects in your mouth.
- Minimal jewelry.

TIPS:

- *The choice of what to wear is yours but the choice to hire you is the clients.*
- *It is better to be conservatively over dressed than under dressed.*
- *Give a firm handshake, make eye contact, be friendly, smile and speak up. Don't fidget.*
- *Check your attire in your car mirror just before your appointment for a final check of your appearance. Make sure your tie is straight, your hair is combed, etc.*

For Women:

The standard client attire for women:

- Conservative dark navy or gray wool blend suit, skirted or pants.
- Pants should be creased and tailored, not tight or flowing.
- Conservative colors - such as beige or brown - are also acceptable.
- Skirt length should be a little below the knee and never shorter than above the knee. It should cover your thighs when seated.
- Avoid wearing a dress.
- Blouses should be cotton or silk and should be white, or some other light color.
- Shoes should be low-heeled with closed toe. Avoid sling backs and stiletto extremes.

- Make-up should be minimal, with lipstick and nail polish conservative tones.
- Pantyhose should be flawless (no runs) and conservative in color.
- Opt for a briefcase and/or portfolio rather than a purse.
- Moderate amount of jewelry or accessories.

A general rule is to wear no more than 13 accessories, including scarf, belt, jewelry, buttons,, etc. There should be no more than one ring on each hand.

For Men:

The standard job interviewing attire for men:

- Conservative, single breasted, dark navy black or gray two-piece business suit (of natural fibers, such as wool, if possible).
- Leave the bottom button on a single-breasted jacket undone.
- When wearing a single-breasted suit with more than two buttons, you may button all of the buttons – except the bottom button.
- A white or solid blue long-sleeved button-down dress shirt professionally pressed
- Conservative silk tie (that matches the colors in your suit), and tied correctly
- Nicely polished dress shoes, lace-up, not slip-on, dark or blend with the suit.
- Leather belt that blends or matches your shoes.
- Socks should be calf-length or above the calf and match the suit.
- Short haircut and no facial hair is expected.
- Choose natural-fiber blends that do not hold in the perspiration and heat. Choose dark colors in brown, black or gray.
- Minimize jewelry; avoid a necklace; wear no more than one ring per hand.