ANTHROPOLOGY IN REAL ESTATE

CULTURAL ANTHROPOLOGY
Culture is the key to understanding our diverse clientele. Approaching each prospect with culture and religious sensitivity allows for a safe environment for the client and the potential to secure a lead.

FIELD METHODS
Being Anthropologists, we are methodical in our attention to detail and the nuances of human behavior—these same efforts should be encouraged to better understand our real estate properties.

ON-THE-GROUND FIELDWORK
Before securing a lease, we conduct research (i.e. interviews to retrieve qualitative data) to see what prospects are looking for in their future homes.

BUILDING A CONNECTION
Through field research and interviewing our prospects, we can build a connection with them. This connection is nurtured throughout the application process and continues throughout their lease with us.

WHY ANTHROPOLOGY?
Having a background in Anthropology while working in real estate provides me the foundation to be able to relate, connect, and show appreciation for my client’s (cultural) needs.

LET’S CONNECT!
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Add me on LinkedIn

COME IN AND TOUR WITH US!