

SOLD

THE ULTIMATE GUIDE TO SELLING REAL ESTATE LIKE THE PROS.

Find out exactly what tactics top Realtors® use to become
MLS® Gold and Platinum Sellers year after year.



Marketing Ideas, Sales Tips, and Business Strategies that work!

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Ultimate Guide to Selling Real Estate like the Pros

By AgentMarketingTips.org

The staff at AgentMarketingTips.org have coached top performing Realtors for several years now, and over time we have learned exactly what it takes to build up your average Realtor into someone who generates \$300,000+ year after year. We create marketing plans and develop tools to help our Realtor clients quickly accelerate their businesses. We took the time to write this E-book because there is no way we could possibly coach every Realtor on the planet one by one.

That being said, we still wanted to offer a way for Realtors to access our inside knowledge. We should mention that we don't actually sell this E-book in the local area where we offer personal coaching, as it could potentially compromise our clients' success if everyone started replicating their techniques. We hope that you will read this book carefully, consider the strategies, and execute them in order to enjoy your heightened success!

We won't promise that you'll become a millionaire overnight, but would you believe us anyway? Nevertheless, we have coached clients who use these strategies every day in their businesses, and some of them happen to be millionaire Realtors. They worked hard and stayed motivated for a number of years, so always keep the goal of steady growth in mind.

Rest assured that if you combine the strategies in this E-book with a strong work ethic, you will be well on your way to becoming a top performing Realtor in your area.

In this E-book, we will dive into the business strategies, marketing tactics, and sales techniques used by top performing agents. We will break open and examine each of these topics in order to understand what top agents are doing right and what average agents are doing wrong. Take the time to clearly understand each technique – read it over if this helps you to examine the concepts.

To get the most out of this E-book, we recommend that you step back after each segment, look at how to apply each concept to your business, and jot down some notes before continuing on to the next chapter.

What Real Estate School Didn't Teach You

Realtors often come out of real estate school feeling like they're invincible and thinking that they'll have no problem earning a six-figure income right out of the gate. But after the first few weeks, their enthusiasm wears off and reality sets in as they begin to realize that their business skills fell short of their optimistic goals.

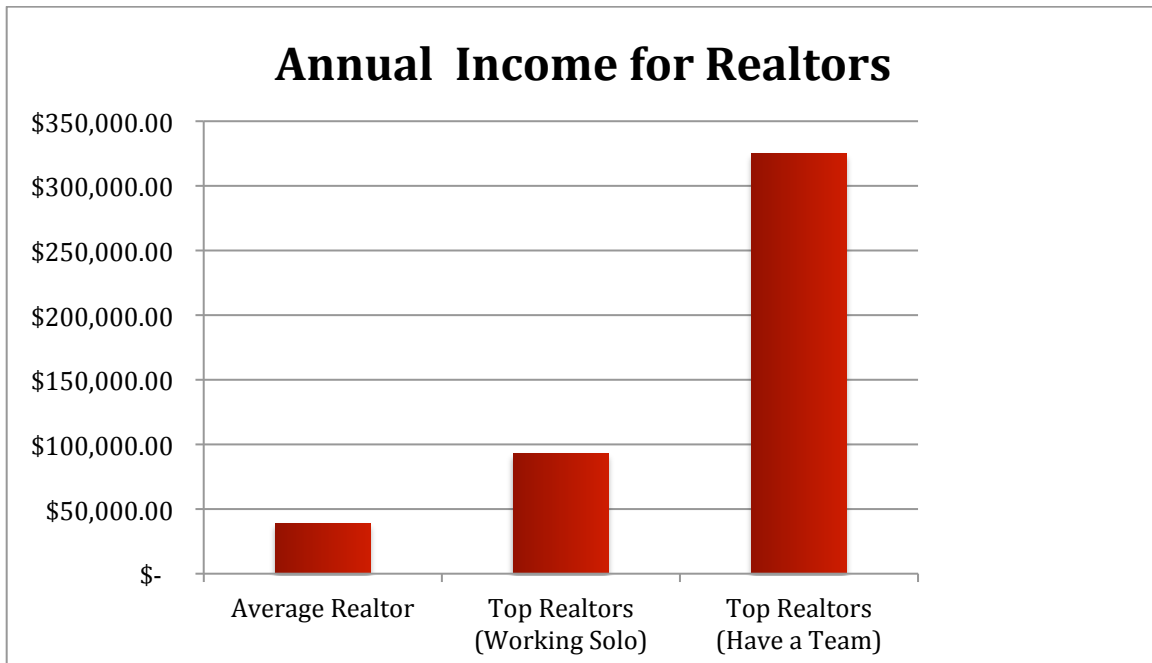
Where does the problem lie? Most of the information you learn from real estate school can only be utilized once you have clients who are either looking to buy or ready to sell. Knowing all of the technical and transactional knowledge about real estate is of little use to any Realtor until they have their first clients.

This is where you have to step back and appreciate that real estate school was basically focused on giving you the necessary tools to facilitate real estate transactions properly. The biggest challenge in your career as an agent comes in building a business around yourself in order to become a volume seller.

Real estate schools rarely teach this important part of the industry. It's absolutely essential that you know how to drive leads, market yourself, and grow your brand. Knowing how to facilitate a sale won't be enough to make you a successful Realtor - you also have to learn how to create a sales opportunity, how to walk a client through the sales process, and how to close the sale. Top Realtors have a strong grasp of marketing techniques, sales tactics, and lead generation methods. Knowing these core concepts inside and out is what separates them from the bottom end Realtors who have little or no knowledge in these areas.

This sounds like a lot to take on, and it is! But you're in luck: In the next segment we will start to discuss what it takes to become successful outside of the transactional knowledge you already have.

TOP EARNERS



The graph above illustrates the gap between your average Realtor who earns \$39,070 and Top performing Realtors who earn \$300,000+. As you can see, there is a huge gap between what most Realtors make and how much the gold and platinum sellers take home.

(Source Statistic: [US News](#))

When most Realtors see these statistics, they immediately think: "Well those Realtors must be selling homes in Los Angeles or New York to be earning those kinds of commissions!" But the truth is that you can break \$300,000 a year in revenue in almost any city. The reason these Realtors are able to create so much in revenue is because they are volume sellers.

So this begs the question. How do the top Realtors do it? How do they become such volume sellers?

Here's the truth...

Top Realtors are able to consistently sell more real estate because they know how to out-perform their competition in three core areas: Marketing, Sales, and Business Management.

They focus on being experts in Marketing, Sales, and Business Management because those core concepts influence almost every aspect of their career. If you know how to market yourself better than the competition, you will stand out more and generate more leads.

By mastering business management you can cut down on wasteful spending and maximize your net commissions. By knowing how to sell like a pro, you will get the best return on investment for every lead you bring in. Finally, by knowing how to better manage your operation you can find ways to help automate certain procedures and outsource time consuming tasks, which in turn will help you grow your business a lot faster.

Think about it this way: If you spend \$10,000 in advertising and attract 50 leads, but 45 of these deals fall apart because you don't know standard sales techniques, you're losing out on a huge number of commissions. Expert sales knowledge also allows you to take on deals that other Realtors wouldn't be able to close.

But here's the thing: Just knowing one of these three concepts will never help you.

Top Realtors don't just know one of these core concepts; they are very knowledgeable on all of them. The three are so closely linked that a weakness in one area could counteract the efforts you make in the other two areas.

Imagine a bridge if you will: These three concepts would essentially be the three massive metal cords holding up the bridge. If one of the cords snaps or corrodes, then the other two can't support the load and the whole bridge goes under.

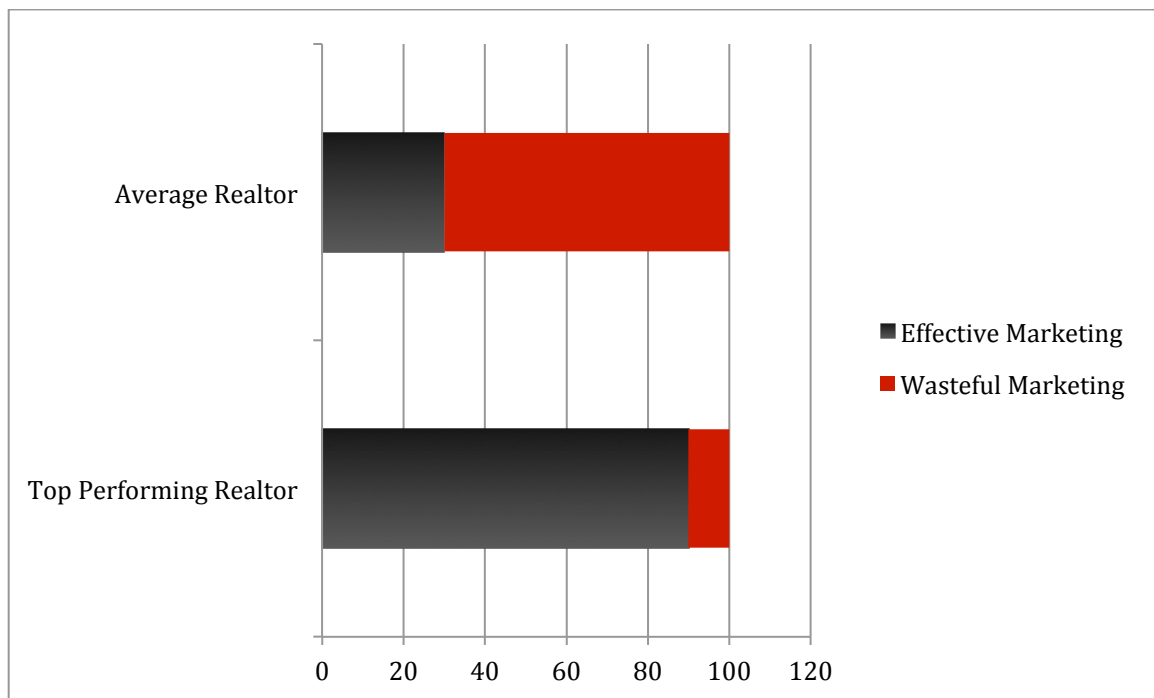
It's the same idea with these three business concepts. If your marketing is weak, there is no amount of business management that is going to offset a lack of leads. Plus, you can't close sales if there are no leads coming in at all.

The great thing is: Once you've taken the time to master these three core concepts (which we will teach throughout the book) you can apply this knowledge in almost any city or state. That's why most top Realtors can set up shop anywhere and still propel themselves into the top tier of Realtors for that area within a few years.

Let's explore some of these concepts in a little more detail.

Marketing Approach

One of the key concepts that average Realtors get wrong is how to go about marketing their services. Most Realtors think that marketing is just about how much ad space they buy in different publications. But top Realtors don't see it that way - they understand that marketing is a broad effort that includes everything from their logo and presentation materials to customer service, reputation, and the overall perception of their business and brand.



The graph above shows one key difference between how top Realtors manage their marketing plans and how most average Realtors set up their plans.

One of the biggest misconceptions about marketing is that top Realtors spend way more money on marketing than the average Realtor does. This is actually only true to a certain extent; the real secret is that top Realtors watch their marketing budget way more carefully than your average Realtor does. For every dollar a top Realtor spends, they track what the end result

is for that advertising medium. By tracking their results they can easily decipher which medium is providing them with the strongest client leads and which mediums are simply wasteful. Top Realtors then quickly tweak their campaign and invest more money into the medium that works, while pulling away from the mediums that are draining resources.

Most average Realtors don't even think to revisit their marketing plan once it's set up. They figure they should just budget a certain amount per year for advertising, then choose a handful of mediums and sit back and let their ad budget run its course.

They don't keep track of what mediums work or where their leads come from. The bottom line result of that approach is that **only 30-40% of their marketing dollars are actually netting any results**. This is where most real estate marketing problems start. The Realtor will quickly start burning through their yearly advertising budget and still not see any significant results. Then before you know it another year passes and that Realtor is still in the \$40,000 per year earning bracket.

This is not how top Realtors market their services.

Top Realtors constantly ask leads how they found their services and monitor their marketing campaigns with a careful eye. They constantly tweak and adjust their campaigns until they see an **85-90% efficiency in their marketing plan** (it's almost impossible to get to 100% with any marketing plan). Then they take that plan and scale it while monitoring the results and tweaking as necessary. I'm sure you've seen these Realtors in your city. They're usually the top earners but their marketing seems like it's everywhere.



Well, those Realtors aren't everywhere just because they love to spend money on ads; they're in certain places because they know those ad mediums work. They know exactly what they spend on TV, Online Marketing, Outdoor, Direct Mail, etc. Not only that, they can also tell you how many leads each channel generates for them relative to their investment.

You'll find that it's not so much which mediums you use, but how you use these mediums. The quality of advertisement and the key buying triggers that are embedded in top Realtors' ads are what get them results. Chances are they're in the same marketing channels as your average Realtor; they just have a far better understanding of how to adapt their advertisements to get the most out of any given medium.

Remember, top Realtors check for results first, then use those results as an indicator for scale. If the results indicate that there's more money to be made by advertising heavier in one particular marketing channel, then they will double down. Keep in mind that if a marketing medium is providing you with leads, and you can increase those leads relative to your spending – investment in that medium is worth every penny.

Spotting the problem.

Your average Realtor only finds out that their marketing budget isn't working when the leads stop coming in. Once this happens, they take one of two courses of action. The first is to cut back all of their advertising out of pure frustration and to claim that "nothing works" for them. The second is to start aggressively over-advertising and to up their spending on all of their marketing across the board.

The first tactic is deadly; stopping your marketing could potentially spell the end of your business. Customers will have no way of knowing who you are or finding out what services you offer. Word of mouth can only generate so much business and is not the best long-term strategy. Never resort to cutting your entire marketing budget. Chances are that it's not because of the ad mediums that your marketing isn't working. Instead, the most likely explanation is that your advertising is fairly average and is getting lost in the noise of other Realtor advertising. At this point you should focus your efforts on creating more effective ads that captivate the audience (we teach this later on marketing medium strategies). The better your ad, the better your chances are of generating leads from that ad.

The second reaction is also a dangerous way to try to solve this problem. This tactic usually backfires on the Realtor because, little do they know, almost all ad types have a spending threshold. After you cross a certain amount of ad spending for a particular medium it becomes inefficient (the threshold amount varies from medium to medium). For example you could spend \$10,000 a year on TV advertising and still get the same results as a Realtor spending only \$6,000.



Just because you increase your spending doesn't mean that the leads are going to increase proportionally. In most ad mediums there is a cap on how many leads the medium can generate before you begin over-spending. The key is to find the sweet spot where you are getting the strongest number of leads for each dollar you spend.

Top Realtors strive to find this "sweet spot" with all of their ad mediums. The way they do this is to track leads from each marketing channel and then increase spending on just one channel while keeping the rest of the mediums at the same level. They then track the results; if that increased channel shows strong signs of generating more leads, then they will double down and continue to track it. When you are thinking about spending more on advertising, it's important that you test each channel individually. Testing while increasing spending on more than one channel at a time makes it nearly impossible to track which ad medium is responsible for a spike in business.

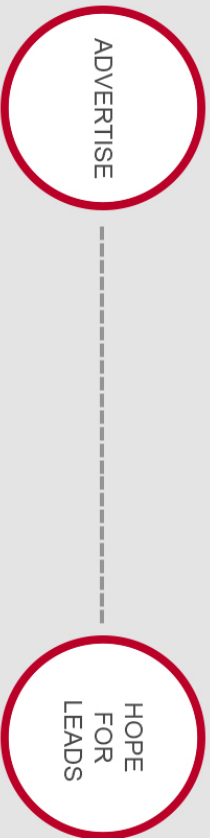
Sales Tactics

It's no secret that top agents are great sales people, but one thing average Realtors overlook is how these sales tactics can drastically improve their bottom line commissions. In order to sell real estate, you need to have a firm understanding of sales so that you can guide a prospect through the sales procedure without having the deal fall apart. Let's take a look at some of the core mistakes that average Realtors make, and how top Realtors avoid these mistakes.

Top Realtors understand that the entire sales process starts with generating leads. Top quality leads are more likely to close on sales, and to attract top quality leads you need to structure your sales funnel in a very specific format (see diagram below).

Comparing Marketing Approaches

AVERAGE REALTOR APPROACH



TOP REALTOR APPROACH



When starting their sales process, top Realtors understand that the quality of the lead, and the way in which the lead was acquired, are more important factors than the quantity of leads that come in. Average Realtors see the number of leads as the most important factor, but in reality having 50 leads a day, but none that are qualified to buy or sell real estate is a waste of your time and resources.

It's best to focus on bringing in high quality leads that you are confident you can close in some sort of real estate transaction.

Attracting Leads

The average Realtor's approach to attracting leads is to create ads with their face and brand on them, and just throw them out there. Top Realtors, on the other hand, understand that it takes a few more steps to create trust and confidence in a prospect before trying to sell them something. Top Realtors focus on creating targeted advertising campaigns with **incentives**.

Incentives are what set top-end Realtor ads apart from your average Realtor's advertising. For example, if you're trying to attract condo buyers, the average Realtor will put out an ad with their face, phone number, and some slogan saying "local condo Realtor." A top-end Realtor, on the other hand, will take a more targeted approach. They'll run a campaign and advertise with a built-in incentive. For example: "Call us today for a free inside report of all major condo buildings in Michigan, and find out which ones are bad investments!"

By taking this approach, they have now targeted their ideal client (condo buyers), verified the client's interest in purchasing a condo (because the client wants the report in

order to learn more about the condo market), and finally, they've branded themselves as an expert in condos, since they're offering insider information for condo buyers that other Realtors don't have.

Different Realtors use different incentives to attract clients. These incentives can include free home evaluations, local market reports, specialized service offerings, free home buyers' guides, rebates, etc. They tend to use some sort of incentive to entice the prospect into calling them.

This is a lot smarter than just throwing around ads and hoping for business, because the truth of the matter is that almost every other Realtor is taking that approach – so what would make you any different? If anything, that approach just guarantees that you'll get stuck in the noise that all the other Realtors create with their advertising.

If you don't offer something unique to your prospect (such as an incentivized giveaway), you just end up looking like spam to them.

Once top Realtors have the lead interested in their offer, they usually make them go through some sort of validation process (for example, a sign-up area, or a download form on their website). This way, they collect that prospect's contact information. The main reason they do this is so they can follow up by phone or in a more indirect manner. But more importantly, they now have a way to stay in contact with that prospect.

Some prospects will buy right away, while some might buy in the next two weeks, and others will wait months before they make a transaction. But as long as you have their information you can keep marketing to them and stay in contact with them until they are ready to pull the trigger.

This is a small step that is overlooked by many Realtors. Using this technique you can even leverage leads from several months back to generate future sales in your business. Top Realtors always capture lead information and qualify prospects as good candidates before spending their time trying to sell a prospect on anything.

Rookie Realtors usually end up attracting mediocre leads (and sometimes highly unqualified ones) and waste their time trying to sell properties to candidates who aren't qualified to buy or who were barely interested in buying to begin with. Use a top Realtor strategy: Market your offering correctly and attract the right type of lead - one who is qualified and interested in your services. That way you can close more deals with less resistance.

Business Management

Many businesses collapse on themselves not because they were not making money, but because they were making money and tried to scale up too fast. Think about this concept as a battle between two cars. One has had all of its routine maintenance done and was always carefully looked after. The other car has had a rough life, was rarely serviced, had no oil changes, and was never maintained. Even if both cars have the same size engine and tank, the well

maintained one would always go further. Top Realtors are focused on keeping their business like car number one; carefully maintained and at its top performing state. That way they can get the most mileage out of their business.

The key to getting your Realtor practice running at its top efficiency is to implement the following three strategies. This should be your essential checklist before you think about scaling up any area of your business.

So lets jump right in!

1. Implementing Systems

One thing that almost all entrepreneurs and Realtors have in common is that they try to handle every aspect of their business on their own. The problem with this approach is that there is only one of you, and you can't possibly take care of everything your business needs by yourself. If you hope to one day become a large real estate business you need to be able to outsource or delegate some of the positions and tasks in your business. The key to succeeding in the real estate business is to have concrete systems in place that allow you to train others to take care of certain tasks in your business.

Why do you think that a 17-year-old teenager can run an entire McDonalds restaurant on his own, and even have a crew of workers with no business experience working below him? Because McDonalds has invested in creating a system, a system that teaches every individual their role in the machine that is their business. McDonalds has a training program and a training manual for that 17-year-old manager, and by the time he is finished the training, he is able to run the whole business smoothly and without any hiccups. It's

mind-blowing that a 17-year-old can be taught to manage a business that does 5 million dollars a year in revenue. How can he do that? Because everything he needs to know is laid out in the training manual, and once he is trained he is self-sufficient. Realtors need to implement this strategy into their own business. Every role in your business needs to be outlined in a detailed manual; one that a college graduate could read from front to back, and from that reading, understand exactly what to do in that role without much supervision.

The problem is that if you try to do everything in your business, you will never scale it, because all of the small daily tasks will hold you back from accomplishing the bigger picture goals that need to be tackled. You need to create manuals for each role in your business so that staff can be trained up and will be able to operate on their own. This will free your time, allowing you to focus more on growing the business.

Your goal as a Realtor should be to one day have a small team of people handling the minor tasks in your business so that you can get out there and sell and spend time thinking about how to grow to the next level.

One other huge benefit of this strategy is that it alleviates massive headaches when you have staff turnover. Instead of having to personally coach your new administration assistant, you could give them a manual and spend 85% less time trying to coach them one-on-one because everything they need to know about that role is laid out in serious detail in their training manual. Your manuals should have detailed checklists, step-by-step procedures, specific instructions, etc. Nothing should be left out of the document; it should be able

to teach a brand new employee with little to no experience in real estate how to excel in their role.

This may be the worst time of your life to try to compile such a time-intensive document, but once you have it, your business becomes turnkey. It also adds value to the business if you decide to sell in the future, As you can provide the buyer the with training books so they have a playbook on how your business runs.

2. Outsourcing & Delegation

Outsourcing and delegation will be one of the key aspects of helping you to scale your business. Outsourcing tasks allows you to free up valuable time so you can focus more on your business. You want to be focused on growing your business, not worried about the day-to-day operations of it. To do this you need to either hire someone internally or outsource certain tasks to other companies. That way you can free up your time to do what makes the most money – selling homes!

The best way to determine which areas of your business to delegate or outsource is to look at which areas of the business are currently dominating your time. If things like answering phone calls or returning e-mails are eating up a lot of your time, you need to look at either hiring a receptionist or outsourcing to a virtual one. That way someone can still help answer questions and support clients and filter the important calls through to you.

Another task to look at is internal administration. Are you spending too much time on certain contract paperwork or day-to-day business admin tasks? If so, it may be time to

hire someone, even part-time, to come in and organize your business so that these tasks are taken care of.

Realtors are always scared to take on new staff since hiring is a cost to their business, but in reality having staff is an asset. Look at this way: If you're making more money (even after paying someone them their salary or wage) then you were before hiring them, then that person is an asset to your business.

Most top Realtors have a full-time assistant, receptionist (sometimes the same person), and Junior Realtors working in their team.

Top Realtors understand that there is a cap on their time and they hit a ceiling on how many properties they can move when they are trying to handle every aspect of their business on their own. Brining in someone to help take the load off helps you as the Realtor get out there and make more commissions.

Free up your time, build a team, and delegate tasks that can be delegated to qualified staff members or outsourcing companies that can take care of them for you.

3. Analyzing Your Overhead.

The key to finding the inefficiencies in your business is to find out where you are spending money and to see if that money is actually generating the results you want. We recommend that every three to four months you add up all of the expenses in your business including your Marketing costs, Your current fixed expenses, and your variable expenses.

You need to sit down and do an analysis of your marketing plan to figure out which marketing mediums are working and which are not producing results. Then for the next three months you need to implement a new strategy for the mediums that aren't working and test to see if it's the medium or the ad campaign you're running that aren't producing results.

After those three months are up, cancel the campaigns that are not producing results and re-organize your funds to work on mediums that are. Eliminate any and all waste in your marketing budget. Also give consideration at this time to other marketing mediums that you have yet to try, as these might be the places to spend your newfound marketing dollars.

Realtors need to constantly watch their overhead expenses. Often what happens is that Realtors will "ok" certain expenses over a period of one or two years, and then all of sudden they will realize that their monthly bills have shot up way past what they can afford.

It's important that you sit down every quarter and look at your expenses and ask yourself vital questions, such as:

- Do we need this much office space? Could we downsize?
- Is my sales management software worth the monthly expense?
- Is current accountant charging me too much? Are there other, more affordable vendors?
- Could I get my direct mail printed at a different location for a better price?
- Can I negotiate a better deal for some of the ads that I have?
- Is my phone bill too high? Can I go for a different plan or switch to a different provider altogether?
- Are my banking costs too high?
- Are there tasks that I can give to my assistant instead of paying an outside vendor?

These are just some quick examples, but Realtors need to really search every corner of their business and go over the expenses they have in order to find out where they are not getting the most for their dollar.

The best way to do this is to simply gather your last four to five months' worth of credit card bills and business expense invoices from your accountant and to go through each item carefully.

See if there's a way to maximize the value for what you're already paying, or cut back on services that you don't really use. It's a bit of a process and many Realtors avoid doing expense tracking at all costs, but top Realtors stay on top of

their expenses so that they don't lose valuable money. If you really dread doing this, hire an accountant or bookkeeper to do an audit and have them make some recommendations for you.

Remember, sometimes making more money is not about needing to go out there and make more sales. It might be something as simple as renegotiating your lease rate or getting a better deal on your TV ad campaign that could end up giving you more cash.

Tracking your expenses is equally as important as trying to generate revenue. Realtors often lose track of their expenses and get buried in bills, some of which they don't even know why they signed up for in the first place. Every three to four months, sit down and slash what you don't need in order to maximize your efficiency on overheads.

Before you ever try to scale your business you need to spend the time to find out where you're losing money, because if you try to scale too quickly, these expenses may compound and cause greater losses. Get your ship in tight working order before you go ahead and consider growing your operation.

Thinking like an Entrepreneur

Top Agent Secret #1

You're Not Just a Realtor, You're a Real Estate Business

Your average realtor might earn around \$40,000 a year. These realtors often start and end their real estate careers with the mindset that being a realtor is basically a self-employed job. Top performing realtors hate this idea. What separates them from your average realtor is that they don't see it as their job - they see it as their business.

The employee mindset of conducting business like a conventional 9-5 job will guarantee your stay with the Average Realtor Club forever. You will never become a Gold or Platinum-selling realtor with this mindset. Furthermore, this way of thinking stifles growth and limits the realtors thinking, as they believe they only need to do what it takes to get by so they can pay their bills.

Think of yourself as the CEO of your real estate business or firm. You strive every day to build your business, turn a heightened profit, and may even sell the entire firm one day. Just take a second to imagine that you start out as a rookie at a Remax brokerage.

Then, you eventually become successful enough to start your own small brokerage, hire some talented realtors, and build up a brand. You also enjoy some serious yearly revenues. In a few short years, you might find yourself in a situation where Remax (where you started) is knocking on your door to buy your boutique brokerage. This is what top-performing realtors are constantly aiming to do: create their own business and one day sell it off to a large parent company.

This mindset gets you out of thinking, “Well, if I sell 5 houses this year, how much could I make?” Start thinking BIG – like, Donald Trump BIG. The real question should be, “If I work hard, build a brand, eventually have 10 agents working below me, how many millions in property could we sell annually? How much could I sell my firm for if my company was turning over X number of millions per year in real estate?”

That’s how top end realtors think and this is how you will want to start thinking about your real estate business. From now on, remember – you’re not a realtor, you’re a real estate business!

This is thinking like an entrepreneur. When you own your own real estate business, the rewards can be amazing. And there is no limit to how big you can become. Remember that all of the biggest brokerages in real estate started out as a small boutique shop. But as awesome as that dream sounds, operating a business has its own challenges. All businesses have these struggles, so prepare yourself. There will be some hurdles to overcome in your quest to become a six figure agent.

That’s why we are here - to give you some inside pointers on how to set up, operate, and grow your new real estate business!

"What does it take to be a successful entrepreneur? It takes willingness to learn, to be able to focus, to absorb information, and to always realize that business is a 24/7 job where someone is always out there to kick your ass."

- Mark Cuban

Marketing 101

Top Agent Secret #2

Top Realtors are Marketing Gurus

Good realtors are marketing whizzes. They know how to market like the big boys. They strive to brand their businesses like Mercedes, McDonalds, and Pepsi do. And they don't limit themselves to what every other agent uses. They see an opportunity in creating a big brand, one that will, one day, be a force to be reckoned with locally.

Marketing yourself is no different to marketing any other business. You just have to understand the marketing techniques that businesses use to promote themselves and find out how you can apply these techniques to your real estate business. As you examine general business marketing, you will see how you can easily translate these same concepts into workable marketing campaigns for real estate.

So let's start with a marketing example for a business, and then we will show you how it can be translated to work for a realty campaign.

Let's say you own a tanning salon and you wanted to market and grow your business – How would you go about doing that?

Well, first you would need to figure out who your target market is. Who are you trying to sell tanning services to? You need to create a customer profile of who a typical tanning salon customer is – important factors are age, gender, shopping habits, lifestyle, etc. A quick way of doing this is to look at past customers – are there trends or traits that seem to follow a pattern amongst most of your customers?

That may very well be your customer profile.

To effectively market any business, you have to understand exactly who your typical customer is and what they are like. Only then will you know what makes them buy and how to sell to them.

Carrying on, let's say after doing your research and digging, you find out that your tanning salon typically attracts women between the ages of 19-30.

Now that you know who your target market is, you can create specific marketing materials to engage with that exact demographic. Since your demographic is youthful, there is a strong likelihood that they use social media platforms. You could start by creating a small Facebook ad campaign to see if you are correct. The key is then to expand your marketing efforts based on your knowledge of the target demographic. Put yourself in their shoes – what stage of their life are they in? What would their average day look like? What do they like to do in their spare time? What activities do they enjoy? Once you understand where 19-30 year old women like to hang out and what they like to do in a day, it gives you the outline of the best places and mediums to use in your interactions with them. Take this information, you can expand your advertising to other places that are high traffic locations for your ideal clients like fitness clubs, post-secondary institutions, night clubs, etc.

The goal is to figure out who your ideal customer is and decipher how they operate and interact in society. From there, you can build the best routes for communication, and then use these pathways to deliver the news that you have a service or product that will either solve a problem for them or improve their life in some way.

Marketing is like fishing; if you go to the right area to drop your

bait you are more likely to get a bite. But if you go to a place where there is no fish, chances are you're going to waste your time and your money on bait. In the salon example, it's the same thing - you have to go and get in the high traffic areas where you might find your key demographic (19-30 year old women). This is your golden fishing spot.

Now let's apply this same strategy to your real estate business.

If you are a realtor that focuses on selling condos to first-time home buyers, you need to figure out what a typical new home buyer is like and how they operate. Only then can you find out how to sell to them. Ask the same questions we asked before. "What do they like to do? What is their average day like? Where do they hang out? What are their needs? In what stage of their life are they?" Maybe one of your target markets is new home buyers between the ages of 28-35. How would you go about finding those people through your marketing efforts?

Considering that they are first time home buyers, they will most likely be renting right now. (Keep in mind that this is where those questions like, "What stage of their life are they in?" or, "Where do they live currently?" are so important). Using that information, you could create a marketing game plan. Start by focusing on marketing to rental apartment buildings through direct mail or property advertising streams (such as elevator or lobby ads). Also, you could take your marketing a step further and develop a "First Time Home Buyers Guide" and market it online to your demographic.

The most important thing to remember is that in order to successfully market to a select target demographic, you will need to understand how the people within that demographic operate and live. Only then will you know what information is relevant to them and how to get your message across. Doing untargeted ads at everyone is referred to as the "shotgun" approach; you are shooting everywhere, but chances are that nothing is really

hitting the target. Creating a targeted marketing plan, aimed at specific groups with relevant messages, is the key to success. Your advertising could easily see a 10-fold increase in effectiveness with a targeted plan in comparison to simply marketing to anyone and everyone in all the ways you know how. Don't go "shooting" away your marketing budget - This is what rookie realtors tend to do and it quickly eats up their marketing budget, showing little to no results in the long haul.

Sneaky Tip

If you're having trouble doing the research to find out the best way to market to your target demographic, try asking other agents in a different city who are targeting similar demographics and ask them which ad mediums are helping them find leads. Be careful how you do this - if done aggressively, a realtor may give you an ear full about being a snoop. Being honest is always a good idea. Tell them that you're starting out in the business and need a couple of expert tips! Most people are flattered when asked for help or advice.

Top realtors do well in marketing not because they have access to secret tools but because they know how to effectively utilize every ad medium. They try to make sure none of their marketing dollars go to waste and they want every medium to be providing them strong return on investment (ROI). If the medium doesn't provide any ROI, they will cut it all together. They continually track, optimize, revise, and scale their marketing campaigns and that's how they grow.

Now that you understand some basics of marketing, let's get into the methods and mediums for ads that are most commonly used, and how to extract the best results from them.

Tried and True Marketing Methods

We are going to go through some great tried and true marketing methods and give you tips on each medium to optimize your rates of success. But remember before you go ahead and sign off on an ad campaign - you need to ask yourself, “Will this medium help me reach my target audience?” Every realtor has a slightly different marketing plan than the next. For some realtors, advertising in the local *Real Estate Book* makes tons of sense, and for others it might be more lucrative to invest in Google Ads for “Luxury Real Estate”. For the best results, study your target demographic and determine how they find their properties. From there, you can use that information to reverse engineer your marketing plan!

Website

In this day and age, if you don't have a website you really are going to lose this rat race – actually, you're not even in the race to begin with!

<p>97% of consumers look online for local products and services (This includes Realtor services)</p>

After you hand someone your business card, if they are at all interested in working with you, they will most likely go and check out your website. A website is often the first point of contact a prospect will make with you, so it's very important you make a good impression. Most realtors go wrong when they start their website by buying cheap “template”. They pay a leasing fee monthly to have a ‘nice’ site which actually looks very amateur. Or even worse, they use their brokerage supplied site. If you are serious about using the internet to find leads, these cheap websites are not going to help you. Other agents in your area are using that exact same layout, with a lot of the same or similar

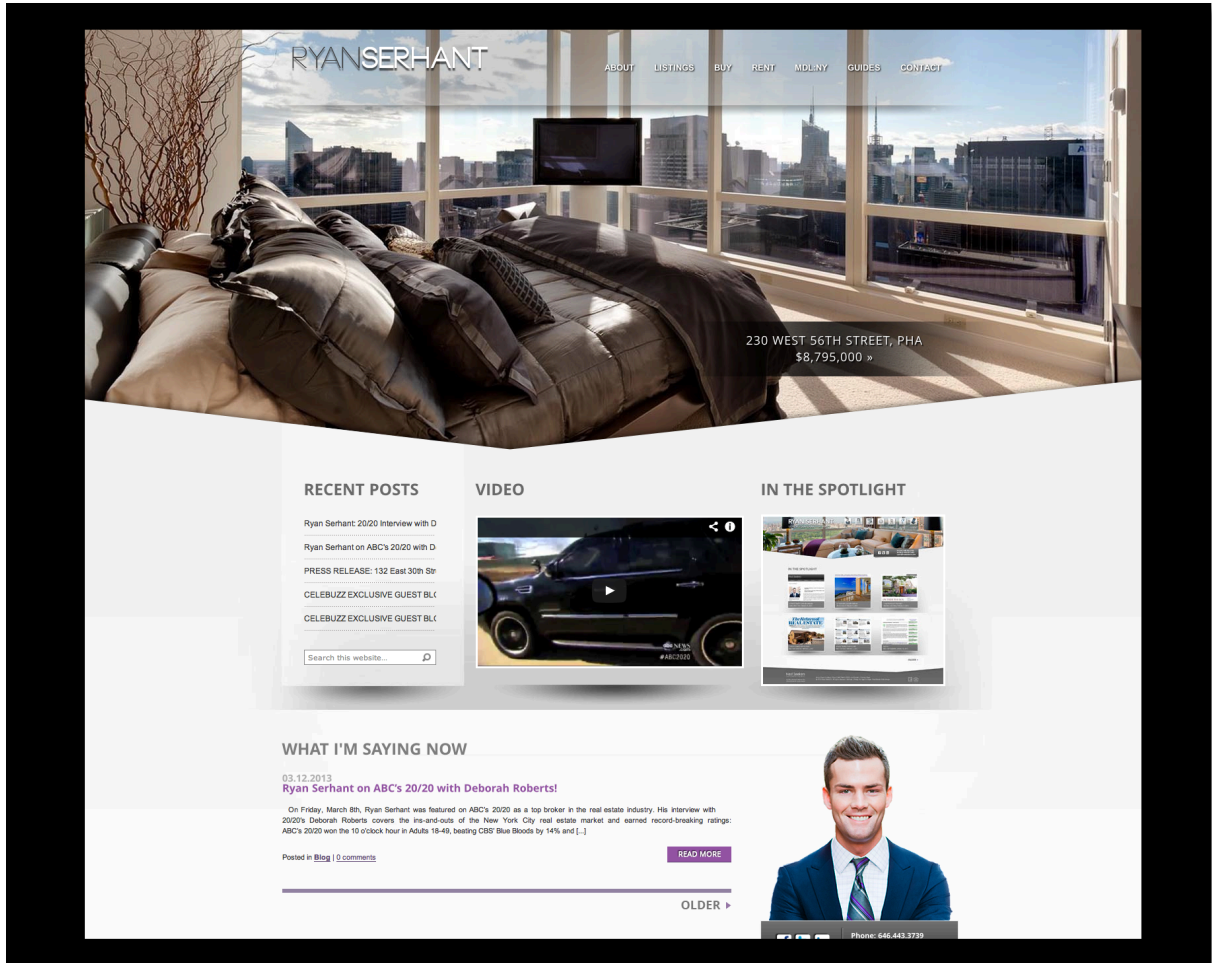
content. Google hates duplicate content (we will talk more about this later in the book), and when your site appears to be the same as everyone else's, the search engine thinks it is less relevant to the user that is searching.

Build a professional website with a reputable company – preferably locally. Using a local web design company is a good idea because in the event your site goes down, or you need to make changes, you can easily get in touch with the company.

As you go forward with your design, know that one of the most fundamental website principals is that looks visually enticing! You can tell when you have done a good job on your site because clients and other realtors will usually comment about it in a positive way. A properly done website can generate a ton of new leads for you as a Realtor.

Clients we have worked with have sometimes seen a return on their investment up to **15 times their initial investment**. That number grows based on how many leads that site is able to produce for them in the long run. A top notch website gives home buyers the impression that a) you're a qualified professional and b) their listing is going to be highlighted on this beautiful site c) you don't skimp on your marketing. Consumers put this together in their minds and it all begins to create a strong incentive for them to come and work with you!

Below are some examples of a great realtor sites.



<http://www.ryanserhant.com>

Ryan Serhant does a wonderful job on his website. He is featured on the hit TV show “Million Dollar Listing New York”. His personal photo is high quality, and he represents himself well by dressing professionally. His site highlights the properties with very large and engaging photos. He also has social media integration, videos, and lots of information for visitors to look through.

However, there are a couple of things he could improve on. Yup, even he didn’t have his website 110% right! He might consider adding a lead capture form. On your realtor site, you want what’s called an ‘e-mail opt-in’ option on the home page. This is a type of lead capture form that will allow you to collect the e-mails of

users and potential leads who come to your site. You can target this self-identified demographic with pertinent marketing information. Later on, we will talk about how to use these e-mails to create an e-mail marketing campaign. Secondly, he could have a smoother layout for his listing section to browse properties (larger photos, and more spread out). Remember, the easier to digest the information on the site, the longer the user will stay (and that's exactly what you want!).

But overall, when you first load the site up, it definitely wows you!

Compare this site to a typical realtor site that looks something like this: <http://grantandjasmine.com>. We don't mean to offend anyone by linking to this site, but for you to learn and understand what others are doing wrong, we need real world examples. This is a standard template site populated with the same content every other realtor site has. There is nothing unique about it. Further, it can be a challenge to SEO a site that so many other competitors share.



<http://www.binabpropertygroup.com>

Here's what they are doing right:

- Very unique design
- Highlighted listings on the homepage
- E-mail Opt-In Form (“What’s your home worth?”)
- Listings Gallery is easy to navigate with clear pictures
- Their brand is emphasized throughout

Tips for Creating a Killer Realtor Website

Layout: The layout and the design of your site need to be both unique and impressive. You want to wow any visitors who come to your site into doing business with you. For this reason, we strongly recommend hiring a web design firm to build you a specialized site. This will ensure that your design is noticeably exclusive and tailored to your specifications.

Large Enticing Images: Use large images to encourage users to click through links on your site. Images are more likely to get clicked on if they are formatted properly. Ensure that your listings are highlighted with large images and text so that users are more likely to click on them. You can also use what's called a "carousel" slider on your site. You have probably seen these on other websites; it's the main image on the homepage that has different slides that scroll. Most companies use it to highlight products or services on the homepage. Refer to the Binab property site from earlier; they have a slider, as does the Ryan Serhant site.

Easy Navigation: Make sure that all the links to your site are easy to navigate. If buttons are not in plain sight, visitors may miss them and this could cost you their business. Put all of the key content, or the content you care about most, at the forefront so visitors see this first. You can do this by having large buttons or links to these sections, or even using the carousel slider to highlight particular portions of the site. The key is simplicity - the easier your site is to use, the longer the visitor will stay. This will improve the likelihood that they will contact you.

Social Media Integration: Make sure you have links from your website off to your respective social media accounts such as Facebook, Twitter, LinkedIn, etc. Your site, if done properly should get a lot of traffic, so try and give that traffic as many outlets to connect with you as possible. A future client could end up contacting you after following you on Facebook for three

months, but the reason they even found out about your Facebook page may be through your website. Your online strategy has to be interconnected for it to work effectively. Social media presence has also been proven to build trust with prospects. Potential clients can take a peak to see how you interact and respond with your social media followers and take that into account when considering your services.

Branding: Make sure your branding is prominent throughout your whole website. This means enforcing consistent logo placement, website colours, etc. You want all of your marketing material to match, from your business cards and ads straight through to your commercials and website. So make sure to work with your site developer to deliver a site that looks in line with all of your other marketing and branding material. It is important to create consistent flow in your branding so that you will be easily recognized by prospective clients between different marketing mediums.

Call to Action: It's truly amazing when we see a realtor spend thousands creating a brand spanking new site with all the bells and whistles, and yet it's missing a "Call Us Today" or "Contact Us" button. The whole point of your website is for it to bring you business, and failing to have a call to action can ruin that. A realtor may think, "Customers know to call us, I don't have to put it everywhere!" Well, actually you do. It can increase your website lead conversions several hundred percent in some cases. Even changing your contact us button to the colour green can make conversions increase 20%! Make it easy for your clients, and put several call to action buttons in place on your website.

Blog: If you have the option for your website, we highly recommend getting a blog. Blogging can help you rank higher in search engines and offer a unique way for consumers to follow you. It's been proven that blogs increase conversion rates and brand awareness. Moreover, numerous case studies have found

that businesses are making sales as a result of a consumer finding them through their blogs. It takes a little time and effort to maintain, but it can help build your business.

57% of the respondents in [HubSpot's 2012 State of Inbound Marketing](#) study reported that they have acquired a customer through their company blog, 62% through LinkedIn, 53% through Facebook, and 44% through Twitter. This data supports the need for investment of marketing time and resources in blogging and social media.

Of these tips, we find that the major thing realtors forget is a call to action button. Make sure at the end of your site you put “Call Shelly Stook today!” etc. Or, a more developed strategy would be getting your website visitors to sign up to a newsletter via e-mail. Keep in mind not everyone is going to need to call you that exact second, so give them as many options as possible to remain in contact. It may seem obvious or overkill, but you would be surprised how many people will not follow through if they aren’t instructed or invited to do so.

These are the basic strategies to creating a killer website. They will help drive leads to your business, but now let’s look at some advanced strategies that top realtors love to use.

Advanced Strategies for Your Killer Realtor Website

Domain Name: To an extent, search engines value domain names when considering where to rank your website. So a good domain name can assist you by making your site rank higher in search engines. Also, a good name will help customers more easily remember you. For example, ClevelandHomes.com is a pretty easy domain to remember, and if a consumer heard or saw that in a commercial, chances are they would remember it. Also when consumers search Google for “Homes in Cleveland” or “Cleveland Homes For Sale”, your site is more likely to pop up because your domain name is more relevant to that search. Some top realtors spend tens of thousands of dollars buying up domain names as a strategy to rank highly in search engines.

Search Engine Optimization: Search Engine Optimization (SEO) is a very important factor contributing to the success of your website.

“93% of all online experiences begin with a search engine.”
- imforza.com

Your website is only as good as the number of people who can find it. When you search engine optimize your site, it means you are trying to get on the first page of Google when people are searching for something relevant to what you are selling. This strategy is not cheap; it can take a SEO company months to get you a high enough ranking to show up anywhere near the first page. But the truth is, if you can afford to get ranked on the first page for your city, it is worth it. You will most likely make your money back and then some. Being at the top of a Google search, realtors get tons of leads pouring in as active home buyers searching for real estate easily stumble on their webpage. Still, I recommend you do some research before trying to use this tactic, because it is expensive and may not work effectively in your area. For example, in Los Angeles, trying to get your site to the top of Google searches could cost you tens of thousands, if not more.

So do an evaluation to see if you have the budget to invest in this strategy. Generally, it's probably one of the most highly used techniques by top realtors and it's a well-kept secret.

Pay-Per-Click: Pay-Per-Click(PPC; also called cost-per-click) is an internet advertising model designed to direct traffic to websites, in which advertisers pay the publisher (typically a website owner) when the ad is clicked. The most popular PPC service providers are Google Adwords, Yahoo!, and Bing.

PPC can be an effective way to drive visitors to your website. Google and other service providers allow you to buy "Keywords" that are triggered when a user does a web search. You could buy up "Keywords" for "Cleveland Real Estate", and depending on how much you bid for your ad, your ad would appear whenever a user types that exact phrase in the search engine.

A lot of realtors use PPC to get traffic to their site because doing SEO can be too expensive. PPC is a great way of getting traffic to your site instantly, but the flip side is that it only brings you traffic as long as you are paying for it. With SEO, you could potentially stay on the first page without spending too much per month to maintain that spot. We recommend that if you can get natural SEO done, go for it, and use maybe 10-20% of your budget on PPC advertising. That being said - if you find your PPC advertising is bringing you a substantial amount of leads, then double down!

A great thing about PPC ads is that you can track user interactions. Certain Google Ads allow you to place a phone number in the ad, so when a user calls a Google-provided number, Google sends you a notification letting you know that a user has engaged with your ad. It's a great tracking tool to see how effective your PPC advertising is working.

To learn more about PPC in-depth, check out this article:
<http://www.wordtracker.com/academy/ppc-facts>.

Conversion Video: Home buyers and sellers are no different from you and me. They don't like hunting through text for a few crucial points of information. Even if your polished new website has all the information in the world, your visitors may be a little too lazy to read through everything. That's why having a video on your home page can be an instant way to improve conversion rates.

Conversion rates: the amount of site visitors who translate into leads that contact you.

Onlineshoes.com say they see a **45% higher conversion rate** for customers who watch videos on their website. And online shopping king Zappos.com say they sell up to **30% more inventory** of the products that are shown in videos instead of just static pictures.

- ReelSEO.com

No matter how lazy a user is, most will have the patience to watch a 2 minute video. So why not produce a professional video and create a mini infomercial for yourself? It doesn't need to cost much, and you can find an independent videographer to help. Make sure to keep it engaging, fun, and upbeat. You also will want to highlight your achievements (how many houses you have sold, your MLS awards, etc.) Tell them in the video why they should choose you versus any other agent – and take some time to come up with your pitch to make sure it's unique. If you give some lame reason why you are better, site visitors will see right through it and you could lose your credibility.

E-mail Marketing: This is a highly underused tactic and yet it has such great results. Some realtors we have coached send out weekly e-mails to over 50,000 people! If you can believe it, other realtors have lists even bigger than that. E-mail marketing is important because it creates top of mind awareness amongst consumers. When we receive an e-mail, we feel a sense of

urgency to check it. Don't you feel that way, too? It's the same with everyone else, so when you send out an e-mail blast, there is a good chance some of the recipients will open it. Your open rates will also depend on how you acquired the e-mail; if they came to your site and showed interest in your services or are past clients, chances are they care about what you have to say. Sending e-mails out to cold clients you have never met usually results in little to no e-mails being open. Make sure people on your list are interested in what you have to say before you start sending out e-mails.

44% of e-mail recipients made at least one purchase last year based on a promotional email.

-ConvinceandConvert.com

You can entice people to give you their e-mails through what's called an 'opt-in' offer. It's where you offer something to them in exchange for their e-mail, like a subscription to your newsletter. So for example, you may give away "5 tips to buying your first home.pdf" or "Indiana Real Estate Market Report". You can come up with some exchange of information in order to acquire their e-mail. Once you have their e-mail, you can contact them every few days or every week. They may or may not open all of your e-mails. But a portion of your list will, and all of your list will see it in their inbox. The important thing about that is, when and if they decide to participate in a real estate transaction, who do you think they are going to call? You! You have been showing up in their inbox for months branding yourself as a professional realtor.

According to the Direct Marketing Association, firms made an average of \$40 for every dollar spent on e-mail marketing in 2011.

The value of your e-mail list is in the size and quality. Imagine having a list with 10,000 people. Even if only 20% ever opened the e-mails, that's still 2,000 people being reminded of you and

interacting with your brand. If one of those 2000 is about to do a real estate transaction, you potentially have a new lead. A strong e-mail campaign helps build brand awareness, expose your listings, and increase sales volumes. We highly recommend you set up an e-mail campaign as part of your overall marketing strategy – start yours today!

The company we use and that many top realtors use is [Aweber](#).

We find that they have affordable plans but also have a better set of tools for sending out mass e-mails than other similar companies. It takes about two days to pick up the basics of using it, but once you have subscribers to your e-mail list, it can almost all be automated through Aweber – it's really convenient.

You can find out more info at <http://www.aweber.com/>

This medium is highly underused and could be one of your lead sources for clients if done correctly. Turn past and prospective clients into consumers by ensuring awareness about your brand for a future transaction.

Visual Representation

Signage: Make all of your signs eye catching! So many realtors will just go to the same sign shop that all of their other realtor friends use and buy the cheapest stand up lawn sign they can find. This is the wrong move! Remember that top realtors don't use what everyone else uses. They want to stand out and so should you! Take some time and work with a designer to come up with a unique lawn sign. Maybe it looks like the silhouette of a house, or has an interesting color palette. Make a sample sign and stick it next to one of your competitor's signs. Does your sign still stand out? If not, go back to the drawing board and see what you can come up with. Some agencies have strict regulations regarding how signage is to be displayed, but do your research to see if your brokerage is uptight about this.

Also keep in mind that for most outdoor advertising, 7 words or less in large print is the most effective. Drivers can only really register that much information while moving in a car. You will sometimes see realtors with big billboards full of too much information, and their potential clients have no time to read it all while driving by at 40 miles an hour! Smart realtors put up something short and sweet that people can remember: "Number 1 Detroit Realtor since 1997 – Mark Benson" with a large professional photo. People are going to remember that over the 25 words and small pictures of a rookie advertiser. Remember that every advertising medium has a set of rules, whether it is print, outdoor, digital, or direct mail - all require a slightly different approach. Top realtors understand this and that's why they tweak all of their ads depending on the medium so they can get the best results.

Direct Mail: Direct mail has huge opportunities for realtors if managed properly. We coach a handful of realtors who leverage direct mail effectively, and the results are always positive. They re-book their campaigns year after year – and usually increase their campaign size from the contract prior.

Most direct mail campaigns have a response rate of 1-3% (in some cases higher, some cases lower). That may seem extremely low but consider this: theoretically, if you sent out 1,000 fliers, of that thousand maybe 10 will contact you. Of that ten, 3 purchase homes with you. Your return on investment would be somewhere in the high triple digits! Again going to the table to find the correct way to target the clients you want, you can create a fresh and engaging direct mail piece that persuades customers to work with you.

“US advertisers spend an average of \$167 per person on direct mail to earn \$2,095 worth of goods sold, giving them a 1300% return.”
- SourceLink Survey

The great thing about selling real estate is that each closed transaction is worth a minimum of a few thousand dollars. So as a realtor, you can afford to send out 1000 flyers and only have 10 responses. Even if you get one sale out of those 1000 flyers, it would cover the costs incurred from your direct mail out and provide a handsome return on investment. Realtors are lucky that each transaction has a large dollar value because it means you can spend more to acquire a customer than most other businesses can. Consider a dollar store whose average total sale is nine dollars. A direct mail campaign wouldn't make sense because each incremental sale is way less than the cost of acquiring that customer using this technique. Realtors could theoretically spend \$100-\$300 (which is insanely high) to acquire a customer and still turn a profit. Just remember to utilize direct mail effectively – and in all of your marketing, remember this rule. Don't **interrupt** the consumer with some useless spam type advert; create a marketing plan that **gives them incentive** to work with you!

Local Real Estate Books: Realtors often use their local real estate books for advertising. This is fine, but you will really have to put some effort into the ad you submit for these types of

magazines. Most of the time, these magazines have an in-house graphic designer that will put together something quickly for you. It's important that you don't just settle for the in-house graphics! Most graphic designers are paid by the hour to churn out work as fast as possible. They honestly could care less about your ad, or the next realtor's ad; they care most about meeting their deadlines so that their supervisor doesn't give them hell.

You have to look out for your own needs, and more importantly, look out for the best interest of your brand. To do that, you must always be critical of how your brand and person are displayed and in what manner. Most of the top selling agents we have worked with are critical of print ads, online ads, or any marketing of their business for that matter. They want their brand to be on display in a certain way. You too should always control your brand to make sure it remains consistent and effective.

The key to getting the most out of your advertising in the real estate books is to create a captivating ad that communicates a clear and concise message to your target audience. Here are five steps to creating a good advert:

1. Decide the goal of this advertisement
2. Write captivating titles and descriptions to intrigue your audience
3. Create an easy to read layout, with clear branding and professional graphics
4. Pop Test!
5. Constantly track ad results and revise

1. What is the goal of this particular ad?

Are you trying to promote your current listing inventory, your own brand, or even a new service you are offering? Once you have a goal in mind, craft your advertisement around that. For example, if you have one property that you really want to sell, you may choose to highlight that property in your ad with a bigger image and text caption. You could even offer a buying incentive like a

\$5,000 purchase rebate. If you are trying to build your brand awareness, you may choose to use half the page just to slot your logo and body shot. Maybe you are promoting a newsletter, so you may choose to have a huge newsletter graphic and title just promoting the highlights from your weekly newsletter. The important thing is knowing what your goals are for the ad before making it, because if you don't know what your advertisement is suppose to accomplish, your audience won't get it either.

2. Write eye-catching titles and engaging descriptions

“What really decides consumers to buy or not to buy is the content of your advertising, not its form.”

- David Ogilvy

These real estate books are filled with pages of realtors fighting for the consumer's attention. You need to stand apart from your competitors by creating interesting content. Whether its ads or online content, the old saying that “Content is King” stands true. One of the best ways to captivate attention through writing is to ask a question that strikes a chord with the reader. For example, you're selling a property that is zoned to have horses on it and your ideal buyer is someone who owns a horse. You may choose to write your advertisement like, “Are you an avid horse rider? This Tuscan estate is zoned for horses!”

Beyond titles, your descriptions are the true selling point. Your title draws the reader's attention, and from there, you have to build upon whatever curiosity you have sparked by delivering more enticing news through the description.

So be sure to choose your words carefully. And even before you write out your description, step back and ask yourself, “Out of my past clientele, who have bought similar properties, and what was their buying trigger.” Meaning, out of all your clients, think of one that bought a property similar to the one you're trying to market. Now think back - what was it about that property that pushed them to purchase. Build that same need or want into your

advertisement. Remember to always play up similar emotional buying triggers when selling to a home buyer whose customer profile you have dealt with before.

Tips and Tricks

ALWAYS, ALWAYS put in a call to action. "Call us today!" "Call to see this property." You would be surprised how many people lose business because their ad has no call to action. You may think it's pretty obvious that if there is a phone number on the ad, someone will call... well, that's not how it works. Buyers who may be interested in the property may overlook it because nothing on the page told them to call right away. Human psychology suggests that by giving them the directions, they are more likely to follow through. An ad without a call to action is like having a car without the keys - absolutely useless. We can't stress this enough - never create an ad without a call to action trigger!

3. Layout, branding, graphics

Make sure before you start creating your ad that you have picked a good layout. You will find that different layouts will work for different purposes. Refer back to step 1 - what is your goal in advertising? Then, pick a layout that supports that goal. For branding purposes, make sure that your logo is clearly displayed, and if you have a slogan or "tag line", make sure that is prominent as well.

Also, showcase your website address in the advertisement effectively to help drive traffic (potential buyers) to you. Keep in mind from our website tips that it helps to have a URL that is easy to remember.

If you include a photo of yourself, you will want to position it in a way that compliments the advert but does not take attention away from the primary focus, may it be your listings, a certain

service offer, etc. If the focus on is on yourself and your branding, then consider enlarging your logo and personal photo presence. You will also want the colours to contribute to the entire overall flow of the ad. Check your ad for background images and listing information that may be clashing or blending in too much.

Power Selling Tip

Try to sign exclusive deals with certain advertising mediums. If you can, be the exclusive realtor in a certain magazine, or outdoor billboard, etc. You can secure a unique marketing platform while keeping your competitors away from copying your marketing techniques. This can be marginally more costly than standard advertising, but if the medium produces leads for you, it is well worth tying up that valuable medium for yourself.

4. The Pop Test

You may be wondering what a pop test is – it's simple! How well does your ad pop off the page? Being successful in real estate means differentiating and standing apart from your competitors, and a big way of doing this is through your ads. Grab your last issue of the magazine in which you are about to advertise. Tear each page out separately. Lay them all out on a table, and then place your ad somewhere in the mix. Step back and see if your ad pops out in comparison to all the others. It's often a good idea to ask a friend or coworker who is neutral to your ad to come in and help you do this.

Just ask them to pick out which ad pops off the grid the most. Analyze that ad and see what about it made it pop out. From there, you can decide how to improve your advertisement. Don't be too eager to put in your ad until it's ready to go - if it doesn't pop off the page when you're reading it in your office, it won't pop off the page for homebuyers reading that magazine (or viewing your online ad) either.

We encourage you to be critical about how your ads are designed because it is crucial to your success. You will spend thousands on advertising, so why not optimize that return on investment by getting the most out of every advert you buy. It's what the pro's do - they jump right off the page!

5. Tracking Results and Revising

Great realtors always track the results of their adverts. The best way to do this is to ask your leads how they found you. If they found you through a real estate book ad, then you should definitely note down which print ad campaign worked. This over time will allow you to understand which ads are the most effective. When you have this information, you can determine if you want to double down on a certain type of advertising.

If you find a campaign is not working well, go back to the drawing board and try a new layout or ad setup until you start seeing some results. If no results are found over a longer period of time, you may consider pulling your ads from that medium altogether.

Referral Marketing: Realtors spend endless amounts of money trying to market themselves to new prospective customers, yet most of them don't pay attention to the ones with whom they have already done business. These people are great sources for new leads. Think about it this way: You spent so many dollars in marketing to acquire that customer in the first place, but one transaction is only the start.

Stay in touch with your clients, and ask them to refer you to friends, family, or anyone in the market they might know. You could extract as many as 3-5 good sales a year from referrals just from one past client.

Referral leads cost you nothing, but they could potentially generate you tens of thousands in commissions. One of your

primary marketing focuses should be getting leads from past clients. You can spend seven times as much money trying to acquire a new client, or you can spend next to nothing to generate leads from existing clients who are happy to recommend you.

According to the New York Times, 65% of all new business comes from referrals

Creating a valuable and lasting relationship with every one of your clients will really help build your brand and your business - they might just refer you to friends and family without you even asking in the first place! And if you treat them well enough, they will always think to call you first for their real estate needs.

Branding

It's much more than just your name

“Quality brands never go bankrupt.”
- Richard Branson (Virgin Group)

It's something that most realtors are guilty of - plastering their names on all their marketing material and considering that to be their “brand”. And here's the sad truth about it; there are too many realtors in any given town for that to work! Do you seriously think your name in Times New Roman font is really a brand? Think again. The only real exception to this rule are realtors who have serious brand value in their names, which in most cases are build over a prolonged period of time in the industry.

Truly, building a brand around your name is often the wrong thing to do. It makes it harder to make your business known, and if you manage to build a significant business brand, you can never sell to someone else because it's a brand based around your name. Most consumers have a hard time remembering someone's name unless they have had a notable interaction with them.

You can agree that every home buyer driving around your city in a day sees a minimum of 5-10 realtor names on lawn signs. Unless they know you from a former interaction, it is unlikely your name is going to stick in their minds from the crowd. Top realtors may create a business brand or invest heavily upfront in marketing their personal brand. We recommend you take the first option because it has more promise in the long run and also requires less money to get up and running.

Now, let's talk about what a brand actually is. The foundation of a real estate brand is much more than just a name and a face. It involves the following: Distinctive Visual Identity, Customer Service, Reputation, Positioning, and Personality.

Coca Cola's brand is the company's biggest asset. It is valued at over \$70 billion dollars.

Visual Identity: Your name in a generic font doesn't count as a logo. We suggest that you invest some money to have a logo done by a professional. Get something with stand out colors, a clean design, and professional ambiance. Big-time realtors invest in having a professional logo done up for them, along with a colour theme for all of their marketing material, website, etc. A great logo goes a long way. You make an awesome first impression, you appear bigger than you are, and it builds trust in the consumers' minds that your business is stable. When someone hands you a poorly made card with no logo or branding, you probably will quickly identify this "professional" as an amateur. Would you want an amateur selling you properties? No, thanks! If your realtor won't even invest in their own marketing, how will you know that they won't cheap out on marketing your properties? This is the reaction in your prospects' minds when given an underwhelming branding experience. Realtors need to grasp that visual perception is a huge deal. A realtor who has a professionally-designed business card, a solid website, and comes well-dressed and ready for business builds confidence in their prospects that this is a realtor who can move property.

Customer Service: Home buyers and sellers care about customer service, and it's no mistake that the realtors who give their clients the time of day are the ones praised after the sale. You owe it to your clients to pick up their calls, be there when they have questions, and give them nothing to complain about once the transaction goes through. Any client who feels like they are not given good service will surely tell their family or friends to avoid your services in the future. Be the realtor that delivers the

goods, is always available for their clients, and has a lengthy and happy roster of past clients. You're going to need them for future marketing. You will also notice that all the big wigs try and pick up their personal calls. Top realtors insist that they be available by cell phone to prospective and past clients at all times, and realtors who are hard to reach frustrate prospects and clients. It's easier for the prospect to call another realtor who does pick up their calls then to leave three voicemails and wait for your office to page you. People don't have time for that! They want service and they want it now.

Realtors who genuinely care about customer service are always well-received. Remember, you're not just unloading a house to some unsuspecting person. Any unsatisfied client has the ability to talk down about you and your business, and could potentially hurt your ability to sell in the future. Keep your unhappy client list short, but really, aim to leave no past client unsatisfied. This leads to our next big point:

Reputation Matters: Potential buyers and sellers often hunt for a realtor by asking friends and family if they know someone they would recommend or have used in the past. Your reputation as a realtor has to be amazing at all times. If someone asks about you, the first thing your past client should say is, "Tim is a great person." Or, this client could speak to your results, saying, "Yeah, he was awesome. He moved the house pretty quickly and really worked hard for us. I'd definitely recommend him."

Consumers rated **recommendations from friends and family as the most reliable**,
92% of respondents trust recommendations from family and friends.
90% said recommendations from friends and family are highly or fairly relevant.
-MDG Blog

If you have a reputation of burning clients, it will more than catch

up with you. You could spend loads of money on marketing, but if the word on the street is that you are not good at your job, you will never outrun your reputation. That bad image will spread faster than your ability to do damage control. You have heard it before; it takes a lifetime to build a good reputation and a few seconds to make it go sour.

Take pride in your reputation and maintain integrity in how you operate your business. Never give clients, friends, or family the opportunity to say a negative thing about you. It's so easy for your clients to go online and write something negative about you on a review site, their blog, etc. Social media has given everyone has an online outlet and an audience to complain to. **Statistics show that a satisfied client may recommend you to on average 2-3 people, while an angry or dissatisfied client is likely to tell around 10 people!** Be aware that you will always be under scrutiny, so act accordingly and professionally. A good reputation will help accelerate your brand, while a bad one can bring your career to a grinding halt.

Positioning: Have you ever noticed that most realtors are willing to sell any and every listing they can get their hands on? There isn't anything necessarily wrong with that, but the pool of realtors featuring "I can sell any property" is really full. Success for most big realtors comes when they focus their efforts on a certain niche within the real estate community.

Try and stay away from what the rest of the herd is doing, and dominate the fringes of your market. There could be thousands of realtors fighting for every property, but there might be only 25 focusing their efforts on "Luxury Waterfront Homes". So, you could be the fellow trying to sell any property, or you could be the expert in selling waterfront condos. With this strategy, when people who own these types of properties want to sell, they will be able to find your brand because you won't be swimming in a sea with thousands of others - you can stick out in their specific category. Now, you have a differentiating factor that makes you


more attractive. Position your brand within a niche and try and dominate that niche instead of trying to be everything to everybody. It's okay to take other listings outside of your chosen niche, but market yourself as an expert in something. Position your brand so it attracts a certain type of listing. That doesn't necessarily have to mean being a waterfront-only dealer, or just condos. Maybe you want to be the best realtor in the \$600,000-\$800,000 bracket.

Highly successful realtors don't waste their time trying to elbow past the rest of the herd. They focus their efforts within a niche, and strategically position their brand to be at the forefront of that select category.

Personality: Realtors do not often associate their personality with their brand, but it's a great factor to play with. People aren't buying or selling their home with you because of your brand, they have chosen you because they trust you to do the job well. Your brand got you the meeting, but your personality will have to close the deal. It's important to be friendly (I know that not all top-selling agents are nice people; honestly, some are a little arrogant. We hope you choose to deal with your success better than that). We have found that realtors who seem genuinely friendly are the ones that home buyers/sellers gravitate too. Clients know that this process could take a while and they don't want to get into a commitment with someone they can't stand or who they dread to see. If you're a stand up realtor who is friendly, genuine, and honest, closing deals is going to be a lot easier for you. This will be even more so if the road gets rocky or a listing takes longer to sell than usual; if your clients actually like you, chances are you will get a little bit of a break and be able to maintain your reputation. If they can't really stand you, you should know that they are going to axe that listing a lot faster than you expected.

Below are some great examples of branding done correctly. Remember to make your marketing materials professional,

captivating, and engaging.

TELES

PROPERTIES

DEBORAH
WILLIAMS
949.533.2234
deborah.williams@
telesproperties.com

JUST LISTED | \$3,250,000



Broker Preview Wednesday 10am-1pm | 9 N Vista de Catalina

With multiple levels, inviting view decks and countless window expanses, the opportunities to enjoy unobstructed views of the Pacific Ocean, white water along the South Laguna shoreline, magical city lights, inspiring sunsets and Santa Catalina Island are seemingly limitless in this bright and open hillside estate in guard-gated upper Three Arch Bay. *for more information click here*



BROKER PREVIEW
 Friday June 22nd 11-2pm

523 W Balboa Blvd

Whitewater Ocean Views, Quality, Design, Excellent condition, and Location, It's not often they all come together but here it is! This 3 bedroom, 3 bath Cape Cod designed home, just a couple of houses off the sand, is one well worth seeing and owning.

\$2,195,000

TARA MCNABB
 949.500.3910

TELES
 PROPERTIES



Chris Dawkins
 Your Portland Realtor

Chris Dawkins
 Principal Real Estate Broker

Windermere Cronin & Caplan Realty Group
 chris@chrisdawkinsrealtor.com
 chrisdawkinsrealtor.com

1610 SE Bygone Blvd.
 Portland, OR 97202

503.348.0925 cell
 503.497.5398 direct
 971.230.7711 fax



JUST LISTED
\$1,150,000

31 N. Vista de Catalina
South Laguna

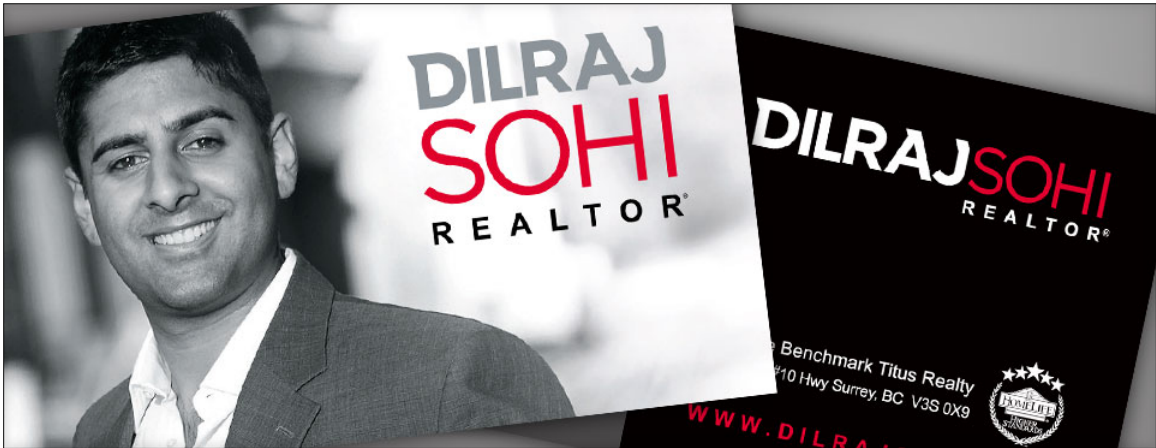
Plans fully approved by Laguna Design Review Board, Coastal Commission and Three Arch Bay. Gracing a private coastal promontory in prestigious Upper Three Arch Bay in S. Laguna Beach, this oversized double lot will mesmerize you w/its utterly breathtaking panoramic views.

[FOR MORE PHOTOS CLICK HERE](#)

TELES
 PROPERTIES

FOR MORE INFORMATION ON THIS PROPERTY, PLEASE CONTACT:
PAUL BENEC 949.842.8243

MCMONIGLE
 GROUP



DILRAJ SOHI
 REALTOR®

Benchmark Titus Realty
 10 Hwy Surrey, BC V3S 0X9

DILRAJ SOHI
 REALTOR®

WWW.DILRAJ.SOHI.COM



“Observe the masses and do the opposite”

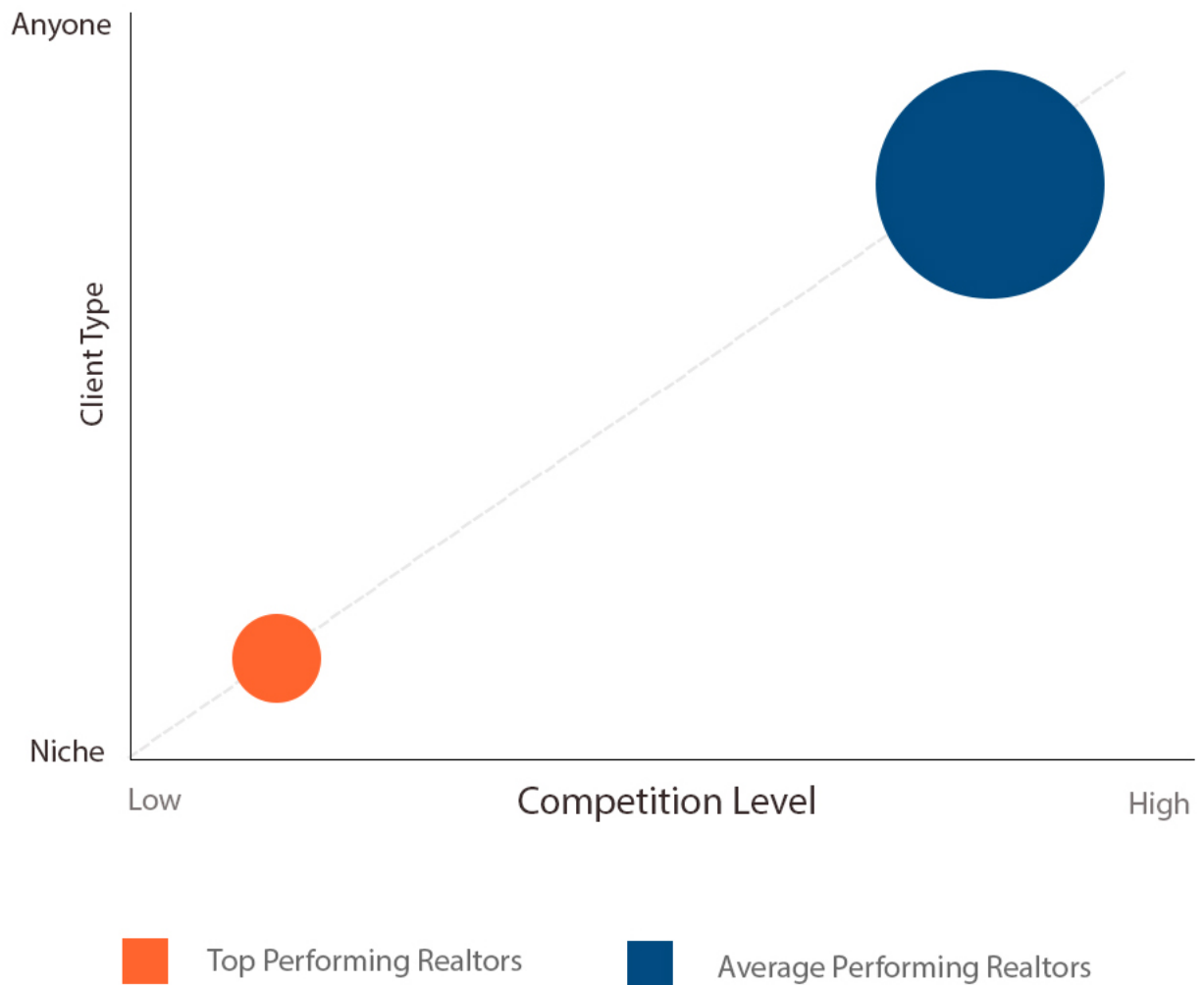
- James Caan, UK Entrepreneur (Net Worth £65m)

Standing out as a realtor can be tough. In any given town, there are thousands of realtors all competing for the same business. We have an idea on how to battle that - go in the opposite direction. Instead of fighting in the crowd, step away from it and operate on the outskirts. This is how smart realtors make big money. They realize that if they go into the middle where everyone is competing, they are going to spend more money, encounter more competition, and have a smaller chance of becoming a big name realtor.

So how exactly do you operate on the outskirts? Step 1: pick a niche!

Top realtors find a niche section of the real estate industry and begin to dominate that niche. They work to create brand awareness and to establish themselves as the expert of that niche.

Becoming a Niche Realtor: If you were getting surgery on your finger, would you want a general practitioner doing it, or a surgeon who specializes in finger operations? It's a similar story in real estate; the agent who says they can sell any property, anywhere, any time is hard to believe. Buyers are nervous when they are buying, but sellers are even more nervous, and they want the comfort of knowing their agent is an expert. After all, you may be responsible for selling their largest asset, and the person to handle what could be their largest life transaction is going to be under some serious scrutiny. This is why it's so important to pick a niche and to be the expert in it.



The above graph shows you how top realtors (orange circle) dominate in their industry. They always choose a niche sector within the real estate category where the competition is low, and focus on growing their business there. The blue circle represents where most realtors go, taking any property and any client, and generally avoiding niche branding. This just means they are running into more competitors, spending more money on marketing, and watching their odds of succeeding decline. Be smart: pick a niche and dominate it. There will be less competition in niche categories of real estate, and you'll notice building your brand will become easier, establishing your business will be faster, and lucrative commissions will come sooner.

Sample Niche Categories

Luxury Homebuyers, First Time Buyers, Seniors Downsizing, Families Upsizing, Vacation Homes, Expired Listings, For Sale by Owners (FSBOs) , Out of State Buyers, Certain Neighbourhoods, Investment Properties, New Development, Condominiums, Waterfront Properties, Foreclosures, etc.

There is literally no limit to the number of niche categories available under the real estate banner. Pick one that works for you and dominate. A key piece of advice: you make sure your excited about your niche! It's not just about making money. Your passion influences your attitude which will reflect in your success.

Does my niche make money? Picking a niche is only part of the equation. To make money in a niche, you have to do some investigation to see if that niche is good to enter in the first place.

You will need to answer the following:

1. Does this niche have room for a new competitor?
2. Is this niche growing, stagnant, or declining?
3. What is the annual turnover of that niche is in your area?
4. Is there room to add agents to your team within that niche?
5. What are the costs of establishing yourself in that niche?

To warrant dominating a niche, you must be certain that the niche category you've chosen is going to stand the test of time. .You will be investing your personal time and money branding yourself as an expert of your niche, and it is worth examining if you are placing your business seed in the right garden plot, so to speak.

So, let's walk through an example of a chosen niche and see if it meets these criteria. Condominiums, anyone?

You are thinking about becoming a condo expert in a city like Baltimore, Maryland. The first thing you should check is the local real estate books for agents branded as condo experts, and further investigate by running Google Searches, checking local billboards, and asking other realtors about the best condo realtors in town. Next, you should check the list for gold or platinum agents in Baltimore to see who is doing volume sales in condos. You will have to do some digging to find out who has actually branded themselves as a condo agents or condo teams. You need to get a good idea for how many competitors are currently in that niche. Also check if agents are moving away from that category, just in case other local realtors are switching to a new and more favorable niche. It may be that change is afoot in the housing market in that area, and you will want to be aware of these trends.

You can do this by checking with your real estate board for the last 2 to 3 years of data on condo sales in Baltimore. Do these statistics show a trend of climbing, declining, recovering, etc? You need to be certain of the market trends in your niche – what if that niche is heading to a fiery death! You definitely want to avoid going down with it.

Now, after compiling your research, you may find out the condo market is growing but there aren't many realtors who work within this niche. This may be an indication that this will be a good niche for you to set up shop. But consider the scale that you want to operate in; if your dream is beyond being a one person operation but is rather to scale up to 10 agents, you have to ask yourself, "Can this niche support 10 agents making a good living (and earning you an amazing living)?" Top realtors will likely want to set up teams to help them bring their business into the millions, but not all niches can support this infrastructure. Pick

carefully. If you want to have an empire within a niche, your niche will have to be able to support your plans for growth or your business may hit a certain cap.

The last factor you need to look at is how much money it will cost to brand yourself as the expert of that niche. You need to make a rough budget based on how much ad spending your competitor is shelling out, and you need to ask yourself if you can afford to eventually ramp up your marketing budget to that. Evaluate carefully if you can enter that niche and establish yourself in a short amount of time (give yourself 2-3 years). The truth is that there may be niches you want to get into, but the barriers to entry are too high. It's better to find another niche than to waste time and money in an over-competitive and expensive niche category. Lastly, remember that your regional choice can have a huge impact on your ad spend. If you were trying to establish yourself as an expert condo realtor in the Manhattan neighbourhood of New York City, your marketing costs could be unmanageable because publication and advertising are more expensive in areas with high-density populations.

Power Selling Tip

As an added bonus to the already outlined criteria, see if there are any unexplored strengths or weaknesses in that niche that you can capitalize on. Maybe no one in the condo niche is utilizing billboard advertising? Or, perhaps there isn't anyone utilizing direct mail campaigns, or search engine optimization, etc. You really have to think outside the box with your marketing. Even look to other cities similar to yours and grab marketing concepts to use in your niche.

How To Dominate a Niche

Dominating a niche will take time as you need to build brand awareness and begin to associate your name and business with that particular niche. To begin with, you can focus your efforts on grassroots methods to get listings (cold calling, networking, etc.) until you build up a few sales under your belt. The reason we recommend this is because if you come on the scene with a bang and put up billboards everywhere saying you're the "condo expert", chances are someone is going to call you on it. Are you prepared to answer "how many condos have you sold?" when you're fresh out of the gate? Don't bite off more than you can chew – use this opportunity to create a solid foundation. Get a few listings under your belt and make sure you move them in a timely manner (we will discuss strategies on how to do this later on). Gather testimonials from satisfied clients, and monitor how quickly you move the property and how close the sale was to the asking price. All of these details can be integrated into your marketing materials. Once you have sold enough condos, you will feel comfortable in accelerating your brand awareness. Only then can you start stepping up your marketing efforts.

Another fun (and effective) tip: We love encouraging realtors to create a "Proof Handout". This is a compilation of case studies from your past clients. You can pick 4-5 clients you have sold properties for. Have their pictures, their testimonials, and a bit about each of the properties you sold for them, including how long it took to sell and for what price. You will obviously need permission from your clients to expose this information, but let them know you want to help others as you have helped them. Tell them it will help you build your dream of becoming a top local realtor (clients hate being the person to hold back someone trying to achieve their dreams)!

This handout can work like a charm at listing presentations. The proof is in the results and showing this to your potential clients makes it difficult for them to turn you down. Just remember that all of your competitors are there giving a very similar pitch on why they are the right agent. You have an opportunity to build confidence in the consumer by showing proven results. Plus, because it's a handout, they will most likely look at it after your presentation when they are making their decision about which agent to go with.

Brand Integration: Now that you have a few sales under your belt, you want to begin branding and marketing around being a condo expert. You can do this by steadily integrating fresh successes into your marketing materials. Pick a professional tag line or slogan to attach to your brand so that you can begin to make the niche association in the minds of your future clients. Some timeless examples look like “Baltimore’s Condo Specialist”, or “Baltimore’s Condo Expert”. These are very genuine and easy to use. However, they can become a problem if another realtor decides to piggyback on your idea. Try and find something that is a blend of a respected tag line but also has some unique value to your brand that cannot be easily duplicated.

Public Relations: Use public relations to brand yourself as the expert of that niche. We wrote a fantastic article on our blog about [using PR to help build your Real Estate Business](#). Realtors tend to overlook this medium as a source for marketing, but it can be very lucrative because (often times) the press is free! Don’t be shy – get your name into articles, in front of your local news show, and in magazines. Become a media celebrity and use it to raise your profile about your brand. Talk about your niche (condos), take reporters on tours of the new condo developments, show them a behind the scenes tour of a luxury condo, etc. Do what you can to get free press while remaining professional.

Be an Expert: We interviewed a realtor who was the head of a real estate firm which specialized in selling condos. In the middle of our conversation, the interviewer mentioned that his brother was looking to sell his condo soon. The realtor asked in what building, and (we kid you not!) he recited the property taxes, strata fees, problems with the building, and how there was a three year waitlist for parking spots! That impressed us, and surely it would impress home buyers and sellers too. Being an expert can gain you respect in the eyes of others.

Make sure you know your niche product and inventory inside and out. You should know all of the relevant listings off the top of your head, and key pieces of information your competitors might leave out. You can never be too informed on your niche. Master your niche through thorough research and establish your knowledge about absolutely everything surrounding it.

Selling Like a Professional

Listing Appointment Strategies

Getting listing appointments is a big part of being a realtor. The more inventory you have, the more likely you will be able to move one of the properties and make a commission. The difficulty comes in acquiring these listings; home sellers will typically interview a number of realtors before choosing one to work with. Do everything you can to stand apart from your competitors to ensure they will remember you but more importantly that they are impressed with your service offering.

Here are some strategies to help you do that:

Know what your competitor is pitching: Do your research and find out what other agents (who have a lot of listings) are doing in their sales presentations to get their listings. Most agents will just use what their brokerage provides them. But top selling agents might create marketing materials above and beyond what their brokerage offers, giving them an edge in listing appointments.

You can learn about competitor strategies by asking another agent you may know at a different brokerage, or by actually interviewing for employment at different brokerages. Most brokerages will show you the marketing materials and sales tools that they would provide you if you were to choose to join their firm. Take all the listing presentation information home and consider how you could improve your pitch.

Lastly, reach out to a veteran agent who is known for doing volume sales, or is consistently a top realtor in your area. Let them know you're eager to improve your sales and hope they might share some helpful tips or tricks they use for their listing

appointments. You would be surprised what people start to tell you once they feel just a tiny bit flattered!

Stay on top of your local market: This is an extension of being an expert in your niche strategy. When taking a listing appointment, brush up on all the details about previous homes that recently sold in that area.

The more information you can relay to your prospective client that confirms your status of being an expert, the more likely they will be to trust you with their home sale. Your biggest weakness is to know less than your competitor. If your competitor comes in and knows more information about the local area and relevant home sales, the home seller will view them as more valuable. Stay on top of your local market, and prepare before a listing appointment so that you have all your ducks in a row.

Tell them what they are about to hear: This strategy works well regardless of if you're the first realtor to interview for a listing or the last. Tell them what your competitors will tell them. Build confidence in them by letting them know that you have researched what the other agents are offering and show them how you have gone above and beyond to ensure you are offering the best service.

Do be careful with your words! Never put your competitor down directly as it can look like a sign of desperation and is unprofessional. But you can voice an opinion about them as a third party, and always use your competitor's weakness to boost your pitch. For example:

"I am sure a couple of other agents have come by to look at your property, but I can assure you that I have done the research and have worked hard to create a marketing plan that is better than what is just provided as a standard by other brokerages. I know how other realtors sell properties, and I study that and have improved upon it with my own

strategies. This is why I personally have invested heavily in these tools – I want to help market properties such as yours. I know the area, I know the competing properties, and I have a unique marketing plan that I strongly believe can move your property quickly for a price you will be happy with.”

By telling them what they are going to hear from other competing realtors, you brand yourself as an expert in your own practice but also as someone who has done their research on the competition. When the other realtors come after you and pitch exactly what you said they would pitch, you will appear wise for having forewarned the seller. They will appreciate your understanding of the industry and hopefully lean towards choosing you as their realtor.

Have the best sales material and presentation: For the previous strategy to work, you need to invest time in coming up with a solid sales pitch for your listing appointment. This will take time to create and even more time to refine, but it will definitely pay off. Learning what your competitors are doing is one piece of the puzzle. The next is looking for ways to improve upon your marketing materials.

You can find graphic design templates for handout sheets with information about your listings, and listing appointment marketing material online. Here is a site some of our clients have used in the past; it's not a bad place to start out.

[Turn Key Marketing Templates for Real Estate Agents](#)

These are fairly clean and professional designs to start with. But we definitely encourage you to go the extra mile and hire a designer that will be able to integrate your branding colors, logo, and slogan more effectively into all the marketing pieces. Having a professional make your custom marketing material will guarantee that all your sales materials look polished. This also gives you a greater level of control when you need to change

your marketing materials in the future.

Understanding the emotions of sellers: When someone is selling their home, there is always a reason for the move. Sometimes these reasons are drastic, and maybe something has happened in their life (good or bad) that is the driving force to selling the property. Make sure you understand the emotional aspect of why the home seller is preparing to sell so you can better understand their predicament. For example, if a divorce is the reason a person is selling their home, be sensitive to the fact that this is a tough time for them, and offer your support to the client. Being a good realtor is more than just being able to sell; it's about creating enduring relationships with people. If you take care of someone during a tough time, they will remember you. They will most certainly refer you out to others as you took care of them in a time of need.

Power Selling Tip

Remember to listen to your clients more than you talk. When you overpower a listing appointment, sellers feel like you will overrule them in other areas of the transaction (like listing price, pressuring them to close, etc.), and may not want to work with you. Top realtors let their clients do a lot of the talking, and they really listen. Then, the realtor knows what needs and concerns to address throughout the presentation. Building trust and confidence in the buyer has a lot to do with how the social interaction goes during the meeting.

Self Discipline: Top realtors always exercise self-discipline in their business and do not tolerate laziness. Certainly, being self-employed has its benefits – you don't answer to anyone and you can work as much as you want to.

However, that is also the biggest downside to being self-employed! With no one to answer to, it's easy to become lazy. Get yourself in a daily routine and remain committed to that routine until you achieve massive success (and even then you shouldn't retire your routine).

Huge wealth never comes to those who put in the bare minimum effort. If you have ever spoken to someone who has made millions in any industry, chances are they have put in a lot more than the typical 40 hours a week minimum.

Yes, you can be a successful realtor and work only 40 hours a week. But if you are aiming at making 6 or 7 figures in real estate, you can expect to work 60+ hour weeks. Success is not easily won, and the reason some realtors are making so much money is because they are still working on putting together deals after their coworkers have gone home. Self-discipline and attitude are paramount to becoming a top selling realtor.

“Real estate is my life. It is my day job, if you will. But it consumes my nights and weekends, too.”

- Ivanka Trump

Sales Tips

Phone selling: Never try and sell someone something over the phone. Real estate transactions are big deals, and big deals are never decided over a phone call. Whenever you are dealing with a client or a prospect, the phone call should be all about getting a meeting. Sell them on meeting with you, and then you can do the real selling to close the deal in person. Every cold call should be about setting up a meeting, not selling yourself or a property over the phone.

Selling with enthusiasm: A big part of sales is transferring your excitement and enthusiasm over to the prospect and getting them revved up for what you're offering. If you are having an off morning and can barely keep your eyes open, it is going to be hard to get anyone excited about what you are trying to sell. Remember that sales happen at the peak of excitement and interest. That's why the clients' emotions are so important in closing a deal. The second they cool off, or you lose your enthusiasm, the whole deal starts to crumble.

Objection handling: The best sales people in the world love using this strategy and it works like no other. Knowing what your prospect is going to complain about, or object to, is key to completing a sale. For example, when you are doing an open house, you want to know all the negatives about the house and have answers for any negative feedback you receive. "This is way too expensive for the area!" If you did your objection handling preparation, you may have an answer that may look this: "Well, a home sold for 30% more across the street and their square footage is a little bit less. We priced this house aggressively and I think if you do your research you will find that is true."

Amateur realtors who didn't do their objection handling prep might end up keeping quiet when hit with negative comments or objections, which doesn't look good for the property or the home

sellers at all. The worst thing in sales is when you get sidelined with a negative question or comment that you have no rebuttal to. You end up looking like (and feeling like) a complete bozo in front of the prospect.

Do your prep. Objection handling is knowing almost every aspect that could come out as negative feedback and having a scripted answer that can help turn that negative aspect into a non-issue.

Don't be desperate: In sales, it's never good to be desperate, and no matter how desperate you may actually feel, never show it in front of a prospect. Desperation can instantly make a property decline in value in the consumers' minds. Use psychology and communicate to prospective clients or home buyers that you are not desperate for their business but that you are confident in your services or inventory depending on the situation.

Don't celebrate without a signature: There is no deal until it is signed. With large transactions like homes, you will see people waiver at the last second. Be sure to get all the signatures on the paper work before you consider a deal closed. Remember also to get people to close on the deal at the peak of their interest and excitement. If you have a client who says they will buy the house but will sign the papers on Monday, urge them to sign before the weekend. They will be thinking about the deal throughout the weekend and may come back to you saying they have reconsidered the whole deal. Time can kill deals as emotions cool off and excitement fades.

Use competition to create urgency: Richard Branson (the famous UK entrepreneur who owns Virgin) used this tactic in his first-ever venture, which was a school newspaper. While trying to sell ad space, he would call up companies and say, "I have one spot left in the back of the newspaper for a soda company; I would like to have it be Coke, but if you don't want it I do have interest from Pepsi as well." This pitted competitors against each

other, and often times they would buy ads just because there was an urgency felt that if they didn't, they would lose that opportunity to a competitor.

This strategy works great for open houses. If you feel a buyer is warming up to the property, find a clever way to let them know there is interest in the property (but don't lie about this). They will be more likely to tell their agent to write up an offer if they know there is a possibility they could lose the property to another buyer. This tactic can improve your sales time frame and often increase the price that each of your listings sell for.

Conclusion: 3 Golden Rules

1. Sell with integrity

Never compromise your integrity to make a sale. Sometimes it will take a few weeks to sell someone a home, sometimes a few months. Forcing and pressuring people into transactions that are not in their best interest will potentially lose you clients; or even worse, people will start to talk about your sales tactics behind your back. Never give clients the opportunity to say something bad about you.

2. Care about your clients

Caring about your clients is something all realtors should do. This is a big transaction for most people and they don't deserve to be treated like commission cheques. Treat people as you would want to be treated if you were in their shoes. Get to know your clients and their interests and try to become friends. Who are your biggest advocates to help you succeed in life? They are your family and your friends. So if you make an effort to become friends with all of your clients, after the sale is over they are more likely to refer your business.

3. Keep in touch with past clients

Smart business owners send all of their customers a thank you card at the end of the year to thank them for their business. As a realtor, you should always extend a thank you, regardless of how long ago you sold someone a property. This not only reminds clients about who you are, but it creates a sentimental attachment to your brand. In a case study, an entrepreneur from Arizona attested to the fact that he grew his business over 200% year after year and the main source for growth was that customer referrals would pour in after he sent all his past customers an annual thank you gift.

Don't underestimate what a holiday card, birthday card, or gift can do for your business. If you really want to make the most of this strategy, try and get creative with your gift ideas. Top Realtors often give away champagne, dinner gift certificates, complimentary moving services, etc. The more personal your gift the more likely your clients will remember it.

In Closing

Being a top realtor in your area may seem like a far-fetched idea, but once you grasp the concepts behind marketing and business, you begin to see that the most successful agents are just more informed than the rest.

Take the information we have provided you and see how you can improve your professional presence in your area. Always remember to optimize all of your marketing for maximum ROI and cancel any marketing that may be losing you money.

Track your results and double down on mediums that are working. Think outside the box to create marketing campaigns that have yet to be done in your area - your job is to stick out! Always treat your clients with respect and always strive to turn them into advocates of your business.

Be a local real estate celebrity and leverage free press to establish your brand. Finally, put more work in than your competitor. Winners aren't born over night, but seven figure agents are made in the late hours of the night as they lay awake thinking about marketing strategies, or plotting out the deal they are going to close that week.

Now that you understand that being a realtor is mostly about being a business person, this final quote will help put it all into perspective:

“Entrepreneurship is living a few years of your life like most people won’t, so that you can spend the rest of your life like most people can’t.”

In closing, we would like to thank you for reading our E-book. We are excited that you took the time to read what we had a lot of fun writing. We hope that these strategies and techniques help you to become a top realtor in your city. Remember to stay motivated, invest in marketing, and constantly refine your sales tactics. This book has a lot of great ideas, but the key is in the execution. Remember to execute on all these strategies and techniques. It may be a little intimidating at first, but try and attempt a few tasks a week and slowly execute your full plan. Becoming a top agent is not easy, and it takes time, but once you get into the top tier club and experience success you will understand why it was all worth it.

We can’t wait to hear from you! What did you think of the book? Did you have any questions or feedback? Please send us an e-mail at feedback@AgentMarketingTips.org.

Also be sure to check out our website regularly, as we will post more articles about these topics and more! As an E-book purchaser you also get exclusive content that we don’t release to the public.

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