



"The Recruiting Process: How To Get Recruiting Leads & Follow Up To Set Appointments"

Recruiting Leads Sources For Your Team and/or Brokerage

*You will see references mainly for “Teams” below. The process is identical for a Team or Brokerage, so anytime you see “Team”, and you are a Brokerage just swap out Team for Brokerage, and/or your Brokerage Name.

Lead Source # 1: Open Houses. Goal: to visit 10 weekly Open Houses. Quick Pop By. We bring the front door sign (Per Seller Request Please Sign In), Registry/Sign In Documents. We like to visit on Saturdays.

Step # 1:

Stop in, say hello, and introduce yourself, “This is Susie Smith, and I am with Canzell Realty Real Estate. I’m helping a teammate set up an open house in the area. I saw your open house, and wanted to stop in and say hello. A couple of quick things which are working really well for us on our open houses, if you want to give them a shot are; First, we tape this Welcome Sign to the front door which states, “Per Sellers Request Please Sign In” then, we set up a table right at the front door, so as soon as they walk in they see the table. We tape another sign to the table, which is the same sign as the one on the front door stating, “Per Sellers Request Please Sign In” then, we have our Sign In Sheet. Here are a copies of both for you which you can have and use. Where the visitors are prompted to enter their name, email, and cell #, we find it greatly increases the rate of sign-in and registration. We will also have our prize wheel, property flyers, and other marketing materials on the table too. Anyway, just thought I would share this all with you as it’s working so well for us. Do you mind if I take one of your cards? (they all say yes, especially as you just gave them the gifts) Thanks again! I hope your open house goes well, and have a great weekend!”

Step # 2: Wait 5 to 10 minutes; You may want to drive to the next Open Houses. Then, create/send a personalized Text Video: “Hey, (their name) this is Susie Smith again. We met a few minutes ago at your open house. I just wanted to shoot you a quick video to say it was great meeting you at your open house, I hope you have an amazing open house, and i hope you get some great clients out of it! If it’s OK with you I’ll check in next week just to see how your Open House went. Thanks again, and have an amazing day!”

Step # 3: Enter their information into your CRM, put them onto the recruiting drips/tasking campaign, and start follow up protocol. (shown in follow up section)

Lead Source # 2: Cold Calling:

Note: This takes frequency. 95% of agents are not thinking of making a move. Lead from a place of contribution, and serve them like they are your own Agents.

How to get the leads to call:

#1: Local Schools: Many local Real Estate schools will allow you to buy a list of students via sponsoring their school. This allows you to get a constantly updated fresh/free list of all the new agents entering Real Estate School at all times in your market. Some Teams/Brokerages do not like to recruit new agents fresh out of school as it is much more of a learning curve. However, I recommend to not look at it this way. New Agents are a great source to add amazing Agents. They are hungry, they have high hopes for the future, and they tend to not have some of the bad habits which some seasoned Agents have.

#2: Your local MLS Master List: Most MLS' will allow you to get and/or purchase a "Master List" from them with all the current paying MLS Members in your area. It may be offered via your local Association of Agents, however, usually they are only offered to Brokers. Ask your Broker, and even offer to split the cost so you both can use it to recruit, and it becomes a Win/Win...

#3: MLS Production Sheets: You can run searches on your MLS to see Agents production in your area. You can get the production sheets via your MLS by running searches, and usually you can get them from your Title Company Partner as well. For example: "All Agents doing from \$1million to \$5million in production".

Scripts to come in Follow Up Section

Lead Source # 3: Social Media: It is critical to create a "Tribe" with your Social Media Account.

Step #1: Every time you meet a real estate agent, send them a Friend Request. Every time you have a "Cross Sale", send them a Friend Request and tag them in a positive message. Have a picture of the house? You can do a "Just Sold" overlay (found on the team site) and write: "Another Home Sold! I want to give a HUGE shout out & thank you to (the Cross Sale Agent's name. Make sure they are tagged in it) who was the other real estate agent on the transaction! It was such a pleasure working with you! You are a true professional, and it was an honor working with you getting this home closed! #Blessed #LoveTheRealEstateAgentLife #ilovemyjob"

Step # 2: Every time you recruit a real estate agent, post a image on all the Social Media platforms which you are on: Facebook, LinkedIn, Twitters, etc... "Welcome To The Team (their name, make sure they are tagged)! We are so excited to be able to learn, grow and succeed together! Honored to have you as a Teammate!"

Step # 2: Continued:

Post a “Monthly Top Teammate” image celebrating your teammates. You can have your overall team production, but make this about your teammates/agents, not yourself. Leave your own personal production out of the Agent Standings.

Example:

“Another HUGE February! Our team helped X families accomplish their real estate goals, which Resulted in \$X total sales volume! A HUGE Thank You to all our clients whom make this all possible, as well as all our amazing teammates! Below are the Top 5 Real Estate agents on our team! Congratulations to you all for all your success, and again, I truly thank you for all your hard work! It is an absolute honor being teammates with you!”

(Tag all Teammates, not just on the award, rather all Teammates onto the post).

Sample Image:



Step # 2 Continued:

Daily, if applicable daily, but absolutely as frequent as they happen; Post all: Just Listed, In

Escrow and/or Under Contract, and Just Sold.

“Another 3 homes listed today! Congrats to our amazing teammates, (Teammate 1, 2 and 3. Insert their names and tag them in on it) on getting these amazing listings! #ifithastosell”

You can also share or re-post a picture of the agent and their clients at closing.

“Congratulations to Virginia Beach’s newest home owners, and our amazing agent Penny Poppins for another successful closing! #ifithastosell”

Sample Image:

Post all team meetings and team events. CRRE does monthly team meetings that are open to other agents, as well as larger culture events like dinner & drinks, or a local sports event, etc....



Sample For weekly team meeting:

"Another EPIC monthly team meeting! We LOVE being surrounded with such AMAZING teammates always looking to grow and succeed"! (Tag all your Teammates in the post)



Tomasina Tatterson with Chantel Ray Finch and 22 others.

May 2 at 11:11am ·

What do you want to know about listing homes??? We have a panel of top listing agents in Hampton roads going over strategy and answering questions!!!! We have training and speakers open to the public each month!!! Let me know if you want to come as my guest to next months function!!!! Next month is 101 ways to get free leads!!



EXTREMELY IMPORTANT

Reality is important, but people's perception of reality is far more important in marketing. You can have an amazing culture and team, but if you are not constantly showing it off others will not know, and will never join you. You want to not only create a great culture and success, but you must constantly be showing the world these as well! Very important!

Lead Source # 4: Cross Sale Agents:

IMPORTANT: Make sure your real estate agents and support staff are trained to know and understand that the overall growth from the Company happens from "Recruiting agents to the team". Also, as agents, our relationship with other agents is every bit as important as with our clients, so we never want to burn bridges. Always kill others with kindness, and the goal is to make the "Cross Sale Agent" blown away with the experience as well as level of service.

Step # 1: Every time you have a closing have your support staff email with you the "Cross Sale Agent's contact info" along with your teammate/agent's name, property address, and which side the "Cross Sale Agent" represented (Buyer or Seller).

Step # 2: Do the "Cross Sale Social Media Post" outlined in the Social Media Strategy under Step # 1.

Step # 3: Call the "Cross Sale Agent".

"This is (your name), I am (your title) with (your company name). I wanted to do a quick courtesy call. Recently you and our team had closed (property address) together, and I wanted to see

how the overall experience was for you? How was the service provided by our team, and how was the overall experience?"

If negative, make a note of the negative experience, take it back to your teammates to see if there is anything which can be corrected. Sometimes there is, and sometimes other agents just can't be pleased, but either way it is great feedback. It is also a great way to hold your agents and support staff accountable as they know you are always calling to check up on them via this strategy.

If feedback is positive, continue the conversation...

"That is great to hear! We always try hard to make sure this is an amazing experience, not just for our clients, but for all parties involved in the transaction.

I spoke with (your Agent's name), and they had a lot of great things to say about you as well. They also mentioned that they felt you would be an amazing fit to our Team. I would love to meet, maybe buy you a cup of coffee, show you how our team operates, what we do to create success, and see if we may be a fit for you. I know nobody likes to be recruited, and yes, this would be a meeting to hopefully show you that our company is a better fit for you, however, just so you know, there is absolutely zero pressure, zero hassle, and zero obligation. We have a very strict no pressure policy. So absolute worst case, you get to see our backend systems, how we operate, I can give you some tips and pointers in your own Business which can help you be more successful. I will also give you our yearly Business Plan Outline which will help show you exactly the amount of activities you must be doing yearly, monthly, weekly, and daily to hit your Goals. So, even if you love your current company, and you don't want to make a move, this will

be a win for you and help you grow your current business... I have X time and X time available to meet at a Starbucks. Is that convenient for you? Which one of those days and times work best?"

If they say no, or they are not interested put them into your CRM/follow up plan, which will be covered in the follow up section.

One big bonus of "Cross Sale Agents" is you know they have closed at least one deal, know the contract, etc. so you do not have to train as much as a brand new Agent fresh out of school.

Lead Source # 5: Referral From Current Agents on Your Team.

We like to send a video to all our current teammates once per month thanking them, and asking for their support. (We do this on the 5th of each Month, and We Post It in Our Team's Private Facebook Group)

"First off, we want to thank each and everyone of you for being a part of this Team. Greatness can never be achieved alone, and we know the only way we are able to get the great results we do, is due to the fact that we have such amazing Teammates. So, again, we truly thank each and everyone of you!

We would also like to take a moment and thank, (name their specific names) whom referred other agents to us, for us to reach out and interview which you felt would be a great fit for our Team!

As you all know, we are always looking to add amazing new teammates to our team and it is highly appreciated when you refer us any agents you know, have done a cross sale with, and think would be a great fit to our Team. Again, greatness can never be achieved alone, so your referrals help us out tremendously. If you ever have anyone you feel would be a great fit, please let us know immediately so we can reach out to them.

Lastly, as you know, we are 100% dedicated to doing everything we can to create the best possible experiences for our agents that we can. We want to make sure you have the best possible training, best systems and best support. So, if you ever feel there is anything we can do to improve, please let us know. We are always trying to learn, grow, and improve, so your suggestions are always greatly honored and appreciated!

Thanks again and keep up the amazing work!"

Lead Follow Up

Important Tracking is HUGE when it comes to your Lead Follow Up. If you are not tracking your Follow Up, you will never be able to duplicate your success!

Things you must know: How Many Reach Outs (We count calls and personal text messages sent, not counting drip texts or emails) = How Many Conversations. How Many Conversations = One Appointment Set. How Many Appointments Set = An Appointment Conducted. How Many Appointments Conducted = New Hire. We also like to track each month "How Many Total Hires vs. How Many Agents Left" (Reference The Recruiting Tracker Provider, The Formulas Are Already Created, So You Just Need To Enter Your Daily Activities). Also, it is recommended to Track your Average Agent Production. "The Path Is Always In The Math". This will allow you to deal in realities and plan accordingly based off true/actual numbers inside your Business.

Also, just like in generating Buyer and Seller Appointments, you will get rejected far more than you will get people agreeing to meeting. To give you some an idea, and these are great numbers to hit, (don't get discouraged if you are not getting these in the beginning, it takes time, recruiting is a learned skill set that takes time to dial in..) our current company recruiting #'s are: 21% of Conversations = Appointment Set... 50% of Our Appointments Set = Appointment Conduction (50% show ratio)... Appointment Conduction to Agent Hire Ratio = 52%... Overall Conversation to Agent Hire Ratio = 5.5%...

Example: Here our some of our "Live Numbers" which resulted in 10 Monthly Hires: 745 Phone Calls Reach Outs, 154 Text Messages Sent (not counting drips), 180 Conversations, 38 Appointments Set, 19 Appointments Conducted, 10 Total New Agent Hires.

New Agents: First, understand they are interviewing with a lot of Teams/Brokerages. It is very easy here to book appointments, but harder to get them to make a decision. So, your conversation to appointment booked ratio may be higher with this lead source, but we find your appointment conduction to agent hired ratio may be less. Don't get discouraged by this. Also, an important note; We have a ton who decide to go with another company initially. We stay in touch with them, and after 3 to 6 months, they come back to us realizing they need much more training and support then they're getting. So, don't let the initial "No" get you down. As in all sales, "The fortune is in the followup".

Step # 1: On the first day you get the list, sent out a video email: "How are you planning on standing out in your Real Estate business?" (Upload your video to your YouTube channel, take a screenshot of the video on YouTube which will make it appear that, if they click on it, it will play, and insert the photo into your email. Click on the photo, and then insert the link to that video on your YouTube channel, so as soon as they click, it takes them to that video on your YouTube channel and starts playing) The video touch is great, as most are not used to it, and other recruiters are not doing it, so it allows you to stand out.

Subject: "How Are You Planning On Standing Out In Your Real Estate Business"

Body: Hi (their name), First off, congrats on your decision to enter into the Real Estate Industry! This industry is a life changing industry for those who are truly committed! Here is a quick video I created for you, which I feel you will find helpful. Click on the video below."

"Click Here To Watch The Video" (hyperlink this right above the video as well as the inserted photo of the YouTube video placed right below this text)

Video Script: "Hey, (your name) with (your Company), I wanted to create a quick video asking you "How are you planning on standing out in your Real Estate business?" In (your MLS area) there are currently (# of Agents in your MLS system), and the average agent only sells (# of homes they sell per year on average. Take the total # of yearly closings in your MLS, and divide it by number of Agents inside your MLS) so it is absolutely critical you ensure you stand out. One way we do this at Canzell Realty Real Estate Group is by creating videos just like this. Very few people implement videos into their marketing, but the reality is they are extremely effective. It is the next best thing from being face to face with a Potential Client, and it builds much more trust and confidence which the consumer will have in you. Also, we have found that incorporating videos almost doubles our Call Answer ratio and leads into our system, as they are much more comfortable with us. This is just one of the many ways we make sure we stand out from our competition here at (your Company name). When you are looking to choose your company, we would love an opportunity to interview for the job, my direct cell is (insert your cell). Hope to hear from you soon, and have an amazing day!"

Step # 2: First day you get the list, in addition to the video email above, send a Video Text:

"Hey, this is (your name) with (your company). I wanted to send a quick video text congratulating you on your choice to enter this new career! This career can be an absolute life changing industry for those who are committed! I know you have a lot going on, and will have a lot of questions! I am here to be your Real Estate resource for whatever you need. Any questions you have, or anything you need, please feel free to reach out to me anytime. This is my direct cell. Again, congrats on your amazing decision!"

Step # 3: Day 2 Call Them. If they answer, go into the below conversation. If you get their Voicemail: "Hey, this is (your name) with (your company). I wanted to follow up in regards to the email and text message I sent you. Just wanted to again congratulate you on your decision for choosing this amazing career, and let you know I am here for you to answer any questions you have, and help be a resource for anything you need! Have a great day, and please do not hesitate to reach out anytime if there is anything you need!"

Initial Conversation if they answer:

"Hey, this is (your name) with (your company). I hope you are having a great day. You can probably already guess why I am calling you. You are just starting a new career in Real Estate. (they will usually say, "Yes I am" etc.. then, come in with some questions..) What are your plans once you get your Real Estate License? (Most haven't thought about it, and will ask what you mean?) In that case say; Well, there are a lot of different directions which you can go once you get your Real Estate License. You can go into Property Management. You can go into Commercial Real Estate. You can work for new builders. You can specialize in Residential Real Estate. One cool part about Real Estate is there are lots of options, but those who are most successful focus heavily on just one option. With that being said, where do you see yourself wanting to focus on? (The goal is to get them talking. Once identified, or they are done talking, ask/say..) Sounds great! What are you looking for in a Brokerage which you choose to join? In regards to the Goals you have for yourself, what would you consider an amazing 1st year in Real Estate in regards to your production? Do you currently have a strategy in place to go from being brand new, to accomplishing the goals you have for yourself? (Again the goal here is to get them talking. Ask questions, and get dialogue happening. Don't rush the call. Let them speak. Be a great listener. To get anyone excited about joining your Company, it is not about showing them how amazing you are, but instead showing them how you can take them from where they are to accomplishing their Goals in the quickest amount of time. Then, set the appointment) I remember first getting my license like it was yesterday. Such an exciting time! One absolutely critical thing, is to ensure you choose the right company which can offer you the training, support, and the proven systems in place to ensure you accomplish your Real Estate goals. As you have experienced, Real Estate School does a great job at teaching you the contract and giving you the information you need to keep yourself out of trouble. However, they do not do a great job at showing you how to go out there, get clients, and start making money. In your Real Estate Career you absolutely need to know the contract, and know how to look out for your Clients best interest, but you also need to learn many more skill sets which will help you consistently obtain clients, build your business and brand, and ensure you are accomplishing your goals which you have for yourself. I would love to set up a time for us to meet. Maybe snag a cup of coffee at a local Starbucks which is convenient for you? Or, we can meet at my office? Whichever you prefer, I can show you how our company operates, our systems, and our training and support which allows our agents to continue to grow, succeed and hit their goals. Just so you know, there is absolutely zero pressure, zero hassle, and zero obligation. We have a very strict no pressure policy. So, absolute worst case, you get to see our backend systems, how we operate, I can give you some tips and pointers in your own business which can help you be more successful. I will give you our yearly Business Plan Outline which will help show you exactly the amount of activities you must be doing yearly, monthly, weekly and daily to hit your goals. So, even if you love your current company, and don't want to make a move, this will be a win for you and help you grow your current business. I have X time and X time available to meet at a Starbucks. Is that is convenient for you? which one of those days and times work best?"

If they say no, or they are not interested, and we do not set an appointment, we call back to check in every 90 Days (script below)...

Step # 4:

Video Email 2, Day 3, "How Red Bull Will Help You Sell More Real Estate"

(upload your video to your YouTube channel, take a screenshot of the video on YouTube which will make it appear that, if they click on it, it will play. Insert the photo into your email. Click on

the photo, then insert the link to that video on your YouTube channel, so as soon as they click it takes them to that video on your YouTube channel and starts playing...) The video touch is great as most are not used to it and other recruiters are not doing it, so it allows you to stand out...

Subject: "How Red Bull Will Help You Sell More Real Estate"

Body: "Hi (their name), this is (your name) with (your company). I created another powerful

video which will help you to ensure you create success inside your Real Estate Business!

"Click Here To See How Red Bull Will Help You Sell More Real Estate" (Turn into a hyperlink in your email as well as the inserted image of the YouTube video placed right below this text).

Video Text: "Hey this is (your name), with (your Company) here, and I wanted to create a quick video on why Red Bull can help you sell more Real Estate. What I mean by this is, look at what Red Bull does. They absolutely dominate obscurity. They make sure everyone is seeing their name. Now, you may not be looking to sell energy drinks to everyone on the planet, but you are looking to help as many people as you can who live, and or are moving to your area buy and sell homes. So, like Red Bull, you must overcome obscurity. You must get people seeing your name, your face, your logo, etc.. as much as you possibly can, so when they think of buying and selling, they think of you. The great thing about today with social media and technology the way it is, this is easier and cheaper than ever before. You can become the area information portal for little to no money. You can get everyone in your area seeing your name again for very little to no money. At (your company) we have many techniques which make this possible, and do it in a quick manner for our Agents. When you are looking to choose your company, we would love an opportunity to Interview for the job. My direct cell is (insert your cell). Hope to hear from you soon, and have an amazing day!"

Step # 5: Call 2, Day 5... only if they did not answer on the 1st call in Step # 3... If they answer use the script in Step # 3... If you get their VM "Hi (their name), this is (your name) with (your company). I wanted to give a quick courtesy check in call to see how you are doing, see if there are any questions you have for me at this time, and if there is anything I can do to help support? Feel free to reach out to me anytime. My cell is (your cell). Have an amazing day, and hope to hear from you soon!"

Step # 6: Video Email 3 Day 6 "Qualities They Need To Look For In a Mentor and How To Choose Them"

Step # 7: Email out Business Plan template guide

Step # 8: Call Day 10, Day 15, Day 20, Day 25. Then, every 30 Days, until we reach them. If we are unable to set an appointment, and/or they join another company, we check in every 90 days.

For calls Day 10, Day 15, Day 20 and Day 25 use the below scripts. (You can vary them based on your past conversations. This is the importance of taking detailed notes and putting them into your CRM)

We use the same scripts as the initial call, unless we have already had a conversation and they did not set an appointment in that conversation. In that case:

Voice-mail if they don't answer: "Hi (their name), this is (your name) with (your company). I wanted to give a quick courtesy check in call to see how you are doing, see if there are any questions you have for me at this time, and if there is anything I can do to help support? Feel free to reach out to me anytime. My cell is (your cell). Have an amazing day, and hope to hear from you soon!"

If they answer, and you have not spoken with them yet, go into the above script on Step #. if you have spoken to them but were not able to set an appointments say:

"Hi (their name), this is (your name) with (your company). I just wanted to check in to see how your schooling and everything else is going? How are you doing? Do you have any questions I can help with? I know when we spoke before you were not interested in setting a time to meet, and that is 100% OK, I am not here to pressure you into meeting with me. I just know there is a ton of information thrown at you very quickly, and I know I had wished I had a seasoned successful local real estate agent whom I could ask certain questions to and use as a reference. I am here to be that reference and support system for you. Even if you choose to join another company, that's OK. I don't want you to feel pressured. Again, just lean on me as a resource. With that being said, is there anything I can help you with now? Also, I sent you a Goal Outline worksheet via email. If you haven't already, make sure to check that out. It will help you tremendously in dialing in your Real Estate goals when you start. Let me know if there is anything you need. You have my information, so feel free to reach out anytime!"

Day 30, and every 30 Days thereafter until they answer (If they answer, and they have joined another Company, we then follow up every 90 days). Be more aggressive at setting the Appointment.

If you still have not spoken with them over the phone, use the initial phone conversation script from Step # 3.

If you get their voicemail: "Hi (their name), this is (your name) with (your company). I wanted to check in to see how your Real Estate classes are going, and see if there is anything I can do to support? Also, it will be getting close to the time that you need to start narrowing in on the company you are going to choose to work at. I would love the opportunity to talk to you and show you how our Company can provide you the support, training and systems you need to ensure you accomplish your Goals, Also, if you decide we are not the Company for you that is 100% OK. There is zero pressure, hassle, or obligation. We know we are not for everyone, and that is OK. If you discover we are not for you, we can then help you craft specific questions to ask, things to look for, and even give you other recommendations for other local Companies which may be a great fit for you. We have a lot of close relationships with the top brokerages in town, and are happy to help in any way we can. Please give me a call back at (your cell). Looking forward to talking to you soon!"

Calls... If you have spoken to them, just like in calls in Step # 8... make it a courtesy reach out/check in call but again be more aggressive at trying to get the appointment

Example:

""Hi (their name), this is (your name) with (your company). I just wanted to check in to see how your schooling and everything else is going? How are you doing? Do you have any questions I can help with? It is getting close to the time that you need to start narrowing in on the company you are going to choose to work at. I would love the opportunity to talk to you and show you how

our Company can provide you the support, training and systems you need to ensure you accomplish your goals. Also, if you decide we are not the company for you, that is 100% OK. There is zero pressure, hassle, or obligation. We know that we are not for everyone, and that is OK. If you discover we are not for you, we can then help you craft specific questions to ask, things to look for, and even give you other recommendations for other local companies which may be a great fit for you. We have a lot of close relationships with the top brokerages in town, and are happy to help in any way we can. I would like to set up a time at my office or a local Starbucks which is convenient for you to meet. I have X time and X time this week. Which one of those times works best for you?"

90 Day Call Check Ins:

If you get their Voicemail: "Hey (their name), this is (your name) with (your company). I hope you are having an amazing week. I wanted to check in to see how everything is going, how your

business is going, and ultimately, wanted to see if we could set up a time meet and show you how my company operates. Our training, our support, and our systems provided to ensure you accomplish your goals. Also, if you decide we are not the company for you that is 100% OK. There is zero pressure, hassle, or obligation. We know that we are not for everyone, and that is OK... Worst case, you get to see our back end systems, what we do to create success, and some ideas and strategies you can implement into your own business to continue to grow. Give me a call back on my cell when you have a moment at (your cell) so we can set that up. Have an amazing day!"

If they Answer:

"Hi (their name), this is (your name) with (your company). It has been several months since we talked, and I wanted to check in to see how you are doing. How is your Business going? Is there anything I can do to help? Look, I know nobody loves the process of getting recruited, but I would love the opportunity to meet with you to show you exactly how our company operates, the systems we have in place, the training and support we offer to ensure you are hitting your goals. There is zero pressure, zero obligation, and zero hassle with the meeting. It's just a chance to show you how we operate, answer any questions you may have, and worst case scenario, you get to see all our back end systems, our lead generation techniques, our follow up techniques, etc. which allow us to create continued massive success which you can take and implement into your own business to create that much more success inside your own business. We can meet at my office, or at a Starbucks which is convenient for you, and I can buy you a cup of coffee. I have X time and X time available this week. Which one of those works best for you?"

Open House Lead Follow Up:

Step # 1: After you have met with the agent at their open house (See Lead Generation section above)... Wait 5 to 10 minutes; You may want to drive to the next Open Houses. Then, create/send a personalized text video: "Hey (their name), this is Sally Smith again. We met a few minutes ago at your open house. Just wanted to shoot a quick video to say it was great meeting you at your open house. I hope you have an amazing open house and get some great clients out of it. If OK with you, I will check in next week, just to see how your Open House went. Thanks again, and have an amazing day!"

Step # 2: Send Facebook Friend Request.

Step # 3: Enter them into your CRM and put onto drip plan.

Step # 4: Call on Monday.

Important Note: If they do not answer leave this Voicemail, and Call Every 7 Days Until They Answer. If they are not interested in meeting, we call every 90 days.

Voicemail To Leave Every 7 Days For The 1st Month/4 Voicemails.

"Hey (their name), this is (your name) with (your company). I met you at your open house and gave you a couple free resources which we use at our Company. I wanted to see how those worked out with you, and see if there are any questions I can answer for you, or if there is anything I can do to help support. Give me a call on my cell at (your cell) when you have a moment. Have a great day!"

Voicemail To Leave For the 5th VM on (Until they answer):

"Hey (their name), this is (your name) with (your company). I hope you are having an amazing week. I wanted to check in to see how everything is going, how your business is going, and ultimately wanted to see if we could set up a time meet and show you how my company operates, our training, our support, and our systems provided to ensure you accomplish your Goals. Also, if you decide we are not the company for you, that is 100% OK, there is zero pressure, hassle, or obligation. We know that we are not for everyone, and that is OK. Worst case, you get to see our back end systems, what we do to create success, and get some ideas and strategies which you can implement into your own business to continue to grow. Give me a call back on my cell when you have a moment at (your cell) so we can set that up. Have an amazing day!"

If They Answer: "Hi (their name), this is (your name) with (your company). I met you at your open house and had given you a couple of the tools we are using which are helping us create great success with our Open Houses. Did you have a chance to use the sign on the front door, the table at the entrance, and the sign in sheets that I gave you? Are you having success with Open Houses? What other lead generation strategies are you doing which are currently creating success for you?"

Look, I know nobody loves the process of getting recruited, but I would love the opportunity to meet with you to show you exactly how our company operates, the systems we have in place, the training and support we offer to ensure you are hitting your Goals. There is zero pressure, zero obligation, and zero hassle with the meeting. Just a chance to show you how we operate, answer any questions you may have, and worst case scenario, you get to see all our back end systems, our lead generation techniques, our follow up techniques, etc... which allow us to create continued massive success and which you can take and implement into your own business to create that much more success inside your own business. We can meet at my office or at a Starbucks which is convenient for you, and I can buy you a cup of coffee. I have X time and X time available this week. Which one of those works best for you?"

Remember, most will not say yes right now. The goal is to establish a relationship over time, so, if and when they are ever unhappy where they are, the 1st person and 1st Company they think of is you

If they are not interested at all and being short with you, remove from call list.

If they are not ready to meet, but just sound unsure, not sure if they are happy where they are at, etc. add to your Every 90 Day Call Follow Up Plan. For whatever reason, it seems most think about a move every 90 days.

90 Day Call:

If you get their Voicemail: "Hey (their name), this is (your name) with (your company). I hope you are having an amazing week! I wanted to check in to see how everything is going, how your business is going, and ultimately, wanted to see if we could set up a time meet and show you how my company operates, our training, our support, and our systems provided to ensure you accomplish your goals. Also, if you decide we are not the Company for you, that is 100% OK. There is zero pressure, hassle, or obligation. We know that we are not for everyone, and that is OK. Worst case, you get to see our back end systems, what we do to create success, ideas and strategies which you can implement into your own business to continue to grow. Give me a call back on my cell when you have a moment at (your cell) so we can set that up. Have an amazing day!"

If they Answer:

"Hi (their name), this is (your name) with (your company). It has been several months since we talked, and I wanted to check in to see how you are doing. How is your Business going? Is there anything I can do to help? Look, I know nobody loves the process of getting recruited, but I would love the opportunity to meet with you to show you exactly how our company operates, the systems we have in place, the training and support we offer to ensure you are hitting your goals. There is zero pressure, zero obligation, and zero hassle with the meeting. It's just a chance to show you how we operate, answer any questions you may have, and worst case scenario, you get to see all our back end systems, our lead generation techniques, our follow up techniques, etc. which allow us to create continued massive success which you can take and implement into your own business to create that much more success inside your own business. We can meet at my office or at a Starbucks that is convenient for you, and I can buy you a cup of coffee. I have X time and X time available this week. Which one of those works best for you?"

Cross Sale Agent Follow Up

This is the easiest way to lead into calling and recruiting. This is a great way to start for those that have "Call Reluctance" when it comes to recruiting...BUT don't think just because it is easy means that it is not effective... It is very effective!

Make sure to see/implement the 1st 2 outlined Steps in the Lead Generation Section outline above.

Initial Call Day 1:

If they do not answer, and you get their Voicemail: "Hi (their name), this is (your name) with (your company). I am doing a courtesy follow up call, as you just had a cross sale with (your Agent's name) on (property address), and I wanted to get your feedback on how the overall experience went. Please give me a call on my cell at (your cell) when you get a free moment. Looking forward to hearing from you soon and thanks again!"

If They Answer:

"This is (your name), I am (your title) with (your company name). I wanted to do a quick courtesy call. Recently you and our team had closed (property address) together, and I wanted to see how the overall experience was for you? How was the service provided by our team, and how was the overall experience?"

If negative, make a note of the negative experience, and take that back to your teammates to see if there is anything you can correct. Sometimes there is, and sometimes other real estate agents just can't be pleased, but either way, it is great feedback. It is also a great way to hold your agents and support staff accountable, as they know you are always calling to check up on them via this strategy.

If positive, continue the conversation...

"That is great to hear! We always try hard to make sure this is an amazing experience, not just for our clients, but for all parties involved in the transaction.

I spoke with (your Agent's name), and they had a lot of great things to say about you as well. They also mentioned that they felt you would be an amazing fit to our Team. I would love to meet, maybe buy you a cup of coffee, and show you how our team operates, what we do to create success, and see if we may be a fit for you. I know nobody likes to be recruited, and yes, this would be a meeting to hopefully show you that our company is a better fit for you, however, just so you know, there is absolutely zero pressure, zero hassle, and zero obligation. We have a very strict no pressure policy. So, absolute worst case, you get to see our backend systems, how we operate, I can give you some tips and pointers in your own business which can help you

be more successful, and I will give you a yearly Business Plan Outline which will help show you exactly the amount of activities you must be doing yearly, monthly, weekly and daily to hit your goals. So, even if you love your current Company, and don't want to make a move, this will be a win for you and help you grow your current business. I have X time and X time available to meet at a Starbucks which is convenient for you. Which one of those days and times work best?"

If they say no or they are not interested... put them into your CRM/follow up plan which will be covered in the follow up section...

One big bonus of "Cross Sale Agents" are that you know they have closed at least one deal, know the contract, etc. So, you do not have to train as much as a brand new Agent fresh out of school.

We call every 7 days until we talk to them. If they are not ready to meet, we check in every 90 days.

90 Day Call:

If you get their Voicemail: "Hey (their name), this is (your name) with (your company). I hope you are having an amazing week. I wanted to check in to see how everything is going, how your business is going, and ultimately, wanted to see if we could set up a time meet and show you how my company operates, our training, our support, and our systems provided to ensure you accomplish your goals. Also, if you decide we are not the company for you, that is 100% OK. There is zero pressure, hassle, or obligation. We know that we are not for everyone, and that is OK. Worst case, you get to see our back end systems, what we do to create success, ideas and strategies you can implement into your own business to continue to grow. Give me a call back on my cell when you have a moment at (your cell) so we can set that up. Have an amazing day!"

If they Answer:

"Hi (their name), this is (your name) with (your company). it has been several months since we talked and I wanted to check in to see how you are doing. How is your Business going? Is there anything I can do to help? Look, I know nobody loves the process of getting recruited, but I would love the opportunity to meet with you to show you exactly how our Company operates, the systems we have in place, the training and support we offer to ensure you are hitting your Goals. There is zero pressure, zero obligation, and zero hassle with the meeting. It's just a chance to show you how we operate, answer any questions you may have, and worst case scenario, you get to see all our back end systems, our lead generation techniques, our follow up techniques, etc. which allow us to create continued massive success which you can take and implement into your own business to create that much more success inside your own business. We can meet at my office, or at a Starbucks which is convenient for you, and I can buy you a cup of coffee. I have X time and X time available this week. Which one of those works best for you?"

Cold Calls Agent Follow Up:

Call everyone every 90 days (Same VM and Same Script)

If they don't answer, leave a VM: "Hi (their name), this is (your name) with (your company). I wanted to reach out to see how your business is going so far this year, and see if there are any questions I can answer to help you hit your goals? Yes, I am a Talent Coach, looking to grow our Company, but our style is not to pressure you into joining our company, rather to support you, and help you any way we can. If and when the time ever comes where you are thinking of making a move, hopefully you appreciate all the support we have provided, and you'll give us an opportunity to interview to see if we are a fit for you. We have some great free tools which can help you massively grow your business which I can share with you. Give me a call on my cell (your cell) when you have a free moment. Have a great day, and Thanks again!"

If They Answer:

"Hi (their name), this is (your name) with (your company). I am calling agents today because we are days/months into this year. I wanted to check in and see how you are doing year to date

compared to your yearly goals. Are you on track to hit your goals, and how are you doing so far?"

Most common objection is, "Who are you, and why are you calling me?" if you get this objection: "Great question, and I know my call is a little odd. My name is (your name), with (your company). My job here at (your company) is to recruit amazing agents to our company. Now, I understand everyone hates being recruited, and that is not our style. I am not here to pressure you into doing anything you do not want to do. I am here to answer any questions, and support you at creating the success you want to create inside your own business. Our true goal is to become your "Destination Brokerage", and what that means is to help support you in hitting your goals, create the success you are looking to create, and if and when the time comes that you are ever looking to make a switch, hopefully you appreciate all of our support, that you think of us, and give us an opportunity for an interview to see if we are a fit for you. So, again, there is never any pressure, obligation or hassle. With that being said...

-How are you doing so far this year at accomplishing your goals?

-What do you feel the biggest obstacles are currently which you are facing?

-Do you have an in depth business plan in place which outlines exactly what you must be doing each and every day to ensure your goals are met, and if not, would you like me to email you our Business Plan Template?



-Is there anything I can do or help with while we are on the call to help support you?

-Do you currently feel you are getting the training, support, and needed systems provided by your current Broker in order to help you hit your Goals?

(Do your best to ask questions, answer questions, and again, establish a relationship).

Again, there is zero pressure, zero hassle, and zero obligation, but I was wondering if you would like to meet either at my office, or a local Starbucks which is convenient for you, to see how our company

works, the systems we provide, our training, our support, and ultimately what we do to ensure our agents hit their goals, and create success. Worst case, if you decide we are not the company for you, you get to see all our back end systems, how we generate leads, follow up with leads, and what we do to create continued success which you can take back and implement into your own business which will help you take your business to the next level. This week I have X time and X time, do either of those times work for you?"

If they say NO, and they are not interested, which most will say, then follow up with this:

"No worries at all, and like I said, the purpose of my calls are not to pressure you into joining our company, rather to support you in creating the success you would like to create inside your business. So, anytime you need anything, please feel free to reach out anytime, my cell is (your cell). It was amazing talking to you, and again reach out anytime if you need anything. Have an amazing day, and keep up the amazing work!"

Bonus Scripts, Objections & Questions:

Other questions you can ask to keep the conversation flowing while you have them on the phone:

IMPORTANT NOTE: Only use the questions which pertain to your Company, which you know, and have expertise in...

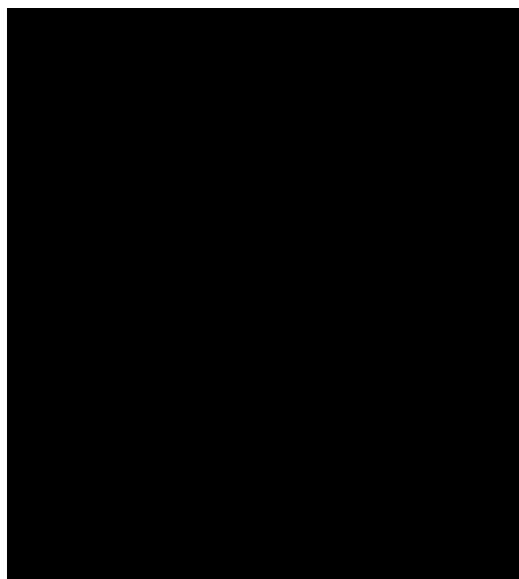
How long have you been with your current broker? What made you choose them?

What do you like best about them?

What do you like least?

What other services would you like them to provide? Have you ever been with any other brokerages?

How do they compare?



What are you looking for in a brokerage?----splits-- tools to grow your business—atmosphere---location—support---to be around top producers?

Does your current company have the tools to get you there? Do you currently have a written business plan?

How are you tracking against it?

Is anyone currently coaching you/ keeping you accountable?

Where do you want to take your business?

Once there, how will it have changed your life?

Why is reaching your goals so important to you?

What are you doing to reach your Sphere Of Influence?

What is your current CRM? (If they ask “What is a CRM?”... “It stands for Customer Relationship Management. AKA your database”)

How are you using technology to grow your business? Do you currently have an Assistant?
Are you currently happy with your production?

How big is your SOI? (If they ask “What is SOI”... “It is your sphere of influence”. Anyone in your database who knows you, likes you, and is aware of what you do for a living. As long as you follow up with them, your Business will grow”)

Are you willing to prospect you’re SOI?

How many contacts are in your phone?

What was your income over the last three years?

What does your typical day look like?

Are you willing to learn scripts?

What did you do prior to real estate?

Why did you get into real estate?

What 3 areas of your business would you like to see grow?

What are you currently doing in these areas?

What time commitment do you feel is necessary to achieve your income goals?

Are you currently investing the necessary amount of time to ensure you accomplish the commitments you feel are necessary to accomplish your income goals?

What do you think you need to be doing in these areas?
Is anyone currently coaching you or keeping you accountable?

Do you see the value in having a coach?
Where do you want to take your business?
Once there, how will it have changed your life?
How long can you last with your current cash reserves? What do you see as the biggest challenge in today's market?

What is your current YouTube initiative? Are you currently posting at least once a week to YouTube? If yes, what content are you posting? How are you repurposing it to Google +, Facebook organically, Twitter Instagram, and then via email to your database? Then, if you want to take that content and put it as a written blog and push it out thatway?

Is SEO important to you? Do you want to be at the top of the list? It's no longer scientific, It is content based. (If they ask "What is SEO"... "It is Search Engine Optimization; Meaning you show up on organic Google searches")

Have you heard of Google Alerts? It will allow you to track, and ultimately change, what Google wants, and is accepting in its search engines so you can adjust accordingly.

What is your biggest concern or pain point coming into/doing real estate?

Where I want to start with you is opportunity!

Do you feel it is easier to contact and reach people now, than at any point in history?

Do you know your most immediately powerful and effective activities? We want to move you to a business model which is only doing your highest paying activities.

How do you currently overcome objections? What are your most common and current objections? We believe in overcoming objections in advance. Would you see value in that?

The boundaries are limitless, and the marketing is next to free. Are you doing any free lead generation techniques?

Where are your first five deals coming from?

What is your current online lead strategy?

How are you geographically farming, using technology?

Video text for listing presentation follow up.

It is all about information, not selling. Market updates, community, and neighborhood info. Do you currently have a strategy to push out "Information" and become your area's "Information Portal"?

How are you planning on marketing yourself to stay relevant to your consumer?
What are you doing to reach these people?
Would you agree people are done being talked at, and the loudest marketer no longer wins? Are we in the human connection and human resource industry?

How are you using technology to grow your business?
Tell me about the systems which manage and incubate your leads?

What mediums are you using to reach your audience in all the spaces they are in. Youtube, Facebook, Twitter, Snapchat, Pinterest, etc?

What is the persona of the consumer (what keeps them up at night)?

What are you currently doing with your leads? How frequently are you following up? Do you have a follow up system which is automated in place?

Where are you showing up in your search engines?
What have you heard about making money in real estate on YouTube? How do you do it?

How are you prepping for the inevitable recession? Is your pipeline big enough? Do you do short sales/REO?

What makes video the new wave of business? Human communication and simplicity. I can shoot a video for free, and it captures 100% of communication; 7% spoken word, 38% tone of voice, 55% body language.

What keeps them connected to you when they are not in the buying and selling zone? Is your lead nurturing system built on this foundation?

We live in the most opportune time in the history of the world! Do you agree?
How are you positioning yourself in today's Internet empowered consumer driven market?

What if I told you there is no such thing as a good lead or a bad lead? Would you agree with that?

Here's the reality, the only agents which experience "good leads" or "bad leads" are agents who don't have a system continually engaging and transferring value to the consumer in an automated fashion.

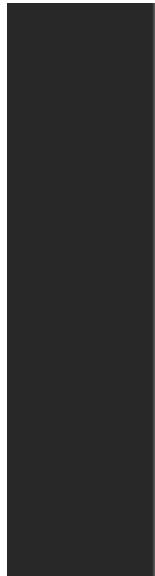
What information are you currently sending to your leads? In what form are you sending it to them?
What is the frequency you are sending it? Is it automated?

Everyone has a cap. Growth comes in a system which delivers in the way the consumer wants to be communicated to, and delivery of the information they desire. The biggest way to breakthrough "Capacities" is to have proven systems in place to follow, in addition to having support staff in place. Do you currently have systems and support staff in place to help you to continue to grow your Business?

Objections:

Notes: Always agree, and put the objection back on them in the form of a question? This gives you time

to think, and it makes them think about it as well. The biggest objection is the one they don't tell us.



- • Here's what I am going to promise you. I won't talk about your company, and I won't talk about my company. I am going to talk about the only thing that matters...Your business.
- • What other companies are you looking at? Why do they stand out to you?

Recruit: "I'm happy at my current company"

You: "I understand and appreciate your happy at your current broker. The purpose for my call is not to ask you to join our company, but to simply coach you. Are you currently being coached?"

Recruit: "No I'm not being coached at this time"

You: "Would you see value in having a coach?"

Recruit: "Why would you want to coach me when I don't work for your company?"

You: "For a couple of reasons. First, if something changes at your current broker in the future, I'd like to be your destination broker. Second, you may see value in my coaching, and decide that you want to join at some time in the future. Are you available tomorrow?"

Recruit: "I'm not interested in making a change."

You: "I understand, and I will not try and recruit you when we meet. I simply want to coach you. What areas of your business do you feel have room for growth and improvement?"

Recruit: "I'm too busy."

You: "I understand. How about we meet for a cup of coffee and spend 30 minutes together?"

Tip: Approach the recruit as if they are one of your agents, and you are calling to coach them. If you get caught up in the result of hiring them, you will move to a sell mode, and sound like every other recruiting call which the experienced agent is getting.

Automated Drip Email/Text Drips:

Day 0: Drip Email 1:

Subject Line: Real Estate Success Tip # 1: Do you know the MUST hit Daily/Weekly #'s To Ensure You Hit Your Goals?

Body:

First off, thank you for choosing to receive these powerful “Real Estate Success Tips”! Inside this email series you’ll receive a lot of powerful information which will help you take your Real Estate business to the next level!

IMPORTANT: I have some quick tips to ensure you are as successful as possible with these “Real Estate Success Tips”. First, it is important to understand that today, information is no longer power, it is taking the information, and taking action on it, which then creates power inside our businesses and inside our Lives! Second, these are not “Shallow” Real Estate Tips, rather tips which absolutely can have a HUGE impact on your business. I highly recommend you create an email folder labeled “Real Estate Success Tips”, and save/move these into that folder, so you can save them and easily reference them.

OK, let's jump into “Real Estate Success Tip # 1”.

One of the reasons 93% of agents only do 7% of the business conducted in the industry is the fact they do not know what amount of action/activities it takes to generate Business. Here are a few important guidelines to follow:

The Average Agent converts .5% of their “Leads” into a closing.
Top Agents with “World Class Follow Up” convert 3% of their “Leads into a closing”.

Let's split the difference, and say you can convert 1.75% of “Leads” into a closing.

That would mean, if we round up, you would close 1 out of 60 leads you generate. Now, in order to convert at this level, you must know how frequently to follow up with leads, which we will cover in Real Estate Tip # 2 (next email), but at least for now, you can start calculating the amount of leads you need to convert into a closing, so you know how many leads you need to accomplish your Goals.

Let's say your Goal this year is to close 36 Homes. That means you must generate at least 2,160 leads this year (based off the above conversion rate).

That then breaks down to 180 per month. Or, if you want to break it down weekly, and let's just base it off you taking off 2 weeks a year (Holiday's, etc.), then you would be looking at 44 leads

weekly (if we round up). Then, you can start breaking it down to how many days you work a week, etc.

IMPORTANT NOTE: The only way to win the year, is to win enough months. To win the month, we must win enough weeks. To win the week, we must win enough days. It boils down to "Winning Each and Every Working Day". Always break your numbers down so that you know you are winning the day!

I hope you found this helpful. In next week's email we will cover Tip # 2, "How Frequently To Follow Up With Leads". In the meantime, make sure to do the math, and break down how many leads you need yearly, then monthly, then weekly, then daily.

If there is anything you need, or anything I can do to help, please feel free to reach out anytime!
Sincerely,
(Your Email Signature)

Day 4: Text Drip 1

"Did you get my Real Estate Tip Email on How To Calculate How Many Leads You Need To Hit Your Goals? If not, check it out. Let me know if you need anything! (Your Signature)"

Day 10: Drip Email 2

Subject Line: Real Estate Success Tip # 2: Proper Lead Follow Up Frequency Body:

I hope your week is going amazing! Hopefully you had time to calculate the number of leads you need in your Real Estate business to accomplish your Real Estate goals. If you missed that email, just search my name in your email box search tool, and you will find the email with Tip # 1 where we discussed how to do this in depth.

As promised in the last email, I wanted to discuss the amount of "Frequency" to reach out to leads to convert them to appointments...

First, it is important to note that the "Average Real Estate Agent" follows up with a lead within 40 minutes, and only follows up twice. This is not enough frequency to ever be able to create good results. Remember last week, the "Average Agent" only converts .5% of leads into a closing.

To follow up properly we must know the #'s which exist today:

- On average, you must follow up 15 times with a lead before they start to communicate back.
- On average, you will get rejected by the same Person for an appointment 5 times before you get 1 yes for an appointment.
- The average consumer today is sold 2,000+ times each and every day.

With this being said, we need to be diligent about our lead follow up. I recommend, at a minimum, you follow up with every lead 21 times in the 1st 30 days. This can be a combination of phone calls, emails, & text messages.

Most of the time, you will get voicemails, and no responses. That's OK. That is what should be expected. Our job is to continue to follow up via phone, email, and text until we can get them communicating with us, and we can identify their goals, expectations, and time frames.

In the next email, Real Estate Success Tip # 3, I will cover what to say to those leads once you get them to communicate.

I hope you found this email helpful, and please feel free to reach out anytime if you need anything!

Sincerely,
(your email signature)

Day 13: Drip Text 2

"I wanted to check in to see if there is anything I can do to help with in your Real Estate Business? Let me know if you need anything! (Your Signature)"



Day 20: Drip Email 3

Subject Line: Real Estate Success Tip # 3: What To Say To Leads To Convert To Appointments

Body: I hope you are having an amazing week, and I hope you are enjoying these Real Estate Tips!

As stated in the last email, in today's email I wanted to talk about "What To Say To Convert Leads Into Appointments".

It is important to understand that the consumer today loves to consume (Buy and Sell Real Estate), but they HATE "Being Sold". So, the trick today is adding value by leading from a place

of contribution, and once they are ready to buy and/or sell, they think of you and reach out to you.

So yes, it takes more frequency than ever to convert leads into appointments, however you do not need to be high pressure. In fact, you end up turning off far more people than you help when delivering high pressure scripts. Again, the goal is to follow up frequently, lead from a place of contribution, and develop a relationship over time.

One of the ways we generate a ton of leads and business, is by running Facebook Ads. So, let's run an example of how I follow up with my Facebook leads. These are leads the "Registered" on my website as a lead in order to search for homes. Let's use the example of a lead saving a property as a favorite on my website.

I would call them ASAP and say "Hi (their name), this is (my name) with (my company). I wanted to reach out, as I noticed you saved (the property address they saved as a favorite), as a favorite on my Home Search Website, and I wanted to see if you had any further questions on that property, as well as see if there is other info/data on that home and area I can send you which you would find helpful? (Pause, and let them answer, answer any questions they may have, then try to set an appointment). I have some time this evening between 5pm and 7pm if you would like to meet at that home on your way home from work and spend a few minutes checking it out. Is that something you would like me to set up?"

IMPORTANT NOTE: Remember from last week's email tip, the same lead will reject you for an appointment 5 times before saying yes. So, I am expecting a no. If they say no, I say, "No worries at all. If you have any further questions, or ever need anything, please feel free to reach out anytime! Have a great day!"

The goal is to follow up, lead from a place of contribution, try to set an appointment, and if unable, then repeat the process.

As you can see, my lead follow up is far from pushy, but I do follow up frequently with courtesy check ins.

As the famous sales saying goes, "The Fortune Is In The Follow Up".

Make sure you have a "Lead Follow Up Plan/System" in place, and make sure you are executing on it. At the end of the day, leads are not the main issues, it is the inability to convert leads into appointments that is the main issue. Most agents struggle with this, as they do not have a dedicated lead follow up system in place.

I hope you have found this week's Real Estate Tip Helpful. Next week we will talk about the importance of a CRM/Database, and the MUST HAVE TOOLS your CRM/Database needs to have in place to be effective!

I hope you found this email helpful, and please feel free to reach out anytime if you need anything!

Sincerely,
(your email signature)

Day 18: Drip Text 3

"I wanted to follow up to make sure you received my Real Estate Success Tip Emails, Tip #1, #2 & #3? I hope you are finding them helpful! (Your Signature)"

Day 30: Drip Email 4

Subject Line: Real Estate Success Tip # 4: Must Haves In Your CRM/Database

Body: I hope you are having an amazing week, and I hope you are enjoying these Real Estate Tips!

This week's Real Estate Success Tip is about "The Must Have Features In Your CRM/Database".

So you may be asking yourself, "What Is a CRM?" A CRM is "Customer Relationship Manager". This is a system which can help you automate your Lead Follow Up, stay organized, and help ensure you do not miss tasks. It is one of the, if not the most important aspects of your Business.

With that being said, most agents do not have a CRM, and if they do, they do not know how to use it effectively.

So, where do you start? The first place to start is by identifying your budget. Of course, like most things, you get what you pay for, but it is important to identify your budget and get the best system you can afford. There are many CRM systems out there, so what I want to focus on today is the critical features a CRM needs, so that you can create success with it.

MUST HAVE FEATURES:

- #1: You must be able to add leads manually and automatically into your CRM..
- #2: The ability to add notes to each individual lead inside your CRM...
- #3: The ability to create Types & Categories to organize: Buyers/Sellers/Leads/Clients/Past Clients/etc.
- #3: Mass email feature so you can send one email to everyone in your database all at once. #4: Drip Email and Drip Text feature.
- #5: Auto Email and Text Responders.
- #6: Manual and automatic Tasking feature.

These are the 6 absolute must have features in a CRM/Database to be able to work it effectively. A good CRM/Database is so critical to ensuring your Follow Up Process is followed, you stay on task, and stay organized. Once set up correctly, it is a massive game changer!

If you do not have one already, start working on identifying and setting up your CRM/Database! Next week I will talk about the importance of your Website, and the must have features.

I hope you found this email helpful, and please feel free to reach out anytime if you need anything!

Sincerely,
(your email signature)

Day 40: Email Drip 5

Subject: Real Estate Success Tip # 5: Your Real Estate Website Must Have Features

Body: As always, I hope you are having an amazing week! So, this week I wanted to talk to you about the MUST HAVE features you need in your Real Estate Website to be effective in today's Real Estate Market.

An effective Website can be a HUGE asset to your Real Estate Business, but unfortunately, most Agents do not understand how to be effective with a website and their online presence.

An effective website will allow you to brand yourself, allow you to generate leads, and build credibility in your market with your clients and potential clients.

So, what are the MUST HAVE features? Here they are:

#1: A "Home Page" which brands you as a Real Estate Professional.

#2: A "Built in IDX/Home Search Feature" where Potential Buyer Clients can use your website to perform their home searches.

#3: Pop up forced lead capture registration to generate leads on the Home Search Feature. This allows you to generate "Buyer Leads" on your website.

#4: Home Valuation Page with Lead Capture, so Potential Sellers can get a Home Valuation once they register their information.

#5: Blog feature with the ability to embed photos and videos (preferably YouTube videos).

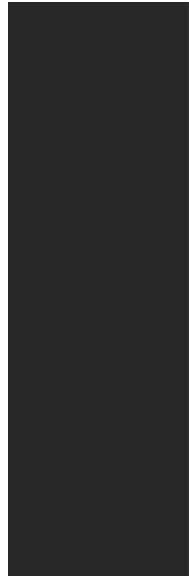
#6: An "About You Tab Feature and/area", so potential clients can learn more about you.

There are other features which can be great bonus features, but the above are the top essential features necessary to turn your website into a branding and lead generation machine!

Having a good Online presence is critical in today's Real Estate Market, and if done right, you will get a HUGE ROI "Return On Your Investment" from your website!

I hope you found this email helpful, and please feel free to reach out anytime if you need anything!

Sincerely,
(Your Email Signature)



Day 44: Drip Text 4

"I hope all is well! How is your Real Estate Business Going? If you need anything please do not hesitate to reach out anytime! (your signature)"

Day 50: Email Drip 6

Subject: Real Estate Success Tip # 6: The 3 Money Making Activities In Real Estate

Body: I hope you are making it an AMAZING week! So, today I wanted to talk to you about the 3 money making activities in the Real Estate Industry.

There are actually only 3 things a real estate agent can do to make money in the Real Estate Business. Now, with that being said, there are things which are "Essential" to getting paid that need to happen, but they are not actual money making activities.

What is the difference? Think of it this way; There are essential things that must happen to close a deal that you already have under contract, like ordering the Home Inspections, filling out an Addendum, etc... but they are not money making activities.

Money making activities are things you do which increase your production, that take you from having, let's say, 4 deals under contract, to having 5 deals under contract.

The 3 Real Estate Agent Money Making Activities Are:

#1: Setting Appointments. This includes your lead generation and lead follow up activities. Anything that you are doing that leads to you setting an appointment for a "Buyer Consultation" or a "Listing Consultation".

#2: Appointment Conducts. You were successful with #1, in setting an appointment, now you must deliver a great “Buyer Consultation”, or “Listing Consultation”, so you can turn that appointment conduction into a signed/committed client.

#3: Writing/Negotiating Contracts. You were successful with # 1, and now #2. Now, you need to lead the process to getting your Clients under contract. That of course, entails you writing and/or negotiating contracts to result in an accepted contract for your clients.

These are the only 3 activities you can do to make money. Now, some may argue with this, and say things like, “I have to write up this Repair Request Form which is necessary for the closing to move forward, and eventually close, AKA get a commission check”. But, that is still not a



money making activity. It is “Nurturing” business you already have, yes, it is extremely essential, and is a must happen, but again, it is not increasing the amount of properties you have under contract.

Lastly, now that we know the above, I am sure you have heard of the 80/20 rule. Most people spend 80% of their time on the items which make them 20% of their income, and only 20% of their time on the things making them 80% of their income. Top Real Estate Producers understand the 80/20 rule, and they flip it around. They make sure 80% of their time is spent on what makes them 80% of their income, and 20% of their time on what makes them 20%.

With that being said, if you want to become a top producer, it is critical to spend 80% of your time, energy, and focus on these 3 money making activities.

I hope you have found today's Real Estate Success Tip helpful, and as always if you need anything, please feel free to reach out anytime!

Sincerely,
(Your Email Signature)

Day 60: Email Drip 7

Subject: Real Estate Success Tip # 7: Success In Real Estate Happens From Mastery

Body: Howdy! I hope your week is going great! Today I want to talk about “Mastery”, and how it is an absolute MUST if you want to grow your Real Estate Business!

Here is the really cool part about “Mastery”. So few people focus on it, so, once you do, you really have no competition!

What is Mastery? In the dictionary, Mastery is defined as: “Superiority or victory: **mastery** over one's enemies. The act of mastering. Expert skill or knowledge. The state of being master; Power of command or control.”

You do not truly know your craft until you have “Mastered” it.

How does Mastery happen? Mastery happens when “Eyeballs” are not on you. It happens behind closed doors, with extreme focus.

You will not “Master” your craft by simply working each and every day inside your Real Estate Business. It happens after you put in a long work day, and you go home, and then practice your presentations and scripts over and over and over.

For example, if you want to “Master” your Listing Presentation, you will not go on enough listing presentation daily, weekly, or monthly to truly master the craft. So, in order to truly master it, you must practice it over and over. After a long work day, once you get home, after you spent some time with the Family. While your competition chooses to watch TV and relax, you choose to practice your listing presentation every single night for 2 hours.

This is how “Mastery” takes place!

What are some absolutely critical items you MUST “Master” inside your Real Estate Business:

- Lead Generation
- Lead Follow Up
- Your Appointment Setting Scripts -Your Buyer Presentation
- Your Listing Presentation
- Your Objection Handling Scripts -Your Closing Scripts

Of course, there are more critical things to know, but the above is a list of some absolutely essential items you must focus on mastering inside your Real Estate Business if you want to create success.

Start working on “Mastery”, and start creating MASSIVE SUCCESS!

I hope you found today’s Real Estate Success Coaching Tip helpful, and as always please feel free to reach out anytime, if there is anything you need!

Sincerely,
(Your Email Signature)

Day 65: Drip Text 5

"I hope your week is going amazing! How are you enjoying the Real Estate Success email tips?
Do you have any questions? Let me know if you need anything (your signature)"

Day 70: Email Drip 8

Subject: Real Estate Success Tip # 8: Think Outside The Box To Generate More Leads/Clients
Body:

I hope you are making it an amazing week, and I hope you have been finding value in these Real Estate Success Tips!

So, today I wanted to talk about "How Thinking Outside The Box" can generate you more leads and ultimately lead to more Clients!

The reality is, there is no "shortage of agents" in the marketplace. So, the question then becomes, what are you doing to separate yourself from all the other agents out there, AKA "Your Competition?"

Not everyone is thinking about "Buying or Selling" at this given moment, so the ultimate goal is to offer those that either may want to buy or sell now, or at some point in the future, something of value, and stay in touch with them/build a connection with them over time.

So, how is that accomplished? Well, in order to do this, in the "Noisy" world we live in, we must think differently, and lead from a place of contribution.

For example, let's talk about For Sale By Owners. Instead of just asking/begging them for their business, what about offering them some free tips and tools that can ultimately allow them to be more successful?

Now, I know what you are thinking. Why would I want to do that? Well, the reality is, only 8% of FSBO's are ever successful at selling their homes on their own, and per the National Association of Agents, the FSBO's which are successful, on average, sell their homes for 16% than the average Agent listed property.

With that being said, if you offer them some free tips/tools, you are establishing a stronger relationship over time. So, when the 92% that are unable to sell on their own, decide they want to hire a Agent, BOOM! You are the 1st Agent they think of.

What would you offer them? Well what if you offered them for FREE:

- A in depth Current Market Analysis Report
- A How To Prep Your Home For Sale Guide To Get Top Dollar Report
- A Guest Registration Login Book
- A Seller's Guide from your local title company

- Some tips on Creating Social Media Ads

- Some tips on Lead Follow Up

- Some tips on Holding a Successful Open House

These are not just some suggestions, but rather a way to offer them something of value. Become a resource to them. While other agents are begging them for their listing, telling them how they are going to fail, you are offering value, and building a connection. So, again, when they get to that point of frustration where they decide they need to hire an agent, again, you are the agent who comes to mind.

Now, you may not agree with this strategy, and please do not judge the "Thinking outside of the box" approach by just this strategy as this is just one of thousands of examples that you can apply.

The key is to always offer something of value in exchange for the Consumer's contact info (now they become a lead inside your database), and then you can follow up, continue to be a resource, and develop a relationship over time.

Keep pushing hard, and keep up the amazing work!

If you need anything, please feel free to reach out anytime! Sincerely,
(Your email Signature)

Day 80: Email Drip 9

Subject: Real Estate Success Tip # 9: Own Your Schedule To Be More Proactive

Body:

What is up my Friend?! I hope you are having a fantastic day and week!

Today I wanted to talk to you about how to be more proactive, get more done in the time that you have, and be much more proactive!

I hear it daily, "*I am really struggling with my Time Management... there just does not seem to be enough hours in the day to get everything done...*"

Here is the reality; Time management does not exist. You can't manage time. You can't control the fact there are 24 hours in a day, or 168 hours in a week. BUT, what you can control, is your "Choice Management", AKA how you choose to use your time!

Here Are Some Quick & Effective Tips:

#1: Wake up one hour earlier than you have to. Spend that hour planning out your day. What you are going to do? When you are going to do it? etc.

#2: Before you end each day, spend a few minutes reflecting on everything you did, and see what you did that was not necessary. Then, the things that were necessary, reflect and see if there is anything you could have done to be a little more effective and efficient with your time.

#3: Utilize a Calendar, and make sure everything gets on your Calendar. Google Calendar is FREE.

#4: Create a Daily “To Do List”. During your morning planning, make a “To Do List” of all the important things you need to get done that day. You can do it on a piece of paper, or there are a lot of great free online apps you can use, like Wunderlist.

#5: Once you have created your “Daily To Do List” ask yourself, “What are the Top 3 Most Important Items On This List That Would Have The Biggest Impact On My Overall Business?”. Make sure those get done as early in the day as you possibly can. Not saying to neglect the others, but this way you will ensure the most important items get completed.

I know by doing the above tips you are essentially adding more to your plate. However, it is extremely rare to meet anyone who takes the time to plan and reflect on their day who has a time management issue. I can assure you, if you start to apply these tips, they quickly become a massive “Game Changer”!

I hope you found today’s Real Estate Success Tip helpful, and as always, if you need anything please feel free to reach out anytime!

Sincerely,
(Your Email Signature)

Day 90: Email Drip 10

Subject: Real Estate Success Tip # 10: Lead Generation Basics Body:

Alright, you have now made it to “Real Estate Success Tip # 10”. I hope you have been finding these tips useful, and remember, information is useless without taking action. So, make sure you are taking action on these tips!

There are so many “Moving Parts” when it comes to creating success inside our Real Estate Businesses. But, where does it all start? It all starts with “Lead Generation”.

The reality is, you can deliver amazing service to your clients, you can know the contract inside and out, you can know how to look out for your client’s best interest, BUT, if you can’t generate a constant steady stream of leads, then it is very difficult to do/perform those other items above.

So, how do you generate a steady stream of consistent new leads?

First, by understanding the importance. Every single day, inside your Real Estate Business, it must become a top priority to “Get New People Today Aware of You That Were Not Aware of You Yesterday, Offer Them Something of Value In Exchange For Their Contact Information, And The Follow Up With Them Frequently”. This is really the essence of “Lead Generation” and “Lead Follow Up”.

There are 2 BIG Mistakes most agents make: #1: They do not make lead generation a daily priority, and #2: They have too many lead sources which they pursue.

Let's break these down and go deeper into each:

#1: You must make lead generation a daily priority. Every day you must have a plan to lead generate and block off that time on your calendar. This allows you to become intentional on a daily basis about your lead generation.

#2: Success is not found in doing 1000 things, but in doing a few things brilliantly, thousands of times. Don't try to focus on having 12 lead sources, but instead, focus on 3 or 4. Do those 3 or 4 things on a constant basis, and become world class at them!

What is the best lead generation source? Well, at the end of the day, the source is not as important as your consistency, so the best source is the source you enjoy, and that you will continue to do over and over and over.

Identify your personal strengths, then identify the lead generation methods that align with your strengths. For example, if you love talking with and networking with people, then try joining local networking groups and working those groups as your lead generation method. If you are more “Introverted”, and don't like networking, well, maybe, Facebook lead generation will be where you shine. It differs from person to person, as everyone has different strengths and different weaknesses.

If you study all the top producers on the planet, they have different lead sources, but what they all have in common is, they are extremely consistent!

At the end of the day, there is no magic pill lead source. The only magic pill that exists is consistency!

So, break down your personal strengths. Identify 3 to 4 lead generation methods which align with your strengths. Block off daily time on your calendar to intentionally work those lead generation methods, and go build a constant stream of new leads always entering your database!

Keep up the amazing work, and have an awesome week!
If you need anything, as always, please feel free to reach out anytime! Sincerely,
(Your Email Signature)

Day 95: Drip Text 6

"Just wanted to check in to see how the Real Estate Success Tips are working for you, and see if you have any questions? (your signature)"

Day 100: Email Drip 11

Subject: Real Estate Success Tip # 11: How To Hold Effective Open Houses Body:

I hope you are having an insanely amazing week! Today, for "Real Estate Success Tip # 11", I wanted to talk about, "How To Hold Effective Open Houses".

So, first off, Open House are extremely effective if they are done correctly. Secondly, a lot of Agents believe in the myth, that open houses are only for new Agents, which is just that, a **HUGE MYTH!**

Why are open houses so effective? Well, you have potential buyer's and seller's coming to you, they have already identified where they want to be, and/or the fact they want to sell. You are instantly "Face to Face", and have the ability to interview for the job right there!

Most Agents do not have success with open houses, as they do not know how to do them effectively. So, let's break down what must be done to have an effective open house strategy.

#1: Identify an area, and be consistent with it. Think of Open Houses as your "Storefront" where you get to set up and meet potential Buyer/Seller clients in the area you want to work. Most Agents do open houses all over the place, which is a mistake. Instead, identify an area that you want to work, that you want to build up market share in, and then hold consistent open houses in that area. Current Homeowners then begin to see your Open House signs set up every weekend there, then start to build up your local brand, and increase "Consumer Confidence" as they are seeing your name on a constant basis!

#2: Signage matters. Now, make sure you check with your local Government to see if there are any sign restrictions as some areas do restrict the amount of signs you can have. You can usually find this quickly by checking online or calling their office. If you do not have any sign restrictions, putting out 30+ signs will greatly help increase your brand awareness, and drive more traffic to your open house. If you are located in an area with a sign restriction, do not get discouraged, as all your competition (other Agents) are held by the same restriction.

#3: Pre-market the open house. Run a "Targeted Facebook Ad" for the area for 3 days leading up to the open house. Create a "Neighborhood Open House Flyer", and hand deliver/door knock the closest 400 homes to your Open House.

#4: Set up properly. Above we talked about using 30+ signs. Use as many signs as you are allowed/can afford. Purchase a couple tall open house flags to put in front of the property. This will get you a lot of attention. Now, a lot of the attention may be from people currently living in the area, but that is good. When they think of selling, you want to be the first person that pops

up in their mind. Put a sign on the door that says, "Per Sellers Request Please Sign In", then right at the front door, set up a sign in table with the same sign as you have posted at the front door, "Per Sellers Request Please Sign In". Then, have your "Guest Registration Sign In Sheets". Have a nice property flyer with all the property information as well as the different mortgage payment options.

#5: The Tour. Once they have signed in, give a good tour. Now, you can't give a tour to everyone if the open house is really busy, but those that you are able to, give a great tour. Ask engaging questions where you can connect with them and identify their goals. Example questions: "What is it about the area you like so much?", "Do you work near by?", etc.

#6: Ask for an appointment at the end of the tour: "So, what do you think about the property? Does it meet your needs, or are you looking for something different?" (Most will say they are looking for something different as 1/2 of 1% of homes sell from that open house), in that case follow up with something like: "Great, just so you know, I am not here to just sell you on this house. I am here to identify what your goals and needs are, and if this house meets those, then great, and if not, to identify what your goals and needs are, and then to find you exactly what you are looking for. Based on what you have told me what you are looking for, I know of several homes which I am confident will meet your criteria. I get out of here at 4pm today, and can meet you then to go show you those other homes. Is that something you would like to set up?". Now, most will not want to set an appointment right there, but if you ask enough people, you will absolutely get some that say yes.

#7: Put everyone into your database, and Follow Up "The Fortune Is In The Follow Up".

Again, if you plan, setup, and execute correctly on your open houses, you will absolutely get great results!

Follow these steps, and go dominate your Real Estate Business with Open Houses! I hope you have found today's "Real Estate Success Tip" helpful, and as always, please feel free to reach out any time if you need anything!

Sincerely,
(Your Email Signature)

Day 110: Email Drip 12

Subject: Real Estate Success Tip # 12: How To Double Your Real Estate Business Fast! Body:

As always, I hope you are having an amazing week! So, today I want to discuss "How To Double Your Real Estate Business Fast"...

I speak to Agents on a daily basis looking to take their Business to the next level, and double, if not triple, their real estate businesses.

In most cases, they are looking to add more/new "Lead Generation Methods". Now, I am not saying to not add more lead generation methods, but that is not the place to start.

So often, success is not in "Addition", but instead in "Elimination", which is the 1st place to start!

Step # 1: Analyze all of your closings for the past 12 months. Make a note of the exact lead sources that led to those closings.

Step # 2: Make a list of everything you are currently doing that has not led/resulted into closings.

Step # 3: Eliminate all lead generation activities that you have been doing that has not resulted in the past 12 months.

IMPORTANT NOTE: If within the past 4 months you added a new lead generation source, you may not have closings as of yet, as it can take a full 6 months to test a new strategy, and see the true results of that lead source. You may not be able to go off of "Closings", but you can go off of "Appointments Set", as you should have set some appointments. In most cases, 5 "Appointments Set = 1 Closing". So, you may have to go off of this data instead of closings.

Step # 4: By eliminating activities that are not getting you results, you have now free'd up time inside your schedule to "Double or Triple Down" on the activities that have produced results inside your Business.

The above steps are the true key to increasing revenue, eliminating what is not working, and doing more of what has been proven to work. This is also the importance of making sure that you track where your leads are coming from. If you do not track your results, you can never truly know what is working and what is not working.

The only time I will ever add a new lead source is once I know that I can't do any more of what is already proven to work, which is very rarely the case. Usually there is always more that we can be doing of what has been proven to produce results.

This is by far the fastest way to "Double" your Businesses!

Spend some time over the next week, break down all your closings, what lead sources those closings came from, eliminate anything not getting results so you can make more room to do more of what has been proven and continue to grow your Real Estate Business!

I hope you found this Real Estate Success Tip helpful, and keep up the amazing work! Please do not hesitate to reach out if you need anything, and make it an amazing week! Sincerely
(Your Email Signature)

Day 105: Drip Text 7

"So far we have discussed 12 powerful Real Estate Success Tips. How have they been working for you? Let me know if you have any questions or need anything! (your signature)"

Day 120: Email Drip 13

Subject: Real Estate Success Tip # 13: Knowing The Real Estate Sales Funnel Body:

What is going on? I hope you are having another great week! Today I wanted to talk about “The Real Estate Sales Funnel”...

The reality is, every business has a “Sales Funnel”, and every successful business owner knows their “Sales Funnel” inside and out.

A “Sales Funnel” is the overall process to create a closed client, AKA “Closed Acquisition”, and it can differ from business to business. But, as we are in Real Estate, let’s break down the Real Estate Sales Funnel.

We have all seen a “Funnel”. That thing either you, or the person that changes your oil, uses to fill your vehicle with oil during an oil change. A funnel starts off wide at the top, and then gets more and more narrow, until there is a small opening at the bottom. Now that you have a visual, let’s break down the Real Estate Sales Funnel from top to bottom.

1st: Activities

2nd: Leads

3rd: Appointments Made/Set 4th: Appointment Conductions 5th: Clients

6th: Under Contract

7th: Closing/Commission Check

IMPORTANT NOTE: It is critical to understand that everyone must funnel through/go through the entire sales funnel. There are no skipping steps. However, some people, in some situations, may go through the funnel faster than others.

Each step in the “Sales Funnel” exists to get to the next step:

Activities exist to generate leads. Leads exist to generate Appointments Made. Appointments Made exist in order for an Appointment Conduction to occur. Appointment Conductions exist to create a Client. Clients exist to put them Under Contract. Homes which go Under Contract exist to Close the Property where you accomplish your Client’s goal, and accomplish your goal of generating a commission check.

NOW, something that is missed frequently is the “Sales Funnel”. Real Estate does not stop there. Once you have a Closing/Commission Check, that Client now becomes a “Past Client”, which then becomes your # 1 Lead Source, and re-enters the Sales Funnel.

It is not enough to just know the “Real Estate Sales Funnel”. In addition to knowing, you must have process and systems in place to ensure each step is never missed, happens over and over, is duplicatable, and eventually, is scaleable inside your Real Estate Business.

So, make sure you know it, are paying attention to it daily, are mastering it, and are creating processes and system to ensure each step is never missed and duplicated over and over to ensure you are able to duplicate the same results over and over.

Now that you have awareness, analyze your personal business, and see if there are any steps you are falling short on, and can improve. Get those dialed in and continue to grow your Business!

I hope you have found this Real Estate Success Tip helpful, and as always, let me know if you have any questions or need anything! Have an amazing week, and I will see you on the next email tip!

Sincerely,
(Your Email Signature)

Day 130: Email Drip 14

Subject: Real Estate Success Tip # 14: How To Generate Leads With Facebook Body:

Howdy! I hope you are having a fantastic day and week! Alright, so, today I want to talk about Facebook Lead Generation!

Facebook is a lead generation machine for those that know how to use it! I am going to talk to you about some important steps to ensure you are successful with running Facebook Ads!

But, first, I want to make sure you are prepared properly, with the proper expectations, so that you can have success with it. It is critical to understand that the average Facebook lead is 6.7 months out from working with a Agent. This is not just Facebook, but all "Online Leads". Of course it is a numbers game. You will get some ready to do something ASAP, but for most, it can be a longer term process. Which, this is OK, as you will need business in 6 or 7 months, so this is a great way to build up your "Pipeline". But, with that being said, make sure you have your lead follow up strategy dialed in, to ensure you convert the highest amount of Online/Facebook leads as possible.

Steps To Be Successful with Facebook Lead Generation:

#1: You need a website which allows potential Buyers to run their home searches from your site, and allows potential Sellers to request home valuation reports.

#2: With your website, you need to have a lead capture tool. For best results, for buyers, you want a pop up forced lead registration box that will pop up on their first website click, and for sellers, a lead capture tool where they have to enter their property address along with their name, email, and potentially phone number in order to obtain a market valuation report.

#3: The ability to install a "Facebook Lead Conversion Pixel" on your website. This will allow you to track your true cost per lead, as well as it gives you the ability to see "Who" is converting at the best rate. For example, you can see if it is men or women, age range, desktop/mobile device, etc. This is very important!

#5: Once your site and pixel are set up, you need to make sure the "Potential Lead" lands on the right page. Always have the "Potential Lead" land on the page they are expecting to see. As

an example, if you are running an ad for: "Single Family Detached Homes in XYZ City with Swimming Pools", the page they land on features Single Family Detached Homes in XYZ City with Swimming Pools." Once you have the page you want them to land on, copy that URL link.

#6: Understand the Picture is 50% + of the success of the ad. You have 2 seconds or less to capture their attention while they are scrolling on Facebook. The picture is the best way to get their attention.

#7: From your Business Page "Ads Manager", choose "Conversions" as your ad type. At the end of the day, all that matters is your cost per lead, which will allow you to know/track your true cost per closing, AKA ROI, on this lead source.

#8: Run multiple "Ad Sets", AKA Split Test. For example, run an ad to: Women Mobile Newsfeed, Women Desktop Newsfeed, Men Mobile Newsfeed, and Men Mobile Desktop. You can get more targeted with "Interest/Behaviors" if you choose to.

#9: Select your image, and then add your URL, along with your "Headline" and "Text". Facebook is backwards, as they have the "Headline" below the image, and the text above the image. Remember, the picture catches their attention. Then, the headline and text exists to create curiosity, so the "Potential Lead" will take action, and click on your ad.

#10: Select a "Call To Action Button". You can't go wrong with choosing the "Learn More" button.

#11: Now, this is a more advanced technique, but you can go into "Power Editor", and re-create the other Ad Sets as discussed in step # 9. You can also test numerous photos inside Power Editor. Quick Tip with Power Editor: You must use Google Chrome to operate Power Editor.

#12: Start small, and scale up slowly. I recommend to start at \$5 per day, per ad set. Let the ad run for a couple days, then shut off the non performing ads, and then slowly scale up the performing ad sets. It is recommended to scale up slowly. 25% every few days is a good rule of thumb to follow.

#13: If your Facebook Pixel is installed on your website, then make sure to use/watch the "Demographics Tool" inside Ads Manager, which will allow you to see what age group, etc. is getting you the best cost per lead, and you can make adjustments accordingly.

If you are new to Facebook Ads, I know this is a lot, and can be confusing, but it is well worth taking the time to learn. The great news is, there is a ton of free "How To" content on YouTube. Now that you know the important steps to be successful with your Facebook Lead Generation, you can start doing research, if needed, to dial in each step.

Facebook continues to grow, and is not going anywhere, any time soon. It continues to be more and more effective for Real Estate Lead Generation, and can help you massively grow your Real Estate Business!

I hope have found these tips useful, and please feel free to reach out anytime if you need anything!

Sincerely,
(Your Email Signature)

Day 125: Drip Text 8

"I just wanted to check in to make sure you are getting my Real Estate Success Email Tips and let you know that if you need anything, please feel free to reach out anytime! (your signature)"

Day 140: Email Drip 15

Subject: Real Estate Success Tip # 15: How To Have Success With Expired Listings... Body:

What is up my Friend! We are already onto Real Estate Success Tip # 14! I hope you are finding these tips helpful, and make sure to take action on the information you are learning!

Warning: Long email alert... this is a long email as I have outlined 2 in depth Expired Lead Scripts that you can start having success with immediately

So, today I wanted to talk about Expired Listings, and how to be successful at getting them! Expired Sellers can be a great lead source, but it is important to understand some stats about them in order to ensure success.

First, these are Homeowners who had a goal of selling their home, and for some reason that goal was not accomplished. So, they are Homeowners that you know have a need and desire to sell their home. Sounds like a great lead source to me!

But, the reality is, less than 10% are ready to re-list their home immediately. Yes, they still have the same goal of selling their home, but just need a break. They may be tired of making their beds every day, cleaning their house every day, and just need a few month breather. So, the majority wait 3-6 months to re-list their home.

Like all leads, the goal is to connect, so that you can develop a relationship, stay in touch long term with them, and when they are ready to re-list their home, hopefully they think of you.

The first step is getting their information. There are many services out there that you can pay a monthly subscription to which supply you with a daily list of Expired and FSBO leads.

Some popular Companies that do this are:

-Espresso Agent -Vulcan 7 -Landvoice -RedX

You can pull the daily expired lead list from your MLS as well, but it can make it difficult to get their phone #'s, and when it comes to Expired Leads, mailers can work, but the phones are by far the most effective way to get results.

OK, so, now you are getting your daily list, and ready to make some calls. Remember, most are not ready to re-list, so the "Fortune Is In The Follow Up".

You can go with a “Bottom Line Up Front” approach, where you straight up ask for their listing. This can be effective, but hard to connect for that long term relationship.

Example “Bottom Line Up Front Script”:

“Hi, this is (your name) with (XYZ Real Estate AKA your Company). I was looking on the MLS, and noticed your home just expired on the market. I was looking through your photos, and was shocked to see that your home expired. It looks like you have a beautiful home. Out of curiosity, are you still looking to sell your home?”

Now, if they say something like, “Not at this time. We have decided to take our home off the market for a while....”, be prepared for this, as most need that break as we discussed above. You then want to ask permission to stay in contact.

“I 100% understand. I know how hard the home selling process is, and it can be nice to have a break. Are you planning on taking a little break and re-listing, and if so, when do you think you may put your home back on the market? Would it be OK if I checked in from time to time to see how you are doing? When it gets closer to that time, I would love the opportunity to interview for the job!”

Based on their answer and timeframe, you will want to follow up with check in calls to stay front of mind.

Now, another Expired Lead Script that gets great results is a survey approach. This allows you to connect, allows you to identify their expectation, and then allows you to stay in touch long term.

Here is the “Survey Script” Example:

“Hi, this is (your name) with (your company). I was looking on the MLS, and realized your home just expired. Just so you know, this is not a sales call. I know you are getting bombarded with Agents calling and begging you for your listing, and that is not what this call is about.

I have found the best way for me to grow my real estate business is to survey Homeowners like yourself that had your home for sale, had a goal of selling, and for some reason that goal was not accomplished. I just have 2 quick questions for you, and if you would answer these 2 quick questions, it would mean the world to me. Is that something you are willing to do?

My 1st question is: I am sure your Agent did some things that you liked, that if you were to re-list your home again in the future you would like to see done again. What were some of those things? (get their feedback).

Thank you so much for that feedback. My 2nd question is: What are some of the things you felt your Agent could improve on? What do you feel they did not do? Ultimately, why do you feel your home did not sell? (get their feedback).

Again, thank you so much for this feedback. I truly appreciate it. It truly means a lot to me! Just out of curiosity, do you still have the same need and goal of selling your home, and if so, do you still have that same goal? When do you plan on re-listing your home? I know I said this was not a sales call, and that was not my intention, but based on the feedback that you gave me, I am extremely confident I can help you accomplish that goal. When the time comes, if, and when you are ready to re-list your home, I would love the opportunity to interview for the job. Would it be OK if I checked in every once in awhile to see how you are doing with everything?" (Of

course if they say they need to re-list immediately you would want to be a little more aggressive at setting an appointment ASAP).

But, you can see, with the "Survey Script" you get them talking more, have the opportunity to develop a connection, and another huge bonus is that you get to hear from "The Consumer" what services they are looking for a Agent to provide, and what their expectations are. So, even if you do not get the listing, you are still gaining great insight that can help you grow your Business.

Then, make sure to add them to your CRM/Database, and make sure to do your follow up/check in calls, so when they are ready to take action they think of you!

Again, Expired Leads can be a great source of business, and if worked consistently, you can have huge success!

I hope you have found this Real Estate Success Tip helpful, and as always, please feel free to reach out if you have any questions or need anything!

Sincerely,
(Your Email Signature)

Day 135: Drip Text 9

"Hey There. I wanted to check in to make sure you are getting the Real Estate Success Tips, and see if you need anything, or have any questions? Feel free to reach out anytime! (your signature"

Day 150: Email Drip 16

Subject: Real Estate Success Tip # 16: How To Get More Referrals From Past Clients Body:

I hope your week and month are going amazing! In today's real estate success tip I want to talk about growing your Business by receiving more referrals from your Past Clients...

Here is a stat that may blow your mind. 88% of both Buyers and Sellers that were interviewed after they closed on their new home, or closed on the sale of their home, said that their Agent did a great job, and they would absolutely use them again in the future. However, only 11% ever do a repeat transaction. CRAZINESS!

Why is this? The reality is, you can deliver absolutely amazing service to your clients, but if you do not stay in touch after the fact, they will forget your name and how to reach you. "Out Of Sight, Out Of Mind". With this being said, the only way to ensure your past clients do future business with you, and equally as important, send you referrals, you MUST stay in touch!

Why don't most Agents stay in touch? There are 2 main reasons. #1: They do not have a CRM/Database to stay organized to stay in touch, which we have covered the importance of this already in an earlier real estate success tip. #2: They feel guilty bugging Past Clients begging for Business. The great news is both of these are extremely easy to overcome.

#1: Get a CRM/Database, and use it. Problem solved there!

#2: You absolutely do not need to beg for referrals to stay in touch, but you must stay in touch!

How do you stay in touch without coming across as an annoying Sales Person? By checking in, and always focusing on the "Human Connection". As Dale Carnegie states in His amazing Business Classic Book, "How To Win Friends and Influence People", the way to build deep connections is by being "Interested In Others, NOT Trying To Be Interesting".

Here are some Tips on how to check in...

1: Put in your CRM/Database, and send a "Monthly Video Current Market Update" to keep everyone educated on what is happening in the local Real Estate Market.

2: Send out handwritten Birthday Cards.

3: Send out Happy Holiday emails.

4: Pick up the phone, and call them every 90 days. Don't make it about you, make it about them.. "How is the Family?"... "How is Work going?".... Etc. Make it about them. Law of reciprocity will kick in ,and they will ask about you, your Family, your Real Estate career.

The goal is to stay in touch, and by staying in touch you will stay front of mind, which will absolutely result in referrals! Now, to do the above, again, you need a good CRM/Database that will allow you to task yourself, take notes, and allow you to do mass emails.

Your "Past Clients" are truly your money tree that is growing in your backyard. Don't forget to water it!

I hope you have found this tip helpful, and if there is anything you need please feel free to reach out anytime! Have an amazing day and week!

Sincerely,
(Your Email Signature)

Day 145: Drip Text 10

"(Your Name) here. I wanted to check in to see how the Real Estate Success Tips are going? Let me know if you need anything!"

Day 160: Email Drip 17

Subject: Real Estate Success Tip # 17: Growing Your Real Estate Business through Delegation
Body:

Hey There! We are now onto "Real Estate Success Tip # 17". I hope you have been enjoying these tips, and taking MASSIVE ACTION on them! Massive Action = Massive Results, so make sure to always implement what you learn.

Today I wanted to talk to you about "Delegation". The reality is, we can only do so much personally. There are only so many hours inside a day. So, as a Agent, how do we know what to delegate?

You will see several "Important Notes" in today's email. Make sure to read those as they can save you a lot of pain and money in the delegation/hiring process

If you remember, in a previous tip I discussed the "3 Ways Agents Make Money". As a quick reminder, those are: #1: Lead Gen/Lead Follow Up AKA Activities Leading To Setting Appointments... #2: Appointment Conductions... #3: Negotiating Contracts.

Now that you know these, make a list of everything you do daily, weekly, monthly etc. which is not part of these 3 money making activities, and those are what you start to delegate out.

ABSOLUTELY CRITICAL NOTE: As you are growing our Real Estate Business you will need to do everything for some time, as you more than likely will not have the funds to hire/pay for additional help. Also, you want to do everything initially so you can learn how it is done, how you like it done, so, when you do hire/delegate out these tasks, you can train them on exactly how you want it done.

Before you start spending money, first, make sure everything you are doing is necessary. If you are doing a lot of tasks that are not getting you results, you may just want to stop doing those all together. Second, see if you can delegate any of these tasks to your Vendor Partners. As an example, you may see if your Lender has someone on their staff who can do your "Flyer

Design" for you. I personally only like to spend money when it is necessary, so see what you can eliminate and delegate out for free first as stated above.

IMPORTANT FINANCIAL TIP: I recommend having at least 4 months of consistent closings/commission income coming in which you can pay your Business expenses, your personal income, and have enough to comfortably pay for some help. I like to see at least 4 months, as then you know it is a trend, and can be duplicated, not just a fluke good month or two.

Who do you hire first? Well, everyone is in a different situation, and everyone has a different philosophy on this, so there is no perfect one/right way. However, I will give you my opinion based on my own personal experience.

First: I recommend you delegate/hire someone to do your house/personal tasks. For example: Landscaper, House Cleaner, etc. These personal tasks can take up a lot of our personal time, and can be far cheaper than hiring a full time employee.

Second: Check to see if there is anyone locally who is a licensed Agent whom you can pay a per transaction fee to input your listings for you into the MLS, turn in paperwork to your Broker, order your listing photos, signpost, lockbox, etc. and also can do/perform all "Contract to Close" tasks like ordering inspections, following up with the Lender, etc. Fee's always differ, but you may find someone who will do the "Listing Input" for \$150, and the "Contract To Close" for \$350. Could be a little more or less, those figures are just an example.

Third: Eventually, it will make sense to hire a "Full Time In Office Assistant". In my experience, for most Agents, this is once they get to 4 to 5 Closings monthly (again make sure this is consistent as talked about above). Once you have hired this Assistant, take the list we discussed above, all the "Non Moneymaking" Activities you do in your business, and assign those to them.

IMPORTANT SIDE NOTE: When hiring someone that is an actual employee, make sure you know your "True Costs", which can be more than just their salary. For example: Payroll fee's, taxes, benefits, etc. This way you are fully prepared, and can budget financially accordingly. Once you have your Assistant trained and dialed in, your business will continue to grow, and eventually you can add more Assistants and even agents to work your overflow of leads, etc. but the above is a great place to start!

Lastly. Something very important to understand: "Your Trust Will Always Equal Your Capacity!" What this means, is that in order to continue growing your Business, you eventually will need to delegate out tasks, and trust others to take these tasks on. If you don't, you will find your business will hit a level where it can't grow any further.

This can be a scary process, but if you have your processes documented, and your systems in place, then you will have success with hiring/delegating out tasks!

I hope this helps, and keep up the amazing work! If you need anything, please feel free to reach out anytime. Have a great day!

Sincerely,
(Your Email Signature)

Day 155: Drip Text 10

"Hey There, How Is Your Business Going? Are You Hitting Your Goals? Anything I Can Help With? (Your Signature)"

Day 170: Email Drip 18

Subject: Real Estate Success Tip # 18: How To Stay Motivated Body:

I hope all is AMAZING! So, today I want to talk about something that is so critical when it comes to creating success, and that is, "How To Stay Motivated"!

It is easy to get motivated, but can be hard to stay motivated for the long haul. In order to create long term success we must learn how to stay motivated day after day, week after week, month after month, year after year, and even decade after decade. So, how do you do it?

Tips On How To Get Motivated & How To Stay Motivated Long Term:

#1: Get clarity on "What You Want"! You have one chance at this brief life. What do you want to create for yourself, for your family & loved ones? What type of impact do you want to have while you exist? When you are on your deathbed, and reflecting on your life, what must have happened, what must you have created in order to not leave this planet with regret?

-As Mary Oliver asked in a famous quote, "Tell me, what is it you plan to do with your one wild and precious life?"

#2: Once you have clarity, then ask yourself, "What Must Happen In The Next 12 Months To Get One Step Closer To Making What I Want Become a Reality?" This is the start of Goal Setting. "A Goal Is Just a Vision With a Deadline".

#3: Create a Business Plan which breaks down what must happen over the next 12 months to make your goal a reality. Then, break that yearly business down into quarters, months, weeks, and then days. A good Business Plan will break down the numbers in such a way where you know every single day what actions you must be taking to make that a reality.

#4: Review your Goals every morning, as soon as you wake up, and every evening before you go to bed. Most people do not set goals, and those that do only review a few times a year. If you are reviewing twice daily, that is 700+ times yearly. You will massively increase your likelihood of accomplishing your goals by reviewing twice daily.

#5: Learn to control your environment. Have your goals posted in your office, do a vision board, get posters with your favorite quotes, etc. Set you your office to be a place which makes you inspired daily. Also, understand that people are part of your environment as well. Are you spending time with people who do not support your goals? Are negative people bringing you down, etc? Well, if that is the case, you may want to spend less time with them. It is said in business and Life, "You Are The Average Of The Five People You Spend The Most Time With". Analyze those 5 people closely!

#6: Be very intentional about your "Self Development"! As the amazing Jim Rohn stated, "The Day You Learn To Work Harder On Yourself ,Then You Do In Your Job, Is The Day Your Life Begins To Change." What you watch, listen to, and read absolutely matters!

#7: Pay attention to your Feelings! If you learn to observe your own internal feelings it can become very powerful. If you are feeling sad, down, depressed, etc. Analyse the situation, who is around, what is going on, what is happening, what is causing this? You may find certain people, certain things, certain environments, etc. are creating those feelings. A lot of people don't realize this, but things as simple as food, can create depression in people. So, learn to be very observant.

#8: Take Action! Nothing breeds motivation like taking action! The more action you take, the more motivated you will be to take more action!

"Motivation Doesn't Last, But Neither Does Bathing, That Is Why We Need It Daily!" Zig Ziglar

IMPORTANT NOTE: Following the above 8 tips will absolutely help you stay motivated, more frequently, and on a much higher level than if you do not do them. BUT, it is important to understand that you will still have times where you do not feel motivated, even by doing the 8 tips above. Truly successful people do not wait to get motivated to take action, they take action

regardless, even if they feel depressed, they take action! You are NOT your emotions, and it is 100% your choice to listen to them, or choose to not listen to them, and take action, even if you are feeling down!

Follow these 8 tips, get more motivated, take more action, and create more success!

I hope you found today's tip helpful, and as always, if you need anything, do not hesitate to reach out anytime! Have an amazing day and week!

Sincerely,
(Your Email Signature)

Day 180: Email Drip 19

Subject: Real Estate Success Tip # 19: Daily Planning To Get Results Body:

I hope you are on track to CRUSH your Real Estate Goals this year, and I hope you are really finding these "Real Estate Success Tips" valuable!

Today I want to discuss the massive importance of "Daily Planning".

I am sure you have heard the saying, "If You Fail To Plan, You Plan To Fail". Well, this saying is 100% true! When it comes to accomplishing your goals, there is absolutely nothing more important than winning each and every day! The only way to win the year is to win enough months. The only way to win the months is to win the weeks. The only way to win the weeks is to win each day. So, if we break it down to the most important thing, you MUST win the day!

As Abraham Lincoln said, "If You Gave Me An Axe, and 6 Hours To Cut Down a Tree, I Would Spend The First 4 Hours Sharpening The Axe".

Abraham Lincoln was talking about the huge importance of planning in this quote. We must take the same mindset and action into our own Business!

For me personally, I like to do my planning the night before. I love being able to go to bed at night knowing what must happen the next day from the second I wake up, until the second I go to bed. Others like to plan first thing in the morning. You will have to decide what works best for you, and there is no right or wrong here. The only wrong is by not planning at all!

What Should You Have Included In Your Daily Plan?

1. Create a “To Do” list of all the things that must get done tomorrow.
2. Once you have your “To Do” list, identify the “Top 3 Most Important” things on that list which you will do first thing in the day to ensure they get complete. This is not to say that the other things are not important, but this will ensure that, even if your day gets away from you, you are making sure the most important items are getting completed.
3. Set up a Calendar with all your appointments, activities, and your “To Do” list items, so you have a plan of exactly when you are doing what.
4. Identify the amount of leads you must generate that day, the amount of calls you must make, the amount of conversations you must have and the amount of appointments you must set to make today a win.
5. Identify what your activities are going to be for that day in regards to your online lead generation, your offline lead generation, and your Past Client follow up. Then, make sure, as stated in “3” above, you map those out on your Calendar.

IMPORTANT NOTE: I recommend that you do not separate work and your personal life in your planning. On your “To Do” list, and on your Calendar, plan out all the important things which matter to you in your Life. For example, in addition to the above, you may have your workout, family time, self development, etc. scheduled out as well. As the overall Goal is to create a successful life, not just a successful Business.

Remember, if you are “Failing To Plan, You Are Planning To Fail”! Yes, I know this is another task you are having to add to your already busy schedule, but it is an absolute must add task to create success!

Alright, so, start working on your daily planning, and keep up the amazing work! If you need anything, or have any questions, please feel free to reach out anytime!
Sincerely,

(Your Email Signature)

Day 190: Email Drip 20

Subject: Real Estate Success Tip # 20: How To Overcome Call Reluctance and Fear of Rejection

Body:

As always, I hope all is amazing! So, today I want to discuss one of my favorite topics which is "How To Overcome Call Reluctance and Fear of Rejection"! At the end of the day, it really all boils down to overcoming our own personal fears. So how is it done?

First, it is important to understand that we all experience these fears. If it is something you struggle with, you are NOT alone! Sometimes we can feel like it is only us who are experiencing these fears, but the reality is everyone has fears. It is just that those who create success learn how to face their fears!

Top Tips On How To Overcome Call Reluctance and Fear of Rejection:

#1: You MUST identify what you want most! Never sacrifice what you want most for what you want in the moment! Learn to be brutally honest with yourself. The reality is, you will either have to learn to be told "No", or you will have to learn to say "No" to the opportunities you want to create for yourself and your Family! For example, if you don't learn to become OK by being told "No" by a stranger, you will have to say "No" to your own personal goals, or maybe even have to say "No" to those who matter most to you! Would you rather have a stranger say "No" to you, or would you rather have to tell your Kids "No" that you can't afford to pay for them to go to College, as you were too afraid to do what it takes to create those opportunities for them? I know this sounds harsh, but the reality is we must get brutally honest with ourselves, otherwise the above very easily can become a reality in our own lives.

#2: Track Your #'s. Once you start tracking your #'s, you quickly will know exactly how many "No's" you need to get a "Yes", which then allows you to attach to the process. Once we attach to the process, it makes getting told "No" so much easier. We then know, as an example, I need 49 "No's" to get my 1 "Yes". You can then turn it into a game.

#3: Ask yourself different questions. Instead of asking, "What type of rejection am I going to experience during this activity?", ask yourself a better question, "What will the result be for my personal Goals and my Family if I don't do this activity?". This comes back to tip #1, in getting brutally honest with yourself.

#4: Practice your scripts. If I told you that tomorrow we are going to call 1000 Expired Leads, and you just showed up at my office, you may have massive fear/call reluctance, BUT if I told you to come to my office tomorrow, and we are going to call 1000 Expired Leads, and then gave you the script we would be using, and you spent 3 hours the night before practicing that

script, yes the fear may still exist, but it will be much less. Spend time rehearsing your scripts. it will absolutely help!

#5: Take Action! Like anything, we are typically not good at it when we first start, but the more we do it, the better we get, and the more comfortable we become.

IMPORTANT NOTE: A good book that will help with this is “Go For No! Yes Is The Destination, No Is How You Get There” by Richard Fenton & Andrew Waltz.

Understand that the fear exists, and usually is due to “Stories” we have created in our own heads about how bad it is going to go. These are just “Stories”, and is not the reality. It is never as bad as we think it is going to be! Always remember why you are here, why you got started in Real Estate, and what the opportunities are which you want to create for yourself and your Family! Be willing to push through it and face those fears! It will pay off. I promise!

I hope you found today’s tip valuable, and please feel free to reach out anytime if you need anything!

Sincerely,
(Your Email Signature)

Day 200: Email Drip 21

Subject: Real Estate Success Tip # 21: How To Choose a Mentor and/or Real Estate Coach
Body:

Hey There! I hope your week and day are going great! Alright, let’s dive into today’s tip, as it is so important!

Now, you really only have 2 choices in building your Real Estate Business. #1: You can try to figure everything out on your own. This can take a long time, money, energy and even failure. 90% of Agents fail in the first 3 years, and most of the time it is because they do not know what to do to create the success they want. #2: You can find a mentor/coach who can show you the path to create the success you are looking for.

I am a HUGE believer in mentors and coaches. I have had many, and will continue to have many. I truly believe it is an extremely irresponsible choice to not get a mentor or coach, but you must choose the right mentor/coach for you!

The reality is, there are a lot of great mentors/coaches out there, and equally as many bad! So, how do you know if they are good or bad for you? Well, let’s break down some tips.

Before I break down some tips, let me first hit on the importance of a mentor and/or coach. A lot of people think “Hard Work Always Pays Off”, but the reality is, that is a false statement. I don’t care how hard you are running, if you are chasing the sunset, if you are running east, you will never see it! You must combine hard work with the right direction, AKA the correct road map. So, then it makes sense to find someone who has created the same success you have created, who can give you that road map to ensure you create the success you want to create! There is no reason to re-invent the wheel! OK. Now, let’s get into some tips.

Tips To Finding a Mentor and/or Real Estate Coach

#1: Do your research. Make sure they have personally, either created what you are looking to create, or they have successfully coached others to build and create what you are looking to build and create. If they have not, the chances are very small they can help you!

#2: Identify what your current largest obstacles inside your Business are. Then, find someone that is proven to be able to solve those obstacles.

#3: Get clear on the type of Real Estate Business you want to have/create/operate, and again, find someone who is proven to be able to solve those obstacles.

#4: Get clear on the type of help you need. For example, do you just need the information, or do you need someone to hold your hand every step of the way? There is not a right or a wrong with either of these. We all have different needs. You may find you need someone keeping you accountable every week, and who holds you to your commitments. Or, you may find that you are very self driven, and just need the right information which you can take action on. If you need more in depth accountability, then you will more than likely need "One on One" coaching, where as, if you just need the information, you may just need a good "Online Program" (as an example).

#5: Do your homework. Don't just take it from the mentor/coaches mouth. Do your research. Have they truly created the success you want to create? Research others, and look for testimonials from others who have benefited from their coaching.

#6: Identify your budget. Coaching can get very expensive. So, know your budget, and then find the best fit for your overall needs and budget.

Now, not all mentors/coaches need to cost you money as a Agent. This is the great part about the Real Estate Industry. You can look into joining a great team or brokerage where the team leader and/or broker can become your mentor/coach, as they have a large vested interest into your success! Ask yourself, "Is my current broker and/or team providing the mentorship and

coaching I need to accomplish my goals"? If the answer is no, then you may want to start exploring the possibility of finding a better company to be a part of.

Mentors/Coaches typically will cost you money. That may be money you have to pay upfront for their knowledge, or a split/fee out of your closings if your mentor/coach is your team leader and/or broker. Be prepared for this as the coaches/mentors you will want are going to be people who have created success, and their time tends to be very valuable!

IMPORTANT NOTE: One way to find a mentor/coach if you can't afford them is to offer to trade your time for theirs. Remember, their time is going to be more valuable than yours, as you are trying to reach their level of success. Offer to give them 3 hours of your time for free, or to help them with anything they need for 1 hour of their time. Find out if they need help in their office, at a charity they are involved in, getting their coffee, cleaning their office, washing their cars, etc. You will find that most really respect your hunger and drive, and will end up giving you much more time than the original agreement.

One big mistake people make is asking, “What will I get out of this situation?”. This is the wrong question to ask. The right question is, “Whom will I become from this experience?”. A coach and/or mentor can show you the exact skill sets you need which you are able to apply for the rest of your life, to continue to create massive success!

Lastly, if you study anyone who is successful, entrepreneurs, athletes, musicians, etc. they all have coaches and/or mentors. There is a very good reason for that! Take this very seriously, as it can have a huge impact on your success!

Keep up the amazing work, and as always, feel free to reach out anytime if there is anything you need!

Sincerely,
(Your Email Signature)

Day 210: Email Drip 22

Subject: Real Estate Success Tip # 22: Stop Wasting Money In Your Real Estate Business
Body:

I hope you are having an insanely amazing week! Today I want to talk to you about something that is absolutely critical, however I know it is not the most fun thing to discuss with Agents, which is your “Business Financials”!

In these tips we have discussed numbers when it comes to tracking your lead sources, appointment set, to closing ratios, etc. but there is another extremely important thing to track and pay attention to on a regular basis, which is your Business Financials, AKA your “Profit & Loss Statement”.

What is a Profit & Loss (P&L) Statement? In short, it shows you how much money you are actually making, and how much you are losing. However, a good P&L will show much more than that!

If I asked you, and be 100% honest, “What is your exact year to date (YTD) net profit, and what is your exact monthly expenses”? 95% + don’t know. Now, they may have a good estimate, but not the actual figures.

I highly recommend you run and review your “Profit & Loss Statement” every single month. Where do you start, and what should you be tracking on this statement?

First, understand this does not need to cost you any money. You can spend money, and get a program like QuickBooks, but you don’t have to. Word or Excel documents work just fine.

Items You Want To Have & Track Monthly On Your P&L:

1. Track/Document your Revenue. For Agents, this will be your commissions. I recommend you break it down from Buyers/Sellers/Rentals, as well as each lead source. This will show what is coming, and from exactly where.

2. Track Your Expenses. Just like your revenue, you want to break this down. Some examples would be: Individual Lead Sources, Websites/Systems, Rent, License Fees/Dues, Vehicle Expenses, Property Photos, Flyers, Open House Signs, etc. Make sure to break everything down. As an example, let's say you have a category for "Websites/Systems". You would want to break each down individually, so you know and can see those exact costs each and every month.

3: A Total of your Gross Revenue, Gross Expenses and then Net Profit or Net Loss.

This information is so critical to have to make intelligent financial decisions for your Business. When you do this each and every month it forces you to pay attention to your finances, and see a true picture of what is happening on your Business. Every month, when I review my P&L statement, I analyze every expense to see if it is absolutely necessary, or should it be cut. I also look at all my revenue, and see if there is anything I can do to increase it. For example, with this information you can see your exact "Return On Your Investment" for each Lead Source. You may discover one lead source is getting you double the return of another, and then decide to cut the lower ROI lead source, then put those funds into increasing the lead source getting you the better ROI.

IMPORTANT NOTE: In order to do this, you will want to stay organized. An easy way to do this is to get a large letter size envelope, write the month on the front, and then every invoice you pay, and every receipt you get, toss inside that envelope. Of course, you should be tracking your closings as well, and this can be done on word or excel documents as well. Then, after the end of the month, you have all the information which you can enter onto the document. Yes, it is another task you are adding to your schedule, but one of those absolutely crucial "Non Negotiable" tasks which must be added to create success!

If you are not doing so already, start running your "Profit & Loss Statements" ASAP! I can assure you, you will find it to be a game changer!

I hope you found today's tips valuable, and if you need anything or have any questions, please feel free to reach out anytime!

Sincerely,
(Your Email Signature)

Day 220: Email Drip 23

Subject: Real Estate Success Tip # 23: How To Avoid Being Replaced by Technology Body:

Do you ever find yourself wondering if someday Agents will be replaced by Technology? Well, as many Agents do, I wanted to talk about this in today's tip.

We can't stop the growth of technology, but I believe we can control if we will allow it to replace us or not. Now, of course, nobody knows what the future holds, but let's talk about ways that we can work on combatting it now, and continue to show the value of us to our Clients...

We are already experiencing technology somewhat creating the perception that a Agent is less valuable. So, the focus must be in showing our true value to our Clients.

Ways To Overcome Technology and Show Our Value To Clients:

#1: Know your area EXTREMELY well! Know the local businesses, local schools, subdivisions, recreation, houses, inventory, etc. You should be the expert in knowing your area. Focus on becoming an "Information Portal" for your area. If someone says, "We are looking for a 4 bedroom, 3 bathroom, 2800 + sq.ft, with a large kitchen/kitchen island home, in walking distance to an Elementary School, that has an A Rating", you want to know your area so well that you can say, "I know of 3 subdivisions which feature A Rated Elementary Schools within walking distance that features the type of home you are looking for". Spend time on Zillow - what can or can't Zillow provide to the consumer. You must become that "Bridge" of information.

#2: Stop using technology which diminishes your value. Now, technology is great. It can allow you to stay on top of activities and allow you to develop deeper relationships with your clients, but many Agents unfortunately allow it to diminish the relationship and their value. For example, many Agents use an online signature program, like "DocuSign", and even though it is a great tool, it can massively diminish the value of a Agent. Let's say you just get done showing homes and your clients have decided on the home they want. You tell them that you are going to go to the office, and will email over the contract to them, where they will open/sign on their email. They receive the email, and it takes them 5 seconds to sign it. All they see is that 5 minutes. They do not see the 45 minutes it may have taken you to fill out the contract. This absolutely can diminish your perceived value, and absolutely diminish the relationship. Now, I am all about systems like "DocuSign" when necessary with out of area clients, if a client is traveling, or if it is a quick addendum we need signed ASAP. However, when writing the initial offers, bring the client back to your office, fill out the contract together, explain everything in detail, what to expect, answer questions etc. Let your client see everything live of what you are doing. Again, this will help create a deeper relationship/connection with the clients, as well as allow them to see your true value.

#3: Pick up the Phone! I get it is so easy to email and text these days. But, they can't replace an actual phone conversation or face to face conversation. Especially when people are buying or selling the largest assets of in their life. It is important to be the support system they really need, and ensure you are facilitating the best experience you possibly can for them.

#4: Build "World Class" Buyer and Listing Presentations which show your "Step by Step" process to ensure the buyer or seller is successful at accomplishing their Real Estate goals. Most buyers and sellers have no idea all the things their Agent is doing for them. Make sure you communicate everything you are doing, and never assume that they already know this stuff. Educate them on everything you are doing!

#5: Focus on building strong relationships. At the end of the day, we are in "The Human Resource and Human Connection" business. Focus on developing a strong connection with your clients, and focus on maintaining that with continued follow up, as we discussed in a previous real estate tip, where we talked about getting more repeat and referral business from your past clients.

Technology is critical, and will allow you to do more, with less inside your business, just don't make the mistake so many make in allowing technology to replace the human connection. Instead, incorporate it into your business to allow you to enhance the human connection!

As always, I hope you found today's tip valuable, and if you need anything, please feel free to reach out anytime!

Sincerely,

(Your Email Signature)

Day 230: Email Drip 24

Subject: Real Estate Success Tip # 24: Recommended Technology and Systems in Your Real Estate Business

Body:

I hope you are making it an amazing day and week! So, in the last tip we talked about ways to not allow technology to diminish the value you bring as a Agent to your clients, as well as not diminish the relationship you build with your clients. Today I want to discuss technology and systems which can help you run a much more effective and efficient business, while providing

better service to your clients, as well as creating a deeper connection/relationship with them as well.

IMPORTANT NOTE: You do not need to have all of these systems inside your business. They can allow you to be much more effective and efficient, but are not absolutely necessary if you are unable to afford them. I wanted to make sure to add this note, as I do not want you to think that you can't create success without these systems.

Recommended Technology and Systems In Your Real Estate Business:

#1: CRM/Database. Your # 1 Asset is your Real Estate business is your connection with your Database. In order to be truly effective with your lead conversion, pipeline management, etc.. a CRM/Database is absolutely crucial!

#2: Tracking Systems. As we have discussed in past tips, you MUST be tracking your daily activities, appointment set/conduction/client ratios, and your financials. The great thing is this can all be done for free with Google Drive.

#3: Website. The Consumer today is going to do their research on you, and it will be expected that you have a website. You want a website which allows you to brand yourself, has a blog feature, is effective at lead generation, etc. We have discussed this in a previous real estate tip email which you can reference.

#4: YouTube Channel. This is free to have and use. Today “Content is King”, and you must have video content on YouTube. YouTube is the # 2 online search engine on the planet, and is owned by the # 1 online search engine on the planet, which is Google. You should be creating and posting market update videos, informational videos about your area/community, top real estate tips, etc. This will continue to be more and more important.

#5: Social Media. Social Media is essentially another free database which allows you to build relationships with potential clients, current clients and past clients.

#6: Email, Cell Phone, Scanner... OK, I know these are all things we know, but I wanted to throw them in here, as they are essential.

#7: Systems need to be in place for everything done more than once. You should have system in place for anything and everything done more than once inside your business, from ordering business cards, to your lead gen, lead follow up, appointment preparation, appointment conduction, client/contract to close process, past client follow up process, etc. Just as a rule of thumb, anything you do more than once, needs a system in place to ensure it happens over and over, in the same way, is not missed, can be duplicated, and eventually delegated.

#8: Online Email Signature System like DocuSign, ESign, etc...

BONUS/Additional “Luxury” Systems/Technologies: Power Dialer, Expired/FSBO List Provider, Neighborhood Homeowner Contact Information Provider, CMA Report Tools, Seller Net Sheet/Buyer Cost Sheet Apps, Contract To Close/Contract Management Systems and many more, as there are thousands of systems which exist.

Again, technology and systems will allow you to provide better service to your clients, stay on top of your tasks, ensure things are not missed, and as soon as you are able, it is recommended to get these added into your business as they will have a large impact if used properly.

IMPORTANT NOTE: Any Technology/System you implement into your business will only be as good as you use it. For example, you can have an amazing CRM/Database, and get poor results, if you use it poorly. There is no “Magic Pill” that exists. Like with anything else in life, you get out of it what you put into it!

Of course, always “Lead with Revenue”. Add what you can as you can, but make sure you have the revenue coming in to afford it. Then, add it into your business, use it, and take your business to the next level! Also, don’t try to implement everything overnight. Implement one, get it dialed in, learn how to use it effectively, and once you have it down, and can afford it, add the second, and so on.

I hope you found today's tip valuable, and as always if you need anything or have any questions please feel free to reach out anytime!

Sincerely,
(Your Email Signature)

Day 240: Email Drip 25

Subject: Real Estate Success Tip # 25: How Reading Books Will Massively Impact Your Real Estate Business

Body:

Howdy! I hope you are having a great day! So, today I want to talk about books and the impact they can have on your business & life.

Jim Rohn stated, "The amount of money you are making is a direct reflection of what the general public perceives your value to be... If you want to make more money, then you must add more value to yourself that you then can transfer to the marketplace".

How is this accomplished? It is accomplished through self development. The average High School and College Graduate reads 1 book after they graduate school in their Lifetime. The average Fortune 500 CEO reads 60 books a year.

Jim Rohn also said, "Unsuccessful people have big TV's, where successful people have big libraries...."

As we discussed in the tip on finding the right mentor/coach, there are so many people who have created massive success, and have written books on how they did it. There is no reason to re-invent the wheel, BUT we must take the time to educate ourselves on how they did it. Books are a great and inexpensive way to do this.

Now, you may be thinking that you do not have the time to read books. Well, the great thing about today is that you can listen to audiobooks while you are driving, while you are getting ready, while you are working out, cleaning your house, etc. So, you do not need to add another task, just integrate your self development with things you are already doing.

The average person drives 12,000 miles per year. That is 300 hours behind the wheel, which is the equivalent to 2 semesters of College. As Agents, we tend to drive much more than that, so it is easy to listen to a book a week while on the road.

Not all books are created equal. So, as we discussed in the tip for finding a mentor/coach, take those same tips/strategies into finding the authors you learn from. Find Authors who have created success in the topic they are writing about, so you can learn how they did it, and apply those strategies to your life.

IMPORTANT TIP: Don't read books just to get through the book, rather read books to get from the books. NASA has shown that the average person only retains 10% of what they learn the first time around. So, you may need to re-read, or re-listen to the book multiple times to really get the information down. Then, understand it is not the information which makes us successful, rather taking action on the information we learn which then creates the successes we are looking to create.

A good place to start is to make it a personal rule, that while you are getting ready in the morning, and while you are in the car by yourself, that you are going to listen to an audio book. You will quickly find yourself being able to listen to a book a week. A book a week can quickly change your life!

Start getting intentional with your self development, and you will start seeing massive improvements inside your business and life!

I hope you found today's tip helpful, and as always please feel free to reach out anytime with anything you need!

Sincerely,
(Your Email Signature)

Day 250: Email Drip 26

Subject: Real Estate Success Tip # 26: Lead More Buyer Clients To Going Under Contract

Body:

I hope all is amazing! So, for today's real estate success tip I wanted to discuss how to lead your buyer clients to going under contract more effectively.

So, you met a buyer, and/or buyer's. You did a great "Buyer Consultation", and they have agreed to commit to working with you as their Real Estate Agent. Well, how do you "Lead" the process effectively to get them "Under Contract"?

First off, remember, they are hiring you as their Real Estate Professional to find them their new home. Their goal is to get into a new home. With that being said, what I am talking about here is not pressuring them into something they don't want to do, but to lead the process effectively at helping them accomplish their "goal" they are entrusting you to make happen.

It all starts with your "Buyer Consultation". Now. a lot of Agents do not treat a Buyer Consultation the same way they do a Listing Appointment/Listing Consultation, which is a mistake, at least in my opinion. It is important to treat both your Buyer Consultation and Listing Consultations as a serious and professional process!

During your Buyer Consultation you will want to dial in their wants, needs, goals, timeframes, expectations, and more. Once you know those, you start going to work trying to find them homes which meet their needs.

Now, I am not sure about you, but I am not a fan of showing 50+ homes. Of course, if it is necessary I will do it, but if it is not necessary, then I will try to avoid it. At this time, hopefully, you have them also "Pre-Qualified" with a Lender, or have verified "Proof of Funds" if they are a cash buyer. From there, inform them that you are going to spend some time together in front of the computer, finding Homes which meet their criteria. I always recommend to them that we

narrow it down to their top 8 homes. There can be less than 8, but I recommend 8 max as looking at more than 8 homes in a day or weekend can be very overwhelming, and they tend to start all blending together. So, if able, it is best to spend time in front of the computer, and try to narrow it down to their top 8.

Once we have their 8 home (or less) identified it is time to go check them out. I then tell them, "As we see each home, we will compare the home to your needs list, and before we move onto the next showing I am going to ask you to grade the home with a 1, 2 or 3. 1 = You really like the home, and it is a great possibility. 2 = You don't hate it, but you don't love it, you are just unsure. 3 = Not for you, and toss into the elimination pile."

My goal here is to narrow the initial homes list down to their top 1 or 2 homes. If needed, we can go re-see their top picks, and I am working to help them identify their # 1 choice based off their needs/goal list we discovered/identified in the Buyer Consultation.

Once we have narrowed it down to their # 1 Top Home, I then say this script, "I 100% agree with you that this home meets your goals and needs the best out of all the homes we saw on the computer, and in person. Out of everything available, this home definitely meets your needs the best. In my experience, nice homes, in nice areas, regardless of the market, tend to sell fast. To ensure this home does not get sold to another buyer, I recommend that we go back to the office and write up an offer. What are your thoughts on that?"

Now, some of you reading this may think this is too aggressive, BUT remember, they have hired you to find them a home, and essentially close on a home. You are not pushing them into doing anything they don't want to do. This is a home they identified as their top pick, and all you are doing is asking if they would like to move forward with the next step.

Some will say they want to think about it, but you will be shocked at how many say, "Yes let's do it". There is a good chunk of people who are instant decision makers, and they don't want or need the time to think about it. Of course, you have others who do need to think about it, and you can give them the time they need, however this way you are able to identify those that are ready by just asking one simple question and leading the process.

As you have heard before, "Ask and You Shall Receive". Obviously, not everyone will say yes to writing an offer right then and there, but you will be surprised at how many say they do. If they don't want to, and want to think about it, then you say, "No worries at all, I 100% understand wanting to think about it. It is a big decision, so again, I 100% understand that. How about I follow up with you tomorrow morning, which will give you the night to think and sleep on it, and then I can see if you have any questions, if you would like to take another look at the property, or even go look at some new properties. Whichever route you decide. Would 9am tomorrow morning be a good time for me to call?"

As a Agent, your clients are hiring you as the professional to "Lead The Process". In order to truly lead, you must ask questions, identify your client's expectations, timeframes, etc. This is a good way to accomplish that.

I hope you have found today's tip valuable, and as always, if there is anything you need please do not hesitate to reach out anytime! Have an amazing day!

Sincerely,
(Your Email Signature)

Day 260: Email Drip 27

Real Estate Success Tip # 27: How To Get More Buyer Employment Agreements Signed

Body:

I hope all is amazing! We are already on success tip 27 to help you accomplish your goals inside your Real Estate Business! Today I want to talk about getting more committed buyer clients, AKA getting your buyer clients to sign a Buyer Employment Agreement.

Many of Agents are afraid to ask for their buyer clients signed commitment, but at the end of the day, your time and services are valuable, and must be treated as such. If you don't, you will always leave your business in a vulnerable position, which we all work way too hard to allow that to happen!

The good news is, it is really easy to get buyers to commit with a signed agreement if you have an effective process in place. As Agents we understand the importance of getting a Seller/Listing Agreement signed. Now, I know it is required to do so in order to list the property, but why not make it a requirement for your buyer clients inside your business? Yes, you have more money typically into a Listing/Seller client, but you typically have much more time into your buyer clients, and time is money!

So, how do you do it? Well, in order to be successful with it, you must treat the process just like you do with your Seller/Listing clients. Meaning, you need to perform an official "Buyer's Consultation". At the end of the day, it does not matter where the consultation happens, as long as it happens. It may be at your office, a property, at their house, or at a local coffee shop. Again, it doesn't matter where, so much as it does that it just needs to happen.

How do you get an appointment? In order to get the appointment, you MUST sell the value in the appointment. Most Agents try to sell the potential client on them, when the reality is, we need to sell them on the appointment first. Then, during the consultation, we can sell them on our services.

Buyer Consultation/Appointment Setting Script:

"... The next best step in the process is to set up a time for us to meet so I can fully understand your goals, your needs, what is important to you, as well as educate you on the buying process here in (your area). There are some costs which you will incur during the process. For example, inspection fees, appraisal fee, loan down payment, lender and title closing costs, etc. There are also areas you are protected by in the contract, and areas you are at risk. With that being said, I like to meet with all my clients and thoroughly explain the entire process, answer all of your questions, and give you all the information you need to make the best decision for yourself, and for your family. You may decide now is the time to buy a new home, and you may decide now is not the time to buy a home. Whichever route you decide is 100% OK. Just so you know, there is no hassle, no obligation, and everything I do is 100% zero pressure. Again, the sole purpose of us meeting is to provide you with all the information you need to make the best decision for

yourself, and for your family. Also, I like to make everything as convenient for my clients as I can, we can meet at my office, your current residence, at a local coffee shop, or whatever works best for you. I have X time and X time available tomorrow (just as an example), which one of those times works best for you?"

IMPORTANT NOTE: If they say "No", they are not rejecting you, they are essentially saying "No not right now". So, in that case, you can say something like, "No worries at all, I know you may not be ready to meet at this time. I will continue sending you homes which meet your criteria, and will check in from time to time to see if there is anything you need, or any questions I can answer. Thanks again, and have an amazing day!".

Then continue to check in frequently.

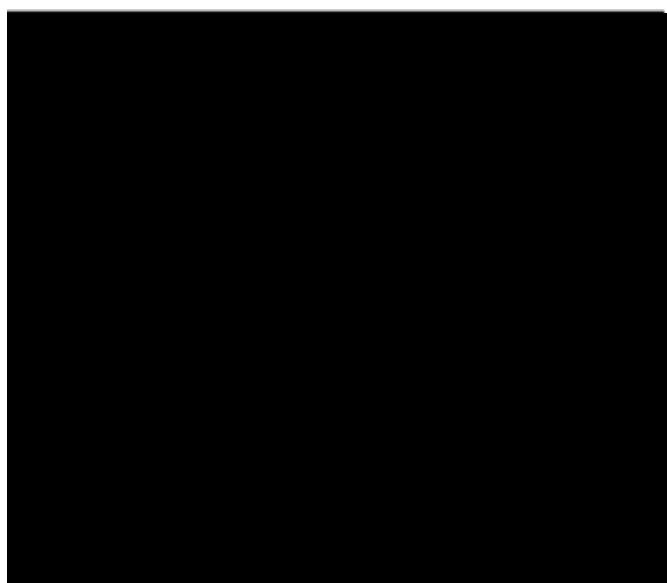
OK. So, now you have the appointment set. Now what do you do during that appointment? First, and this is really important, you must ask great questions, and listen deeply to their needs and wants.

Things To Cover During The Appointment Process:

#1: All the features they would like in their new home. Remember, it is not just about the home itself, but understanding everything that is important to them. For example, in addition to the home features, maybe their kids are involved in certain activities, and they want to be close by to those, etc. The deeper you go, the better!

#2: Identify their time frames. A great question to ask is, "In a perfect world, if we could time this out perfectly, when would you be sticking the key into the front door of your new home?" This can tell you a lot, and can help prevent you from becoming a Chauffeur for the next 6 months.

#3: Educate them on the step by step buying process. What each step is, timeframes, contract contingencies, how they are protected by the contract, potential ways they can be risk, and what



those consequences are, monetary investments, etc. A mistake I see a lot of Agents make, is they skip this process with buyer clients who have purchased multiple homes in the past. The average person moves every 5 years. 5 years is a long time to remember everything that is involved in the process. Even if it is a reminder, it is always better to over educate than the alternative!

IMPORTANT NOTE: In addition to educating your clients, this process is important as it shows them the value you bring! As an example, while educating, you can use scripts like this, "Per the contract, we have X days to perform our inspections. We can always request more time if needed, but in most cases this provides enough time to do the necessary inspections. During the inspection period we have the option to cancel the contract, accept the property as is, or ask the seller to do the repairs which you would like to see performed. Again, we have X days to do our inspections and, let's say you want to request some repairs. We must get that request in writing, signed by you, and delivered to the Listing Agent by 11:59pm on X day. If we miss that time, even by a minute, you have now accepted the property AS-IS. So, it is absolutely critical we pay close attention to all the timeframes inside the purchase contract. Now, I don't want you to stress about this, as this is what I am here for. I will make sure all the timeframes are met, and I will always look out for your best interest ". In the above example script you are educating, and at the same time, showing the importance/value in utilizing you as their Agent.

#4: Educate them on everything you are doing for them, as well as how you get paid. Make a list of everything you do. Don't be afraid to make it a full page of items. This again shows them the value of utilizing your services, and at the same time, it is critical to educate them on what you do and how you get paid. Instruct them on what must happen if they attend an open house without you, or want to see a FSBO, or wants to go look at new build developments in your area, etc. In the majority of cases I have ever seen where a Agent gets "Burned" by a buyer client (they purchase a home without them), it was the Agents fault for not educating the client properly.

#5: Ask for their commitment via a signed "Buyer Employment Agreement", or whatever your area and/or Brokerage calls the document.

IMPORTANT NOTE: I have found it is critical to do the "Buyer Consultation" in the exact steps outlined above, as it allows you to build a relationship, build trust, and build value to utilize you as their Agent!

Simple Script To Getting The Signed "Buyer Employment Agreement"

Have the agreement ready to go and right after you get done explaining all the services you provide. You can then transition into a script just like this, "...There are other things that I do in the process, but that was a list of the main items I am doing throughout the entire process to ensure your Real Estate goals are accomplished.. As I stated, I only get paid upon the successful closing of your home. I want you to know that I am fully committed to doing in helping

you accomplish your Real Estate goals. I will always put your needs first, and always lookout for your best interests. I am 100% committed to my career, and my clients, and all I ask in return is your commitment to me. Here is our "Buyer Employment Agreement", which states that if you choose to buy a home, you are not obligated by any means to purchase a home, and I would

never push you into doing anything that you don't want to do, but if you do purchase a home in the next X Days or Months (however much time you are asking them to commit for), that you are committed to using me as your Agent. Again, I am 100% committed to my Clients, and ask that they commit to utilizing my services in return."

IMPORTANT NOTE: I recommend you role play this script over many times. The more natural you make the transition, the more success you are going to have. Also, don't make it seem like you are asking them if they are going to commit. Instead, lead with the approach that you are assuming they are. As you deliver the above script, have the agreement and a pen ready, and just start filling it out, and then ask them to sign/date it.

Now, you may get some push back, but you will be amazed at how many do not, and agree to committing to you right away. But, the small percentage which do, you then can make your best judgement call from there. If they say something like, "I refuse to sign that. I am going to go with whichever Agent finds me the right home." In my opinion, don't walk, but run from them. Those are clients you do not want. Now, if they say something like, "I see the value in your services, and I do want to use you, but I feel uncomfortable signing anything as I have had a bad experience in the past." Well, then you can make your best judgement call on how to handle that from there.

Alright, I know this was a long one today, but hopefully you found MASSIVE value in it! Now, it is time to get your "Buyer Consultation Process" dialed in so you can get more committed Clients, which will 100% result in more closings!

Keep up the amazing work, and as always, if you need anything, please feel free to reach out anytime!

Sincerely,
(Your Email Signature)

Day 270: Email Drip 28

Subject: Real Estate Success Tip # 28: How To Avoid The Real Estate Production Roller Coaster

Body:

Real Estate Success Tip Time! Today I want to talk about avoiding the "Roller Coaster" most Agents experience in their income/commissions for their entire career...

What is the income/commission "Roller Coaster"? A Roller Coaster goes up, and then goes down. So, when you hear this term, it is referring to the constant fluctuation (up and down) of the income/commissions Agents earn. They may have an amazing month, followed by two really bad months. It is extremely common in this industry.

First, it is really important to understand that the income roller coaster most experience is 100% avoidable! It is the reality that most Agents experience their entire careers, but just because they do, that does not mean you have to!

Why does the constant income/commission fluctuation exist for so many Agents? It is really simple. They start off not having any business, so they spend their days lead generating, and

filling their days with activities which lead to generating clients. Then, they get some clients, and then stop doing the things that produced the clients in the first place. Then, they continue to repeat the same process.

There are 3 main things which must happen in order to avoid this, and some of them we have already discussed in previous emails.

These 3 things are:

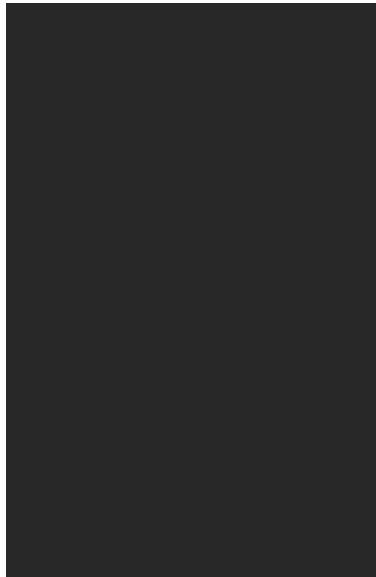
#1: Managing Your Schedule

#2: Knowing Your Money Making Activities #3: Future Delegation

Let's break each down.

#1: Managing Your Schedule As discussed in “Real Estate Success Tip # 19”, so much of your success will boil down to planning and managing your schedule. If you learn to make it a habit to plan your day out the evening before, it will massively help you in making sure this “Roller Coaster” never happens to you. Have your Appointments blocked off on your Calendar along with your Lead Generation, Lead Follow Up, Paperwork and anything else essential to creating a successful day.

We will go deep into “Tracking Your #'s” in the next real estate success tip email, but the great thing about tracking is that you will be able to identify the exact amount of action that must



happen daily to ensure you are hitting your goals. Each day you should know how many leads you need to generate, how many reach outs, how many conversations you need to have, and how many appointments you need to be setting to hit your yearly goal. Everyone's goal is different, so depending on your personal goals will determine how much time you need to allocate for each activity.

Once you have your schedule planned and time blocked, then stick to it. Create a plan, and then execute on the plan! If you allow yourself to get into a reactive state, it will be very difficult to have an effective day!

#2: Knowing Your Money Making Activities... Again, this is something we have already discussed, but as a reminder, there are only 3 ways a Agent makes money in this Business. The first is your activities leading to setting appointments (lead generation and lead follow up). The second is the actual appointment conductions that you can convert the "Lead" into an actual signed/committed "client". The third is contract negotiation. You need to negotiate contracts to get your buyer and seller client's into "Under Contract" status.

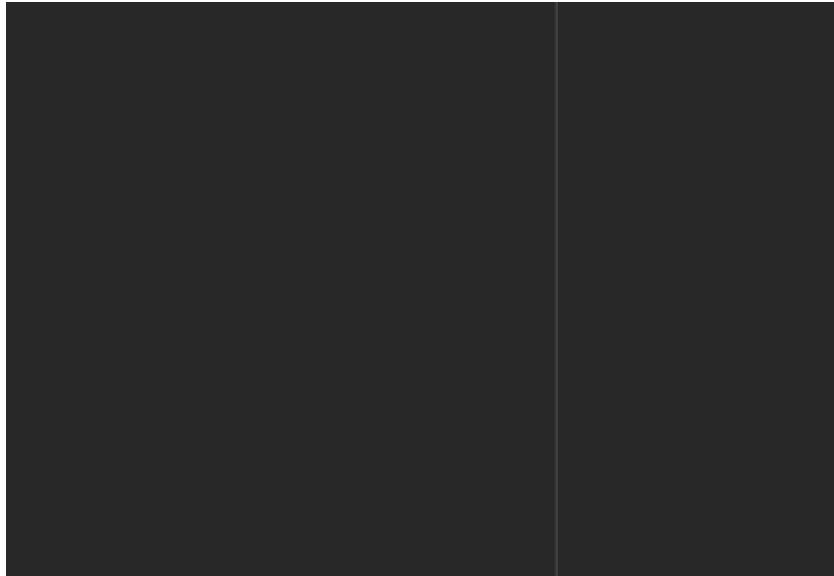
Everything else you do inside your business, even though they may be extremely essential, are classified as non money making activities. Again, these are things which are essential, and need to get done, but are not actually adding more deals in the "Under Contract" status. Examples include: Turning in paperwork to your broker, ordering Inspections, inputting your listing into the MLS, etc.

Now, this brings back to # 1 above. You MUST manage your schedule to ensure that the "Essential Non Money Making Activities" do not take over and prevent you from doing your daily must "Money Making Activities". Again, daily planning will massively assist in ensuring this will not happen to you!

#3: Future Delegation... As already discussed in a previous real estate success tip, eventually delegation becomes so critical. No matter how well you plan, how well you manage your calendar, and no matter how good you get at your money making activities, you will hit a capacity. There is only so much time in a day, and only so much you can do. Eventually you will need to employ some help. Like we discussed before, I recommend you hire out the "Essential Non Money Making Activities" first!

Now, this is easy to lay out in an email, and the process itself is extremely easy. The hard part is staying disciplined daily to follow it! But, if you choose to create the necessary discipline to do so, you can avoid the "Real Estate Income/Commission Roller Coaster", and your future self will be extremely grateful you did! It is not easy, but well worth it!

Alright, so now it is time to take action on this information! Remember, information is no longer power, it is taking action on the information we learn which creates power in our lives... So, go take MASSIVE action, and keep up the amazingwork!



As always, if you need anything, please feel free to reach out anytime! Have an amazing day!
Sincerely,
(Your Email Signature)

Day 280: Email Drip 29

Subject: Real Estate Success Tip # 29: How To Effectively Track Your #'s Inside Your Real Estate Business...

Body:

I hope you are making it an amazing day! I am really excited for today's tip! I know "Number Tracking" is not the most fun thing to do, I get it, BUT it is one of the most important things you can do inside your Business!

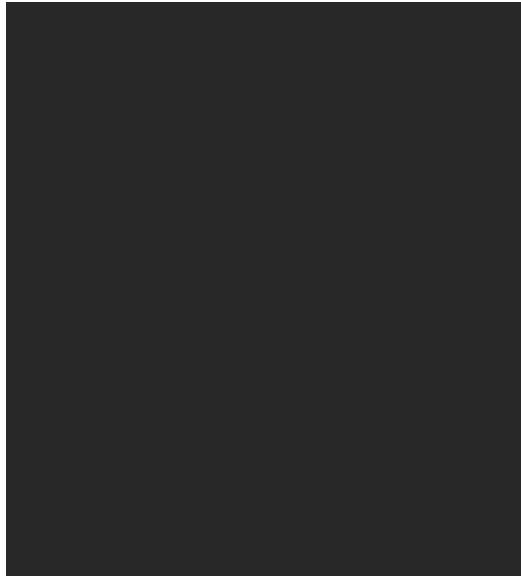
"The Path Is In The Math"

Most Agents never track their numbers. They have no idea what it will truly take to hit their goals. They have no idea what created success in the past. They have no idea what their true ROI (Return On Investment), and their true expenses are. There is one thing that every successful Entrepreneur has in common, and that is that they know their #'s!

Tracking does not need to be difficult, and you do not need some elaborate system. Google Drive Sheets, Word Documents, Whiteboards. Any of these will do the job, and are FREE!

What do you want to track? I recommend you track 3 different parts of your Business. In the end, it all ties together, and will all tell you the exact story you need to know inside your business to grow, as well as make smart strategic decisions.

The 3 Parts Of Your Business To Track:
#1: Activities/Actions
#2: Closing Data
#3: Income & Expenses



#1: Activities and Actions: I recommend you track these per lead source. Track # of leads received. Track # of Reach Outs (Calls, Text Messages, etc...). Track # of Conversations. Track # of Appointments Set. Track # of Closings.

Now, of course there is much more that you can track, but the more basic/simplistic you make it, the higher the likelihood is that you will execute on it! Eventually, the above tracking information will tell you: How Many Leads = 1 Closing for that lead source, as well as How many reach outs, conversations, and appointments set = 1 Closing.

#2: Closing Data... I recommend you track the lead source tied to each closing, Buyer/Seller, Commission earned, and final sales price. This data, combined with the above data in # 1, tells you so much information about your business. What lead sources are best, where your time is best spent, etc.

#3: Income & Expenses... I recommend you track all your gross income received (AKA Commissions earned) per lead source, and break it up/track Buyer/Seller. Then, track all your expenses. NOT just your overall total expenses, but break it down by each individual expense, each individual lead source, etc. You should know how much of your expenses are from your systems, lead generation, rent, open house signs, professional listing photos, and so on. Do this every single month as it forces you to know where your money is going, and also gives you the opportunity monthly to evaluate if the expense is truly necessary.

Again, this data allows you to grow your business, in addition to make smart strategic decisions. Maybe you discover one lead source is bringing you a 700% return, and the other is bringing you a 400% return. 400% ROI is a good return, but it may make more sense, if you are able to do so, to take that money, and invest into the lead source giving you a 700% return.

This will help you tremendously in your yearly “Goal Setting/Business Planning” as well. Maybe you want to increase your income by 30% this year from last. This data shows you exactly what you must increase to do so. Just imagine if you had information like (this is just an example): 10% of your Leads turn into Appointments Set, 76% of your Appointments Set get Conduction, 26% of your Appointment Conductions turn into a Closing. You discover you close 1 out of 47 of

your leads, and your average lead cost is \$6. That breaks down to 1 closing per \$282 per closed home. Then, you discover it takes 500 Dials to = 100 Conversations, and 100 Conversations = 1 Closing. You then know EXACTLY how many leads you need daily, how much you must spend, how many dials and conversations you must have daily, etc. to ensure your yearly goal becomes a reality. Powerfulstuff!

Again, I know “Tracking Numbers” is not fun, and the thing most of us dread doing, but there is not much that is more important inside your Business!

Remember, your tracking system does not need to be fancy, it just needs to be in place! Start tracking, and start EXPLODING your Real Estate Business!

I hope you found today's tip valuable, and as always, if you need anything, please feel free to reach out anytime!

Sincerely,
(Your Email Signature)

Day 290: Email Drip 30

Real Estate Success Tip # 30: Why Less Is More When It Comes To Lead Generation

Body:

Hey there.... I hope all is amazing! It is time for another “Real Estate Success Tip”, and today I want to discuss how and why doing less is better than doing more when it comes to lead generation...

I am sure you have heard the saying, “Jack of All Trades, But Master of None...”.

This quote also applies to most Agents when it comes to their lead generation methods. I know this is the opposite of what you have probably have heard in the past. Most think that they can never have enough leads and lead generation sources, but let's discuss why that may be the wrong approach to take.

I talk to Agents almost daily, and they say things like this, “I am calling FSBO’s, Expireds, Circle Prospecting, doing Open Houses, Facebook Ads, and just started investing in Zillow, but I can’t seem to get anything to work”. Again, “Jack of All Trades, Master of None”. To become great at anything, we must have massive amounts of repetition. When we are taking on too much, it never allows us time to get really good ,and we end up doing everything with mediocre focus, attention, and effort.

Instead of taking on all those things, what if you just started with one?Focused on that one thing, become amazing at it, and once the system was fully mastered and dialed in, if time permits, then add something else and take the same approach?

Let's take an Open House as an example. You take the time to do your research and find the right property inside the right area for your open house. 4 days before, you door knock/deliver

500 neighborhood invite flyers to the open house. The 3 days leading up to the open house you run a targeted Facebook Ad promoting the open house. 6am the morning of, you set up all your signs, and take the time to make sure they are placed where drivers will notice them, and put out an amount of open house signs to ensure you get attention at your open house. . You show up one hour before the open house to make sure the house looks great, set up your welcome/registration table, sign in sheets, flyers, promotional materials, etc. You take the time to ensure everyone is registering with their information, or as many as you can get, and then take the time to give an amazing tour, focusing on the human connection. Then, with every person you are able to tour, you strategically ask for an appointment. Before you pack up the open house, you create a quick thank you video, and text it to everyone who attended. Right after the open house, you go right back to the office, and you input everyone into your CRM, set everyone up on a strategic email drip, set everyone up on a home property alert search, and send everyone another thank you email. Then, Monday you call everyone who attended the open house, then call them every 7 days, for 3 attempts, then every 21 days after that.

The above is just an example, but you can see that if you take intentional and strategic action, combined with extreme focus and massive action, you quickly will master that activity and quickly get amazing results.

I by no means am saying to not have multiple lead sources, but before you add a new lead source, reflect and analyze what you are already doing, and make sure you are mastering the activities you are doing.

“Success Is Not In Doing Thousands of Things... But In Doing a Few Things Thousands of Times”

By doing less it actually allows you to do more! Anything you do, do not allow yourself to approach with with average amounts of action. Instead take massive action, which will absolutely produce massive results! Massive Action = Massive Results!

As always, I hope you found value in today's tip! Keep pushing, keep taking action, and you will make your Goals a reality!

Sincerely,
(Your Email Signature)

Day 300: Email Drip 31

Subject: Real Estate Success Tip # 31: How To Become “The Information Portal” in your Market

Body:

I hope you are having a great week! It is Real Estate Success Tip Time, and today I want to discuss ways that you can become “The Information Portal” in your market.

We are living in the “Information Age”, and to stand out from our competition, we must learn to win the game of delivering great information to the marketplace.

For Agents, the name of the game is: Get people to know you, like you, trust you, be aware of what you do for a living, and as long as you stay in touch frequently, your business will grow.

The Internet and technology continue to change how this is done, so, we must always be adapting to the changes to continue to thrive!

When it comes to real estate, the consumer today can search homes, get information, see photos, etc. without our help. No longer is the Agent essential in the home search process, well, at least that is the perception the consumer has. But, what are the things which are really difficult to find information on? What are things important to the Consumer which they can't find on Zillow, or other major online search sites? Spend some time on there, and you will quickly find out.

If you can deliver the information which the consumer is looking for, that they can't find anywhere else, you then become valuable to the consumer, as well as they are reading/watching your content, which allows them to: Get to know you, like you, trust you, be aware of what you do for a living. They are watching/reading and seeing your content frequently, and when ready buy or sell real estate, your chances of them choosing you greatly increases (remember the Game of Real Estate for a Agent).

So, it then makes sense to have a plan in place to do this. The cool part is, it is essentially free in order to do this. Let's break down an effective strategy on how to accomplish this so you can get some ideas.

What and How To Create Content To Become The Information Portal In Your Market: *First, let's break down the "How".

#1: Get a camera that shoots good video (an IPhone or any new cell phone will work). I am sure you already have a cell phone, so this should not cost you any additional money.

#2: Have a Website with a Blog Feature, and which has a CRM/Database. I am sure you already have one, as it is essential to have in the time that we are in, so again, should not cost you any additional money.



#3: Set up a YouTube Channel. Youtube is 100% FREE. #4: Have a Facebook Account. Facebook is 100% FREE.

Now let's break down the "What"...

#1: Create a weekly video where you interview a local Business Owners. Make the interview about the Business Owner. What the Business does, how long they have been open, do a tour of the facility, etc. Keep it under 5 minutes.

#2: Create videos of local parks, amenities, schools. Anything Which is nice about your area, and would attract people to want to live there.

#3: Create videos of the local subdivisions/communities

#4: Create videos of all the new build developments

#5: Create videos of all your listings and any nice homes that you see/preview #6: Create a monthly video market update about your local real estate market

Now that you have all this great content, what do you do with it?

#1: Upload the Videos To YouTube, and make them Public. Make your channel in your name, with your photo, and make sure to put in a great description.

#2: Embed the Youtube video into your website blog, so now you have a video blog, AKA "Vlog", then do a written blog about the video you created.

#3: Mass email your blog link to your database as soon as you release your blog (weekly is a good amount).

#4: Share your blog on your Facebook page, as well as any other pages you have, or other social media sites you may have.

#5: Create a local area Facebook Group: Example "Living In XYZ City, State"... Make it a Group, not a page, but a group which anyone can join. Post each blog in there (again weekly is a good amount).

Yes, this is a lot of work, but work which is well worth it. Think about it this way: As a Agent, you are applying for a Job to work for buyers and sellers. When you apply for a job today, what is the first thing the potential employer does after reading your resume? They search you online and on social media. Youtube is the #2 search engine on the Planet, which is owned by Google, and Google happens to be the #1 search site on the planet. Google will drive consumers to your YouTube channel to watch your content, and by embedding a Youtube video on your Blog, it is one of the quickest ways to build up SEO (Search Engine Optimization = getting your website to pull up organically on searches without having to buy ads on Google).

In addition to the above paragraph, you are delivering great content to your database which is of value, which then drives them back to your website. With Facebook, you are building a local community of people which live in your area, whom you can develop connections with and "Get Them To Know You, Like You, Trust You, Be Aware of What You Do For a Living, Follow Up with Them Frequently, and Your Business Will Grow".

In the beginning it will take a little longer as it is a learning curve, but eventually you can get this down to about 5 hours out of your week. You will meet all the local Business Owners, Builders,

School Principals, etc. Not bad people to have good relationships with in your area, and you will become “The Information Portal In Your Market”.

I highly recommend you start on this ASAP! In the future you will be glad you did!

I hope you found today's tip helpful, and if there is anything you need, please feel free to reach out to me anytime! Have an amazing day and week!

Sincerely,
(Your Email Signature)

Day 310: Email Drip 32

Subject: Real Estate Success Tip # 32: Top 3 Mistakes Agents Make Which Hinder Their Success.

Body:
Howdy! I hope all is well, and your Business is EXPLODING!

So far inside these Real Estate Success Tips we have covered a lot of strategies and tactics to help you grow your Business! We have talked in depth about different things to do to increase your Business, so for today's tip, I wanted to talk about the top mistakes Agents make.

Now, there are a TON of mistakes the average Agent makes. The average Agent makes less money than they would if they were working full time at McDonalds, so we could spend days talking about all the mistakes. So, I figured I would break it down to the “Top 3 Mistakes Agents Make Which Hinder Their Success”.

Top 3 Mistakes Agents Make That Hinder Their Success

#1: They Do Not Run Their Business as a Business

#2: They Do Not Take Enough Intentional Planned Action #3: They Do Not Constantly Work On Mastering New Skills

Alright, as we do in each tip, let's break these down to explain more in depth, what I mean by each, and how you can ensure you do not make these same mistakes. I will spend more time

on # 1 than on the other 2 items, as it requires a more in depth explanation, as really #2 and # 3 build off #1.

#1: They Do Not Run Their Business as a Business. Most Agents see themselves only as a Agent. Now, take Real Estate out of the equation. 80% of all businesses fail between 1-5 years of being in business, and then, 80% of those which made it through the first 5 years end up failing and closing their Business in years 6-10. So, when I talk about the failure rate of Agents, that holds true for all entrepreneurs, not just Agents.

As stated in the amazing Business Book “The E-Myth Revisited”, which I highly recommend you read, most businesses owners fail as they never operate from a space of being an entrepreneur. The Baker who bakes world class muffins, but does not know how to run a business. The Personal Trainer who knows the human body inside and out, and knows everything about nutrition, but again does not know how to run a business, and the Agent, who knows the Real Estate Contract inside and out, knows how to negotiate contracts, always looks out for their clients best needs, but does not, and is not running their business as a business.

As a Agent, it is absolutely critical to know how to be a great Agent! You should know the contracts, how to negotiate for your clients, put their needs before your commission check, deliver world class services to your clients. All those things are essential, and by no means do I want to downplay the importance of those essential key roles. HOWEVER, those alone are not enough! There are a lot of amazing Agents who are broke. Just as there are a lot of world class Bakers, and world class Personal Trainers who struggle, and eventually go out of business.

My personal opinion is that being a great Agent is the “Anti” to being in the Industry. That is the given, the minimum requirement to succeed. If a Agent is not committed to being a great Agent, then they should not get into the Industry. BUT, again, that is not enough to succeed, that is just one part of it!

In order to succeed, you MUST also become a great entrepreneur, AKA “Business Owner”. You MUST treat your business as a business, and run it as a business!

So, what is the difference? In order for me to best explain, think of each role as a hat you are going to wear, and at different times you are wearing different hats. You wear your “Agent Hat” when you are on a Listing or Buyer Presentation, when you are writing up a Purchase Contract, when negotiating terms, when doing a Final Walk Through, when Prospecting, and when Following Up with your Leads. Think of it as anything that you are doing “In Your Business”.

Then, when you put on your “Entrepreneur Hat” as you’re working “On Your Business”. Activities like: Goal Setting/Business Planning, Tracking and Breaking down your #'s, creating systems which allow you to work “In The Business” more effectively and efficiently, planning, reflecting, etc. Taking a view from the 30,000ft level on your overall business.

Most get too busy working “In The Business”, that they never take the time to “Work On The Business”, in order to build a systematic, predictable, duplicatable and eventually scaleable business. Don’t be most people, as it is extremely important to work “In Your Business” it is every bit, if not more important, to “Work On Your Business”!

#2: They Do Not Take Enough Intentional Planned Action. Now that you are “Working On Your Business”, as well as “Working In Your Business”, you now are able to take the correct action on the correct items. You now will be tracking all your #'s, you know the exact amount of leads, action, monetary investment, etc. which you MUST take yearly, monthly, weekly and daily to ensure your goals become a reality. You are taking the time daily to reflect and plan, as well as constantly working on new systems to operate more effectively and efficiently inside your business.

I talk to Agents constantly, where we have a conversation like this: “My Goal is to make \$300,000 in Gross Commissions this year”, then I reply with, “Great, I love big Goals! What is your exact game plan to make that happen? What must you be doing daily to make that a

reality?". The typical response is, "I am not sure. All I know is I am going to be more focused and work much harder".

I am all about being more focused and working harder, but the reality is, that alone is a plan for failure! Even if they succeed with it, if they are not tracking and "Working On Their Business" as discussed above in # 1, then the success will be very difficult to duplicate.

You MUST take "Intentional Planned Action" in order to create true and sustainable success! Have a specific plan in place, and then take massive action executing the plan!

#3: They Do Not Constantly Work On Mastering New Skills... In Life we are either growing or we are decaying! The average High School and College Graduate only read 1 book for the rest of their life after they graduate. The average Fortune 500 CEO reads 60 books per year. Successful people are "Lifelong Students", and put their Self Development as a top priority. You must always be improving your skills to succeed!

If a Agent is currently making \$50,000 per year, and they have an eventual goal of making \$500,000 per year, well, they can't get there by doing the same things which made them \$50,000. If you want more, you MUST become more!

The World we live in today makes this easier than ever. With all the great Podcasts that exist, all the great Books, Audio Books, YouTube Videos, Inexpensive Online Training sites like Udemy, where you can learn how to "Code Write Your Own Apps" for \$38. Only 5% of Agents ever invest in a coach or any type of coaching program. There is a reason every top agent has a coach, and takes their self development very seriously!

If you start working hard, right now, on making sure you never make these "Top 3 Mistakes", you will absolutely succeed! I am not saying it will still be easy, you will still have to put in a lot of hours and a ton of action. But, eventually, it will pay off and you will create the Life you know you want and deserve!

Keep pushing, keep up the amazing work, never stop, and go create the Life you know you truly want and that you deserve!

I hope you found todays tip to be valuable, and as always, if you need anything please do not hesitate to reach out anytime!

Sincerely,
(Your Email Signature)

Day 320: Email Drip 33

Subject: Real Estate Success Tip # 33: Does Geographical Farming Really Work?

Body:

Yo! Long time no talk! Just kidding, but hopefully you are not getting tired of seeing my name come across your email inbox, as I try to make sure everything I am sending you brings massive value to your business and ultimately your life!

So, today I want to discuss “Geographical Farming”, and if it is effective or not.

I get asked all the time: “With so much going online now, does Geographical Farming still work?”. The answer is 100% YES!!!!

First, let’s discuss what “Geographical Farming” actually is, as I think a lot of Agents don’t truly understand it. Then, I will get into how to choose a “Geographical Farm” area. A lot of Agents think “Geographical Farming” is sending Direct Mail to Homeowners. That is not “Geographical Farming”, it is only one variation of it.

“Geographical Farming” is when a Agent focuses on one specific area, and wants to create market share in that specific area. Which, is really what Real Estate is all about.

This can be accomplished in so many different ways. Here are just some of the many: Direct Mail, Door Hangers, Circle Prospecting, Door Knocking, Open Houses, Facebook Ads, Expireds, FSBO’s, etc. and of course, can be a combination of several strategies, which is usually the most powerful!

Here Are a Couple Examples Of Combinations As Discussed Above: Example # 1:

- #1: Call Expireds and FSBO’s inside your Geographical Farm area to get a Listing
- #2: Once you have a listing, sending out a “Just Listed” Post Card to the closest 500 neighbors
- #3: 3 days after the postcard hits the mailboxes, Circle Prospect, AKA Call those same 500 neighbors
- #4: Hold Open Houses at your Listing
- #5: Repeat # 2 & #3 once your Listing is Sold, but as a “Just Sold”.

Example # 2:

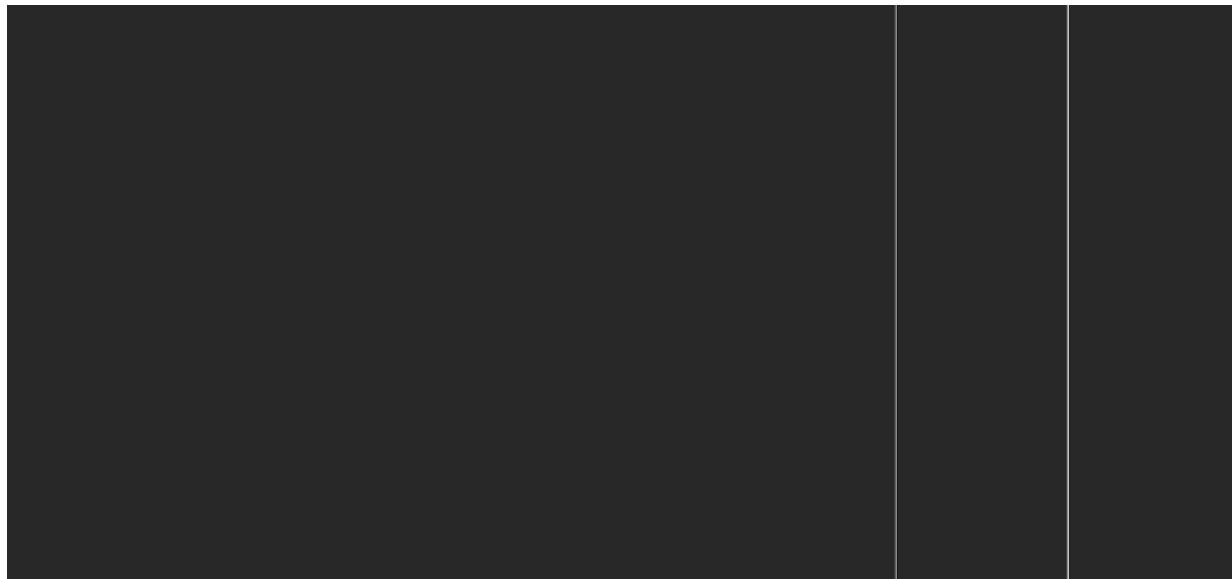
- #1: Hold Open Houses in your Geographical Farm area. If you do not have a Listing inside your area, ask other Agents to hold theirs open (just one example).
- #2: 4 Days before the Open House, deliver 500 Neighborhood Open House Flyers to the closest 500 neighbors.
- #3: 3 Days leading up to the Open House, run a paid targeted Facebook Ad to your Geographical Farm Area.

There are so many ways, strategies and combinations to “Geographical Farm” an area. It’s not just direct mail, that is only one of many ways!

Why is it so important to focus on a “Geographical Farm” area? Think of it this way; You are identifying an area which you want to work, and which you want to gain market share in. Let’s say you were doing open houses, and I will outline 2 options to show the power of “Geographical Farming”.

Option 1: You identify an area (a geographical farm) which is within a one square mile, and which contains 15,000 homes in that area. Every weekend you are doing open houses, and

every weekend, everyone in that area is seeing your signs, your name, your face, and your website. They are getting the invite flyers you put out before the open house, and also your weekly Facebook Ads are showing up in their Newsfeed. On top of that, they are seeing your For Sale signs in the front yards of homes in that area. You very quickly build brand recognition. The more frequently people see your name, the more confidence they have in your services, etc.



Option 2: You do Open Houses all over your County. Anywhere you can get an Open House. Different areas of the County see your signs, flyers, ads, etc. You are not building that “Hyper Local” Branding, etc. that you are building in Option 1.

Also, think of your time investment. If you work a focused area, you might be able to work with 4 Clients in a day, but if you are having to drive from one side of the City to the next, you might only be able to work with 2. Not only is “Geographical Framing” effective, it also can be extremely efficient.

Now, let's discuss how to pick a “Geographical Farm” area, as this is critical. I have a few requirements I follow, which have proven to be very successful.

Recommended Requirements/Research To Perform In Picking a “Geographical Farm Area”

#1: Identify your “Ideal Client”. Who do you like working with? Who do you connect with the most? Of all your Past Clients, who sends you the most referrals, and what are the commonalities? As an example, maybe you find out that your “Ideal Client” is: 30-45 year olds, 2nd and 3rd time move up Buyers, who are Married, with a Young Family (just as an example).

#2: Identify where your “Ideal Client” is moving to. What Cities in your County? What Zip Codes? What Subdivisions?

#3: Once you identify where they are moving to, then identify the “House Turn Over Rate” in that area. Most successful Geographical Farmers like to see 8-10% + yearly. To identify the turnover rate, take the total number of homes in the area, and then divide it by the total amount of “Sold”

homes in the past 12 months. Example: 1,000 total homes, divided by 100 home sales equals 10%, so there would be a 10% yearly turnover rate.

#4: Research how many “Dominant Agents” there are in the subdivision. Dominant meaning, 1 Agent who has sold more than 20% of the listings in that given area. A good rule of thumb is to pick an area with no more than 1 “Dominant Agent”. I don’t want to plant a “Limiting Belief” in your mind that you can’t succeed in that area if there are more than 1, but it is a lot easier, and faster to gain market share if there is only 1, or less.

Once you have identified your “Geographical Farm” area, now it is time to go to work, and start implementing your marketing and/or prospecting strategy!

I hope you found today's tip valuable, and as always, if you need anything, please feel free to reach out anytime! Have an amazing day!

Sincerely,



(Your Email Signature)

Day 330: Email Drip 34

Subject: Real Estate Success Tip # 34: Why Speed To Lead Is Critical

Body:

I hope your day is going AMAZING! Alright, we are now up to Real Estate Success Tip # 34 Today's tip is all about “Speed”. Why the speed in which you respond to your leads is absolutely critical!

One thing I always do, which I have found extremely effective, and I highly recommend you try it to, anytime I am personally shopping for something, I am always extremely cognizant of my own personal “Consumer Behavior”. Next time you are online, and want some info on something that

you are interested in purchasing, submit your question/inquiry, and time yourself to see how long it is before you are getting annoyed.

We now live in the “Instant Gratification” World. You press one button, and you have rented a movie. You go online, and purchase essentially anything you want from Amazon in minutes, and receive it at your doorstep in less than 2 days. You pop a K-Cup in your Keurig, and within seconds your coffee is ready to go. Everything today is fast, and people today are conditioned to expect that now!

IMPORTANT SIDE NOTE: From a TON of personal experience, I can assure you that every “Lead” in your CRM/Database is in 6 other Agents CRM/Databases as well. Start calling everyone in your CRM/Database, and you will get a ton of “Leads” who inform you they just bought or sold their home with someone else!

With this now being the new expectation, people are not going to wait, and why should they? There's no shortage of Agents, just a shortage of Agents who do not respond promptly.

Per Agent.com's research, if you respond to a lead within 5 minutes, you are 100X more likely to get a response than if you waited only 30 minutes, and if contacted within 5 minutes, you are 30X more likely to set an Appointment. That is the difference from 5 minutes to 30 minutes. Can you imagine if you waited 3 hours? Anytime I can increase my likelihood of success by 100X and 30X, I am going to do everything in my power to make that happen!

I know what you might be thinking, “I can't always respond that quickly as I am on appointments, in meetings, etc.”. I 100% get it, and understand. Here is the AWESOME part about it, with all the amazing technology which exists today, you can automate so much of this!

With that being said, as much as I love technology and systems, I have yet to find anything which can beat just picking up the phone, but that is not always an option. Today, any good CRM/Database will have “Auto Responders”, and the really good ones will have text video auto responders, in addition to email.

Let's say you are on a Listing Appointment. You set your “Auto Responders” on. A new “Lead” comes in while you are gone, and within seconds gets a Text Video sent to them which is a video of you saying, “Hi, this is (your name), with (your company). Thank you so much for your inquiry. I wanted to send you this quick video text message to let you know I received your inquiry. I am with a Client at the moment, but will get back to you the second I am done meeting with my Client, which will be in less than 2 hours. Thanks again, and have a great day!”. Then, at the same time, they receive an email with the same message.

People don't always need an answer to their specific question right that second, but they do want a response, and to know what time frame to expect an answer. This won't keep everyone from hopping on another Agents website, but will greatly minimize it.

Moral of the story; When you can, pick up your phone, and respond in under 5 minutes. When you can't, get effective “Auto Responders” in place!

As always, I hope you found today's tip valuable, and if you need anything, please feel free to reach out anytime! Have an amazing day!

Sincerely,
(Your Email Signature)

Day 340: Email Drip 35

Subject: Real Estate Success Tip # 35: Why Your “Vendor Partners” are so IMPORTANT To Your Real Estate Business.

Body:

What is happening my Friend! I hope your day is going absolutely amazing! It is Real Estate Success Tip Time, and today I want to discuss your “Vendor Partners”, the importance of the relationship, and how to utilize them to help you grow your Business!

One thing which is not discussed a lot amongst Agents is the power of “Vendor Partner” relationships. Now, of course, it gets communicated to us from these Vendors wanting our business, but I am talking “Agent to Agent”. How does a Agent utilize these relationships to build and grow their personal business?

I know we as Agents get tired of hearing (just one example), “All I ask is for you to give me 1 loan. Just give me a shot, and I can show you what I can do.” We get hit up constantly by Lenders, Title Companies, Home Warranty Companies, etc. and yes, it can get annoying, but they are just doing their job, as I am sure we are annoying as hell to the leads we are trying to turn into Clients as well. LOL.

However, with all that being said, I am a HUGE believer in having strong “Vendor Partner” relationships. There are several, extremely important key relationships for Agents.

#1: Your Relationship with your clients. This one is pretty obvious, but you want a great relationship with your client so that you can provide an amazing experience, which can lead to “Repeat” and “Referral” business.

#2: Your Relationship with other Agents. This one gets overlooked by many Agents, but your relationship with other Agents is critical! You don’t want to get the reputation as a Agent who is difficult to work with. When other Agents see your “For Sale” sign, you want them excited to have an opportunity to work with you again. If you are submitting an offer on a property which has multiple offers, and you have had great experiences with the Listing Agent, they may tell you exactly where your offer needs to be in order to get accepted. All critical things which benefit your career, and your clients as well.

#3: Your Relationship with your Vendors. Which, is what the focus of what today’s tip is on, but I did feel it was important to talk about the above two as well. Your Vendor Partners get paid in either the same way, or a similar way, to how you get paid. They need your business to grow their business, and they get paid when you get paid. So, they have a HUGE vested interest into your success. Let’s break down some other benefits.

IMPORTANT NOTE: I know this doesn't need to be added, as you already know this, but I don't want anyone to ever get the wrong impression, or for my email to come across wrong. The needs, and best interests of our clients always comes first. I personally will never align myself with a vendor who does not provide superior service to my clients. I don't care how many tools, or support they provide me personally with, for my business. If they don't provide exceptional service for my clients, put my clients needs first, and don't always look out for their best interests, then, I will not have any type of a working relationship with them! Also, I recommend to know the compliance laws, to make sure you are always abiding by them. At the end of the day, it is always our clients choice on which companies they want to use, and they need to know that, and know they have many options.

OK, so how do you use your Vendor Partners to help you grow your business?

Let's start with the more obvious one, then we will get into more strategic things you can do. When utilizing Companies you know, will make it an amazing experience for the client? That helps with getting future repeat and referral business. You may be going above and beyond, but maybe your client is having a horrible experience with the lender. Well, that then can make them feel like the overall experience was horrible, which is the exact opposite of what we want.

Now, let's discuss some more strategic things you can do to grow your business in other ways. Of course, there are many more than listed below, but these will help give you some good ideas, and get the ball rolling. I will break it down by the most common "Vendor Partners".

Lender Partnership:

- Having a great Lender is CRITICAL, and I don't just mean someone who does a good job on loans. Again, as the "IMPORTANT NOTE" above stated, that is the expectation. I want to utilize lenders who will jump on leads wanting to get pre-qualified. Remember the last tip where we talked about speed? I want a Lender with that same speed mentality! The longer they wait, the less likelihood of getting the potential client on the phone.
- Having a Lender Partner hold open houses with you is HUGE! They can assist with getting everyone to register/sign in, they can discuss rates/payments/options, and they can run loan applications from their laptop at the open houses, etc. It is a big advantage to have a lender at your open houses with you.
- You can meet with your lender once weekly, or multiple times weekly, and do "Call Sessions" together. You both can call all the "Leads" in your Database/CRM, and with two of you calling, with the same goal in mind, you can get through twice as much follow up, as well as have someone who is holding you accountable.
- You can "Co-Market" together. Again, check with your broker and compliance laws, but there are legal ways you can market together and split the advertising costs.
- Ask for all their old "Loan App Leads" which couldn't qualify in the past, maybe had subpar credit, or whatever the reason is. Ask if you can get their Names, Numbers, and Emails so you can follow up, see if there is still an interest, see if their situation has changed, and see if they would like to re-attempt the process.

Title Partner:

-A lot of Title Companies have “Marketing Title Reps”, or whatever they choose to have as a title, but their job is to build a relationship with you, and help you grow your business, in hopes you are willing to recommend their services to your clients. Sit down with them, see what they have to offer. They may have some great resources like: Buyer Guides, Seller Guides, Script Books, Open House Materials, Effective Marketing Ideas, Effective Apps you can use for your business, and with clients. Some even offer services where they can get you contact info for homeowners, for “Circle Prospecting”, Notice of Defaults leads for potential “Short Sales”, etc.

-They can assist in running “Estimated Seller Net Sheets” for you Listing Appointments. Again, just reach out, and see what services and tools they have available.

Home Inspectors:

-To minimize your time, see if your Home Inspector will take on the task of scheduling the Inspection. “Here is the property address, the Listing Agents contact info, my buyer’s contact info, and here are the 3 times I have available on my schedule. Can you set everything up, confirm with everyone, and then shoot me a text to let me know which of the 3 times I have available has been booked for the Inspection?” Instead of you spending an hour trying to get in touch with everyone, re-confirming with everyone, etc. see if they will handle that. So, instead of an hour, it takes up only the 2 minutes it takes you to communicate that to the Home Inspector.

-If your Client's can't be at the Inspection, see if the Home Inspector will do a conference call at a time which works for your clients, to discuss the report in depth, and be available for questions. Little things like this go a long way!

Again, there are so many things that can be done, but I wanted to discuss some, to give you an idea, so that you know your “Vendor Partners” can do much more than just provide great service to your client. Remember, they have a HUGE vested interest in your continued success. So, make sure you ask, and find out what ways you can work together in creating “Win Win” relationships, so your business can grow, their business can grow, while all at the same time, your clients are receiving a world class experience!

As always, I hope you found today's tip valuable, and if you need anything, please feel free to reach out anytime!

Sincerely,
(Your Email Signature)

Day 350: Email Drip 36

Subject: Real Estate Success Tip # 36: Why Business Cards May Be Hurting Your Lead Generation

Body:

How are things? I hope everything's going great, and you are on track to hit your Goals! Today is Real Estate Success Tip # 36, and today I want to talk about:

“Why Business Cards May Be Hurting Your Lead Generation”

OK, before I dive in here, I believe in having Business cards, so I am not saying to not have them, but it can be more effective to learn to use them as a “Last Case Scenario”. Let me explain.

When it comes to “Lead Generation”, you want to play Offense. What this means is that you want to be in control. For example, if I give someone a “Business Card”, and I do not collect their information, I have lost control of the ability to follow up, and now I am in a position which I have to hope they reach out. That is not the most effective way to grow your business.

So, what is a more effective way to approach this, instead of just handing someone a “Business Card” and hoping for a call back?

The approach is very simple. Have your phone in your hand. As Agents, I am not sure we are ever more than a couple feet away from our phones, so this should be pretty easy to do LOL. Then, when anyone ever asks for a Business Card say:

“I forgot to grab my cards this morning, let me do this (with your phone in your hand), what's your cell number, and I will text you my info so you have it stored in your phone”. Without hesitation, most will give you their info.

If they say no for whatever reason, you can always store a couple in your wallet and say, “I 100% understand. I forgot my card holder this morning, but let me check my wallet just in case. Sometimes I will have a card or two in there.” Then, you can pull one of those out and hand it to them.

If they give you there info, text it to them, and once you have sent the text you can always then ask, “Are you also on Facebook? If so, I will shoot you a Friend Request, as FB Messenger is a great way to reach me as well.”

If all goes well, and the vast majority of time it does, you now have their name and cell # in your phone, and you are now Friends on Facebook. Now, you are playing Offense, as you now have the ability to follow up and check in with them.

As stated above, by no means am I against having “Business Cards”, but in sales, which is what we as Agents do, most of your success will come from your ability to be able to follow up.

“The Fortune Is In The Follow Up”

Alright, so now you know a quick, and super simple way to generate more contact info to continue growing your business. But, as I have said in previous tips, having the information is not power, it is taking action on the information which creates success in our business and Life! Go, give it a shot, and let me know how it works for you. I would love to hear your feedback!

As always, I hope you found today's tip valuable, and if you need anything, please feel free to reach out anytime!

Sincerely,
(your email signature)

Day 360: Email Drip 37

Subject Line: Real Estate Success Tip # 37: Why It Is a MUST To Review Your Goals, Your Business Plan, & Your Numbers Daily?

Body:

I hope you are having a FANTASTIC day! Today is Real Estate Success Tip # 37. I can't believe we are already up to tip # 37! With that being said, I hope you are finding value inside these tips, and most importantly I hope you are seeing some results!

Today I want to talk about: "Why It Is a MUST To Review Your Goals, Your Business Plan, & Your Numbers Daily"...

By now, from all the past tips we have covered, you know how to track, what to track and how to utilize the numbers you get from your tracking, so you can effectively set goals and business plan. If you are not doing these things, or if you missed those tips, I highly recommend you go back, check those out, and start implementing ASAP! There is not much more important in your business than tracking and knowing your #'s.

Let's assume you have those dialed in now. How often should you be reviewing them? The answer is, Every Single Day!

I know that sounds excessive, but I promise you it is not! What is tracked, what is measured, and what you pay attention to, grows. If you want your business to grow, you need to pay daily attention to them in my opinion.

Now, with your "Trackers" and "Tracking Numbers", this should be easy to do daily, as you should be updating them on a daily basis, so this makes it a little easier.

But you may be asking, "Why would I need or want to review my business plan and goals daily?"

Here is the Answer: First off, it will help provide you with daily motivation. There are days which you will not feel like taking action, where you have zero motivation. Successful people don't wait to "Feel Motivated" to start taking action. They find ways to put them into a motivational state. Pulling out your goals and business plan will help with that. You may wake up and not feel like "Doing The Work" today, but once you pull out your goals and business plan it can provide that motivation to get you started. Now, I am not going to lie, there will be days which, even after the review, you still don't feel motivated. Well, when that happens, you take action anyway. Nothing breeds motivation like action, so when I mentioned successful people find ways to put themselves into a motivated state, this may be the way they have to do it. When you are committed, you take action regardless of what your emotions are telling you.

Second, reviewing these items will force you daily to see if you are on track to hit your goals, if you are behind, or if you are ahead, and allow you to plan accordingly, to ensure you make your goals a reality!

Third, the “Law of Diminishing Intent” exists! Have you ever, maybe later in the week, told yourself, “I am going to start dieting and working out, and I am going to start Monday.” You are 100% serious, you are fired up, you are inspired, you are PUMPED. Then each day those feelings diminish slightly, and by the time Monday rolls around, they are completely gone, and you just never start? I think we have all been there, whether that be in regards to our health or another aspect of Life. Well, that is because of the “Law of Diminishing Intent”. We have strong intentions initially, and they diminish over time. Reviewing these daily will minimize this greatly! I am sure you have heard of the saying, “Out Of Sight, Out Of Mind”. This is the exact opposite of what you want. You want to have them in constant sight, and constantly on the front of your mind!

Most Agents never set goals, and never have a business plan. Those who do, write them out, and only see/review it once a year. If you review yours daily, I actually recommend twice daily (right when you wake up and in the evening before you go to bed), that is 365 to 730+ times a

year where your review yours. Who do you think has a better chance at making their goals a reality?

What is tracked, what is measured, and what you pay attention to, grows! If you want to grow your business, make these things a daily priority to do, and review!

Keep up the amazing work my Friend, and as always, if you need anything, please feel free to reach out anytime!

Sincerely,
(Your Email Signature)

Day 370: Email Drip 38

Subject Line: Real Estate Success Tip # 38: How To Be Extremely Effective at Networking

Body:

What is Happening! I hope all is amazing! It is time for another Real Estate Success Tip, and today I want to talk about:

“How To Be Extremely Effective at Networking”

This is NOT about joining local Networking Groups, although what we discuss will apply to it if that is a strategy you choose to do. It is IMPORTANT to understand that everything we do is essentially “Networking”. Even social media. Have you seen the movie about how Facebook started? The movie is called “The Social Network”.

Remember, “The Overall Real Estate Game” is to, Get People To Know You, Like You, Trust You, Be Aware of What You Do For a Living, Follow Up Frequently, & Your Business Will Grow.

That is what “Networking” is all about, and today I am going to drop some tips which will help you become extremely effective at it!

If you have not read the famous “How To Win Friends and Influence People” business book by Dale Carnegie, I highly recommend you go buy it the second you finish with this email, and read and/or listen to it ASAP. It is a MUST read, and a Game Changer!

In Dale Carnegie’s book he goes so deep into so many different ways to do this. There is a reason, even though it was first published in 1936, that it is still one of the top read business books even today! I am going to talk about some of the effective strategies from the book.

Networking allows you to connect with people and develop relationships, and at the end of the day we are in the “Human Resource/Human Connection Business”. The more people you know, who like you, who trust you, who know what you do for a living, and whom you follow up with frequently, the more your business will grow.

It all starts with the “Human Connection”. The good news for us today, is that this is easier than ever before. So many people are “Disconnected” today, that when you focus on the “Human Connection”, you stand out more so than ever before. So, how do you build a connection? By being “Interested” in others, and not “Interesting”.

We live in a fast pace world. People are busy. People are distracted, and people are disconnected. Most people don’t experience another person actually showing true interest in them frequently with how people operate today. So again, this makes it easier than ever before.

What is the difference between being “Interested” and being “Interesting”? Well, being “Interested” means you are asking questions about them, they are doing the vast majority of the talking, and you are learning about them. You are showing them that you are truly interested in learning more about their life. Being “Interesting” is you talking about yourself, and trying to get others interested in you. Effective Networkers know that it is not about them, but 100% about the other person, so they intentionally operate from a place of being “Interested”, and not being “Interesting”.

When you are showing true interest in another person, it shows them you care about them, and makes them feel important. At your funeral, people are going to remember you based on the way you made them feel, whether that be good or bad.

In order to be “Interested” you must ask questions. An easy strategy for this is to follow the F.O.R.D analogy, which stands for “Family, Occupation, Recreation, Dreams”. It is easy to remember, as you can just think about the car company Ford. Your goal then with everyone you meet is to become “Interested” by using the F.O.R.D analogy, and ask questions to identify these 4 things.

This works for open house tours, Buyer & Listing Consultations, and any and all relationships.

Now, it is IMPORTANT to understand, someone can know you, like you, and trust you, but if you do not inform them what you do for a living, and you do not follow up frequently, your business will not grow. It is critical not to miss this step!

Again, it is easier today than ever before due to things like Facebook. Here is an example: Let's say you belong to a church. Now, I know you probably don't want to be that person who rocks their "Agent Name Badge" to church, and the good news is you never have to. With as many other church members as you can, follow the F.O.R.D analogy above. Now, this is not just about business here. I 100% get that, but understand the F.O.R.D analogy is not for business. It is to build a strong human connection by showing others that you are truly interested in knowing them, and it just happens to also work well in the business as well. I just wanted to make sure I pointed that out as I don't want you to think that I am 100% only about business.

Ok, so from there, send them a "Friend Request" on Facebook. Then, be active on Facebook. Post stuff about your family, about your hobbies/interests, etc. and follow the outline on the tip "How To Become the Information Portal For Your Market". We outlined a bunch of strategies which allow you to post valuable content while letting everyone you are connected with on Facebook also know you are a Agent. You can also post your new listings, homes under contract, just solds, etc. I recommend, as this is your "Personal Page", to keep the business posts to 25%. If you post too much business stuff people can get turned off by it, but if you have 75% of your posts about you, your family, interests/hobbies, motivation/inspiration, etc. and 25% about business, you will be good to go!

A HUGE mistake Agents tend to make when it comes to "Networking" is making it about them, It is not about you, it is about them. If you focus on the human connection, focus on how you can help and contribute to others, the business will come!

Alright, so now you know to be "Interested" not "Interesting". You know how to accomplish this with the F.O.R.D analogy, and I shared an example of how to get them to know what you do for a living, as well as have your name name and your face in front of them frequently. So, now it is time to put the strategies to work. Also, make sure you pick up, and read the book, you won't regret it!

As always, I hope you found today's tip valuable, and if there is anything you need, please do not hesitate to reach out anytime! Have a great day and week!

Sincerely,
(Your Email Signature)

Day 380: Email Drip 39

Subject: Real Estate Success Tip # 39: How To Leverage Your Buyer & Seller Clients on Social Media to Gain More Business

Body:

Hey There, I hope you are having an absolutely amazing week! Todays tip I want to talk to you about:

"How To Leverage Your Buyer & Seller Clients on Social Media to Gain More Business"

You have worked hard to get a Buyer Client & Seller Client? Why not use that to your advantage to gain more business, more credibility, and more exposure?

At this point we have discussed a TON in regards to Facebook and Social Media, and I am not going to drop one more quick strategy which is really simple to do, and can create many more opportunities, AKA “Leads & Clients”, for you.

To use this strategy, you will need a personal Facebook account, and I recommend using a free online photo editing site, like Canva, and you will need Buyer and/or Seller Clients.

Then, for Listings, do 4 Facebook posts during each listing stage: Coming Soon, Just Listed, Under Contract, and Just Sold. For Buyers: Under Contract and Just Sold.

With an online site like Canva, which is free, you can add text and overlays to it. So, then you can have the pic with text over the pic. Make sure to use different pics of the house, which will give the appearance you are doing more business, as each will appear as a different client or house.

For Example: You will add the “Coming Soon”, “Just Listed”, “Under Contract” & “Just Sold” text/overlay to each image. For Coming Soon, you use a picture of the front of the house. For Just Listed, you use a picture of the kitchen. For Under Contract, you use a picture of the backyard. For Just Sold, you take a picture of the Buyer(s) by the front door holding a Just Sold sign.

When posting, it is not about begging for business, nobody likes that person, rather instead you are just documenting your life via Facebook and any other social media platform. As an example, you have the pic, let's say it's a “Under Contract Buyer”, for the text you can add something like, “Another AMAZING Client “Under Contract”! I love being able to help my Clients accomplish their Real Estate Goals! #Blessed #LoveTheRealEstateLife”

Remember, the name of the real estate game is: Get people to know you, trust you, like you, be aware of what you do for a living, and as long as you follow up frequently, your business will

grow”. This is a quick and easy way to do it, and you don't annoy your Facebook friends by being a begging Agent.

This strategy is effective, is easy to do, and is FREE! Start implementing, and start getting more business from the business you already have!

As always, I hope you found today's tip valuable, and please feel free to reach out anytime, if there is anything you need!

Sincerely,
(Your Email Signature)

Day 390: Email Drip 40

Subject: Real Estate Success Tip # 40: How To Split Your Commission Checks For Business/Life Budgeting

Body:

What is up my Friend! We are now at Real Estate Success Tip #39. Today I want to talk to you about something which so many Agents struggle with: How To Split Your Commission Checks For Business/Life Budgeting.

It doesn't matter what level you are at, this seems to still be something Agents struggle with, from new Agents to experienced top producers.

Budget tends to be looked at as a negative. Most feel they only need to budget if they are in financial trouble. That is 100% FALSE! If you study wealthy people, they have a budget, they have a financial plan, and they stick to it. Hence, all their financial success!

Before we discuss this today, I always recommend talking with your CPA first, and make sure you are getting their advice on how to allocate your financials to be safe. Most may not be able to give you advice on savings/investments, but they can let you know how much to set aside for taxes, etc. So, check with them, and take their tax advice before you take mine. However, this plan I have seen work very well for a ton of Agents.

The 30/30/30/10 Plan:

-I recommend you set up 4 Bank Accounts. A separate one for your Business, Taxes, Personal & Emergency Savings.

-Then, out of every commission check, allocate funds to each.

-30% for Business, 30% for post write off taxes, 30% for Personal, AKA to live off of, and 10% for an emergency fund. Example: You get a \$10K commission check, then put \$3K into your business account, \$3K into your personal account, \$3K into your Tax account and \$1K into your Emergency Savings Account.

-For your "Emergency Savings Account", build that up to \$10,000 (of course this can be more or less depending on your personal risk tolerance and needs).

-Then, for your Business & Personal Account, these accounts should fund your expenses and savings for each. Now, everyone has a different risk tolerance, but it is recommended to build a minimum of 6 months of reserves in each of these accounts. Having a full 12 months of savings doesn't hurt either.

Once you have 6 - 12 months of savings in each account, and at least \$10K into your emergency fund (Dr. Oz calls this account "Sleep Good Money"), then you can transition into the next plan.

The 40/40/20 Plan:

-With every dollar you receive, post business expenses, then set aside:

-40% for taxes (the reason this is more than the above, is due to the fact that once you are in a position to be at this level, your tax bracket will have increased. Again check with your CPA to

be safe).

-40% for Investments.

-20% for Personal Living Expenses.

This plan will help you build “True Wealth” in your Life. Wealthy People do not spend first, they invest first, and invest much more than they spend. This will discipline you to be on the same path, and result in creating wealth. With this model, if you want to increase your personal lifestyle, you must increase your net income.

Both of these plans will require a lot of discipline, and most choose to never take the necessary action to make this happen, but this is one of these things which your future self will thank you greatly for putting into place!

Pay attention to your finances, have a plan in place, and make sure to execute on that plan! Keep up the amazing work, and keep pushing to make your goals a reality!

As always, if there is anything you need, please feel free to reach out anytime! Sincerely,
(your email signature)

Day 400: Email Drip 41

Subject: Real Estate Success Tip #41: Why you MUST recommit every single day to your Real Estate success

Body:

What is happening my Friend! I hope you are having an EPIC day and week! So, today I want to talk about COMMITMENT, and why it is so important!

The reality is, in every aspect of your Life, you are exactly where your commitment level has been. If your business is bad, it means you have a bad level of commitment to your business. It can be a harsh reality to accept, but it is true!

The great news is that once you understand this, and if you want more, you then understand that you must have a higher level of commitment! Now, just committing is not enough. You MUST commit, and then recommit, every single day!

“Success Is Never Owned, It Is Rented, and The Rent Is Due Every Single Day” - Darren Hardy

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In real estate, when you close a deal, you are now “Unemployed” until you get your next deal. So, it is never enough to just be committed for a brief period of time. You MUST be committed, and then re-commit to doing “The Work” every single day!

We have talked a lot about how to focus your time, what to focus your time on, etc. Now, it is time to commit to those, and recommit every single day when you wake up! You want more? You must commit more! It is that simple!

Make sure you are committed, and then make sure you recommit to those commitments every single day!

Keep up the amazing work, and as always, if you need anything please reach out anytime!
Sincerely,

(Your Email Signature)

Day 421: Email Drip 42

Subject: Real Estate Success Tips Follow Up

Body:

Hey there, I hope all is well! We have now completed our last “Real Estate Success Tip”. Over the past 400 days or so we hit on 40 Tips, which can massively help you grow your real estate Business! Make sure you continue taking action on the tips, and re-reference as needed!

I truly hope you have found massive value inside these Tips, and if there is anything you need, please feel free to reach out anytime!

Sincerely,

(Your Email Signature)

Day 451: Email Drip 43:

Subject: Checking In...

Body:

I hope you are having an amazing day and week! I wanted to check in to see how everything is going! How is your Business? Is there anything I can help with?

If you need anything, please feel free to reach out anytime! Sincerely,
(Your Email Signature)

Day 490: Email Drip 44:

Subject: Are you on track to hit your Goals?

Body:

I hope all is amazing! I wanted to check in to see how your yearly goals are coming along? Are you on track to hit them? Make sure to re-reference the Real Estate Success Tips as needed. Remember to be intentional with your “Tracking, Daily Planning, and Daily Reflection”!

If you need anything, please feel free to reach out anytime! Sincerely,
(Your Email Signature)

Day 530: Email Drip 45:

Subject: Checking In...

Body:

I hope you are having an amazing day and week! I wanted to check in to see how everything is going! How is your Business? Is there anything I can help with?

If you need anything, please feel free to reach out anytime! Sincerely,
(Your Email Signature)

Day 490: Email Drip 46:

Subject: Checking In...

Body:

I hope you are having an amazing day and week! I wanted to check in to see how everything is going! How is your Business? Is there anything I can help with?

If you need anything, please feel free to reach out anytime! Sincerely,
(Your Email Signature)

Day 550: Email Drip 47:

Subject: Checking In...

Body:

I hope you are having an amazing day and week! I wanted to check in to see how everything is going! How is your Business? Is there anything I can help with?

If you need anything, please feel free to reach out anytime! Sincerely,
(Your Email Signature)