



10 Tips to Build Your Real Estate Business

Never rely on *One Method* of Lead Generation to build your real estate business. Lead generation needs to be specific and purposeful - Lets look at some other tips for lead generating and building recognition and rapport in business.

1. Family, Friends and Colleagues
2. Branding and Building Trust
3. Leverage Time, Technology and People
4. You Are In The Service Business - What does your service say?
5. Network with Real Humans
6. Be Patient and Persistent
7. People Recognize Consistency
8. Call and Email Follow Up
9. What is Your Added Value Proposition
10. Choose a Farm Area to Work In

1. Family Friends, Colleagues and Past Clients

Your number one way of getting business is from your family, friends, colleagues and past clients. If you look after those people first and continue to grow your reach, you WILL get more business.

TIP# People build relationships with people they like and trust. How are you nurturing your referral base?

- Remember that people love to be acknowledged so a simple phone call to your database and show your genuine love. If you don't have time to call them all, get Sly Broadcast or Slydial, or even Skipio.
- Send a card, handwritten is best but don't get bogged down, just get it done.
- Find them on Facebook and like, comment and get to know your clients, extended family and colleagues - pretend you saw them in the line at the grocery store - what would you be saying. When you make a phone call, you can be current and genuine about their circumstances and joys.
- Above all else, don't be fake. Remember, these wonderful people are the backbone of your business and your life.

2. Branding and Building Trust

What are you doing to create trust, build credibility and to make yourself memorable.

If 80% of people start their search on-line, what does your online profile look like?

- Go through your system and make sure that you have a consistent and professional message across all platforms
- Offer valuable content that keeps people returning to your site. You are the expert to be trusted - remember!
- Your online presence is your business card. What can you offer people and why should they contact you? Give them a reason.
- Highlight a different company in your service area each week. Meet them and do an interview and talk about their business. Don't you think that will buy you mileage?
Share in social media, link to the business facebook page, and eventually you will become the goto person for all things local.
#GoalAchieved!

3. Leverage Time, Technology and People

Real Estate Agents tend to flip / flop between the next best shiny object and greatest opinions of others.

No system is perfect. What works for one, may not work for another. Each of us is different and we relate to different things too. There are literally hundreds of technologies around that may or may not work for you

- Find a few services that work best for you and see them through.
- Use technology that you can realistically and consistently manage and work.
- If you are not tech savvy, get tech savvy. There are hundreds of opportunities to learn, get with it now, its not going to get easier. (My business is one of many that teach technology - be in contact!)
- Whatever you do, do it consistently and dedicate time to work on your systems.

4. The Real Estate Business is also a Service Business

This is almost stating the obvious, but to be a good service based business, you need to have a plan in place. What does your plan look like? How can you exceed expectations?

Our lives and our days can run away with us. How often do you go to bed at night wondering what happened to the day? What did you accomplish?

- Take time out to re-evaluate where you are in your business
- What is lacking in your business and where can you improve?
- What could you like to be doing and have not yet implemented?
- Put yourself in a buyer or seller's shoes and build your service based on their needs
- There is money in your database. If you don't have a database, start with it now. (If you need some good ideas, I can help you with that (journey to 1000 fans))
- Organize your family and friends first, those that love you and would help you anytime, then build onto it from there. If you have a database, you are not "leaving money lying on the table".

5. Get Back To Reality - Network with Real Humans

If your number one way of getting business is from your family, friends, colleagues and past clients, then you need to find more family :), friends, colleagues and past clients. How? Get out and meet people.

Plan your week in advance. How are you going to find something to go to every week that involves meeting real live people? I know that if you are like me, I find it hard to meet new people, but if that makes you move towards your ONE THING, then just do it!

- If you are new to an area, its time to look at [Meetup](#) and find a group/s that interests you. Go and get social. You may try many before you find your niche, but keep going. Go to a meeting EVERY week.
- Always find out what people do in business. Be genuinely interested and learn about them. Get their business card, email them from your business email. Don't talk about your business, talk about their's. Your business is a next time opportunity
- #Tip - Take a notebook with you incase someone does not have a business card with them.
- Find any opportunity to network. You don't need to know the whole group of people, you need to connect with a few and build meaningful relationships. Have a one on one meeting with someone new each week, can be casual or can be purposeful.

6. Be Patient and Persistent

Doing something once or twice will not yield results. Agents who are willing to work hard and put in the time, have a built in competitive advantage.

Be in Your Database and segmenting it every day until its perfect. Get to know your connectors so that you can target the correct people with the right information to build your bottom line.

- Call your friends, family and connectors on a business note every quarter. Ask for business - they love you and they will help you.
- Be visible on the internet. If you do not connect with your market they will very easily forget you - they don't mean to, but life is busy.
- #Tip - Do only the things that will grow your business in your lead generation time. Ask yourself before you set out to work, will this bring me business in the next 90 - 120 days?
- Make a realistic time block schedule and stick to it. It does not have to be a long time period, but a set period of time for lead generating and contact management. Do not be distracted with pop-ups and text messages, go about your business for a set period of time each day.

7. First Impressions Matter

Consistent Branding is very Important in order to be recognized across all platforms.

If you have a logo and a consistent “face” on the net, on your printed documents and on everything you do, people will recognize you.

- Keep your logo and brand recognition simple
- Put thought into it so that you do not have to rebrand in the future
- Use your own logo as much as you possibly can - if you change companies after branding yourself, you want to still be recognizable. Of course your Brokerage info is important for most MLS's and companies - so don't break rules, add on to them!
- #Tip - Go through all your social media and marketing platforms and have one brand across all. Check Facebook, Instagram, Youtube, Twitter, Active Rain, Zillow, realtor.com Your Websites, Blogs and more.
- You never know where people find you on line. It could be a Craigslist ad, a blog post, a listing or even a YouTube video.
- If your branding isn't consistent, they will never know all those encounters were the same agent.

8. Follow Up methods

The biggest complaint about Realtors is that they never call back.

Are you one of those agents?

Half the Real Estate Agents out there do not keep consistent contact with their buyers, sellers and database. Talk to your buyers and sellers regularly. If you miss their call, call them straight back - even if you have nothing to say to them at that time.

- If you are not a phone person, get the "Slydial" app or similar so your voice is heard and you have saved time on lengthy conversations
- Practice your scripts. Personalize them and get comfortable with them. They will be a natural response in no time and you can get great business by a tool that is already developed for you
- Develop your own autoresponders. The canned ones are so cheesy. Look through your old emails and see what items stood out in your inbox and develop yours based on ones that appeal to you. Look at other industry autoresponders and develop one that will make people contact you.
- #Tip - Develop Your Call to Action too, so that it entices people to call you. Be the go to person in your market.
- Make it clear that you have the knowledge and that you should be their obvious choice.

9. What is Different About You and What is your Value Added Proposition

If you have not listened to the video by Simon Sinek about [The Golden Circle on Ted Talks](#) - Please listen to it - it could be life changing in your business -

- What do you know that you are really good at?
- What makes you different to other agents?
- What is your Why (and don't tell me its to make money - its far greater than that!)
- How are you telling people what you do - is there passion in it?
- You have go beyond Honesty and Integrity which are the basic minimum
- Build out your mission statement and let that be your best advertisement about you.
- Build out your elevator speech so that you know exactly what to say.

10. How to Choose and Farm an Area Successfully

When Choosing a Farming Area, do your "homework" carefully
Check out a number of subdivisions close to your home. Have they had a good amount of sales in the previous year and are they popular? You do not want your farming area to be hard work.

- Check the MLS to see how many homes have sold in a particular subdivision in the last year
- Look for agents that have listed or sold consistently - if there aren't any consistently listing - that's a great subdivision to farm, if not you may need to look at several until you find the perfect one.
- Put the sales for the last year onto a google map and print it out.
- Go to ReList and find all the owners of that subdivision and put their name and contact details onto that map so you have them at your fingertips
- #Tip - Develop a marketing plan. Find a way to touch them 12 times over the course of the year.
- Make it clear that you have the knowledge and that you should be their obvious choice.



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