



Two key factors of success: **Initiative and Consistency**

Any training will mention setting goals. Which is always necessary because you need them to motivate yourself and furthermore hold yourself accountable to attain them.

The next step is breaking those goals down into measurable timetables.

"I want to make \$100,000 in one year" said the wise realtor.

Ok, that's \$8,300 a month.

If the Avg. deal is \$5,000 in NET commissions then you'll need up to 20 deals for the whole year.

With the commission structure boost on the higher tiers, that equates to about **3 deals every 2 months, consistently.**

Ok got it. Now the harder part, initiative.....

Aside of broker-based leads, there are a number of "**lead-producing activities**" you can do and to an equal amount of pools to work within:

1. **Door Knocking/Neighborhood Flyers:** This costs no money but your time. Maybe the paper to print up some Word flyers on to, unless you create something fancy. We all live inside of a neighborhood/community for the most part. Do your fellow dwellers know who you are and what you do? Are you informing them on their local mini-market? Find ways to get your contact info into their households. If not your own then try the hundreds of other subdivisions out there. Strike up conversation, both friendly and professionally, have they ever thought about selling? Buying elsewhere? Maybe they know someone who is?
2. **Public Networking:** This concept applies to just regular life. We all go places throughout the day. And meet and run into regulars or new strangers daily. Strike up conversation, hand out your business card. Even quick interactions can lead to something. But they lead to nothing if nothing gets initiated.
3. **Professional Networking:** Business professionals aiming to get business from one another is a courteous practice. Banks deal with people's finances, maybe you can get networked with someone who is a financial advisor. Attorney's might deal with divorces, another unfortunate motive to selling a property. Hospitals employees usually have steady income and most qualify for loan programs out there, maybe a friend or family of

yours can provide referrals. Then of course there's real estate-based networking. With brokerages, title companies, etc. Lunches, happy hours, events, expos, all of this applies here. Are you doing any of this?

4. **Mailers:** Some of us frequent the mailer avenue, and have success. It's a definite #'s play, for every 100 pieces that go out you might get a few to respond. But sometimes that all it takes. It comes down to what are mailing them about (to buy, to sell, to invest?), and who are you mailing (investors, owner occupants, pre-foreclosure victims)?
5. **Online Leads:** Zillow, Realtor are obviously platforms you can pay for leads. There's more out there. A lot of them might be flakey but quick responses, persistence and patience are still important. Then again that's important for any lead.
6. **Social Media:** Self-promotion is a huge asset. Constant displays of your successes, fun/edgy posts that get people's attention are the newest way to market. You can even pay a couple dollars more to have your posts reach certain demographics. PUT YOURSELF OUT THERE. Family and friends are a great and often given source of leads.
7. **MLS:** MLS isn't just for buyers to search property or sellers to get market values. Use MLS to search for expired listings, limited service listings, long-sitting listings, vacant rentals - find a way to get in touch with the owners and send them a proposal to sell their property through you. Give it a fresh take, provide a better rate, or provide better service. Find out why it hasn't sold and be the remedy realtor.
8. **FSBO's:** Keep your eyes peeled on the streets. Or even online on Zillow for example. Most of these sellers don't want to pay a listing commission. So offer to earn your own commission by getting a higher offer. Or a discounted rate that doesn't cost much, but in turn their property gets the *exposure* it needs and sells faster. Other realtors are converting these FSBO's. Are you attempting?
9. **Builders:** This might fall underneath Professional Networking but its more specific. Sales reps inside can't conduct real estate beyond the transactions of their employer, the builder. So when a potential buyer wants to buy who gets the listing on their current home? Hmmm, they are passing that referral to someone. Or what happens when that buyer decides not to build, and wants to shop elsewhere. Who gets that lead then?
10. **Open Houses:** Sit inside any house out there on the market, with the permission of the listing agent of course. Hunt one down, make the request, set it up and sit inside to farm unreped buyer leads that walk through the door.