



Tip 9: Pest/Termite Companies

Same concept applies as Tip #8....

This is Florida, and these companies are in and out of homes on the regular, and you never know if some of their appointments could be a future listing for you. Perhaps someone treating the home, prepping it to eventually sell.

Regardless, having the reference in your pocket can be helpful when the scenario comes across - during a listing presentation - and the client needs pest services to better market the property (thus getting a stronger retail offer). You can now tell them, "**I know a guy**".....

Tip 8: Moving Companies

Building a network brings value to your business.....

For example: Moving Companies. Meet some known movers in your area and create a business relationship with them.

Here's two great reasons:

1. Movers could very well be a source for leads. When someone relocates, it's possible they are staying in transient lodging while they hunt for a house. Or perhaps hauling out belongings from a home they inherited via probate.
2. Barter a reasonable price for their services in exchange for referring leads back to them. Then use that as a potential negotiation bonus....

"List with me, and I'll throw in \$300 toward a moving company"

Tip 7: Competitor Analysis

Competitor analysis serves many different benefits. For starters, data and information are useful in **measuring performances**. Sizing up your efforts vs. your competitor's, gives you knowledge of what they're doing too. Which may help you leverage the value you bring to the table vs. a competitor. Numbers don't lie.....

The biggest advantage of analyzing competition is to see what they are doing successfully that you are NOT. Yet. This is where you can expand/evolve your marketing, your tactics, etc.

Example: Keller Williams had something called profit share. I learned while I was there back in 2009. Well, I adopted the idea, revised it, and made it our own thing here at SG.

You know that saying "If you can't beat em, join em" ?

Well they must not have come up with the alternative: Just **take a page out of their playbook**, and keeping doing what you do!

Example: The Philadelphia Eagles mimicked the Patriots failed play in the Super Bowl a few months back. The play where they threw the QB the ball. And the Eagles executed it, strengthening their lead...

Analyze, adapt, and act!

Tip 6: Face Exposure

Real Estate involves people, and people have faces. (Lol)

Face time can only *strengthen your marketing presence!* Social media posts, and mailer/flyers are great but are you showing your face on these items? Are you showing up in person to "show face" with clients and colleagues?

Most of you are great about doing this, but if not, the easiest place to start taking about real estate in front of people is your family/friends....

Put a face to your name.

Tip 5: Delegating Tasks

Not all of us have an assistant, I get it.... But this doesn't say delegate "real estate" tasks.

It comes down to evaluating what your time is worth. Because it takes your time and effort to make money.

So what might be holding you up? Watching your kid(s)? If you hired a babysitter for 4 hours, and it cost you \$50 - but you were able to attend a listing appointment that ultimately made you \$5,000, then you just made 10x ROI.

"I'm busy cutting my yard and cleaning my pool on the weekends." So hiring maintenance companies to handle these tasks might cost \$200/mo. but if it frees up 10 more hours of work time to focus on business then delegate it.

"I'm busy sleeping in...." Well if you bought a coffee maker from Walmart (\$30), etc.

You get the idea. Let's say it is real estate tasks. There are virtual assistants, software, automation programs out there to help you organize and streamline your time.

Position yourself to where the value of your time is maximized, and thus you have more of it.

Tip 4: Resourcefulness

Eyes peeled and head on a swivel.....!

This implies having the means and the readiness to seek listing opportunities yourself.

There are a number of typical scenarios that imply a potentially motivated seller:

1. Divorce (have to disposition assets like real estate)
2. Probate (death, property passed to heirs)
3. FSBO (obvious)
4. Empty nesters (kids move to college, sellers need to downsize)
5. Older age (homeowner moving into a hospice/care home)
6. Short Sellers (not as common as before, but homeowners having difficulty paying mortgage)

The list goes on...

But the message is, whenever one of these circumstances take place there's a strong change that some real estate needs to be sold. Are you cold calling people fitting this criteria, sending mailers/flyers to certain neighborhoods, driving and knocking doors. Are you checking the court records for these kinds of potential sellers? Even in your own circles, there might be people (friends/acquaintances) going through any of these scenarios - are you keeping your radar open?

Become your own resource.

Tip 3: Personal Skills

This is where salesmanship and effective communication come into play....

It's not always about just getting more leads, but increasing your closing % for the opportunities you currently have.

What's the difference between someone who generates 2 listing appts and closes 1 Vs. someone who generates 4 listing appts and closes 1?

Well, either one of them worked twice as hard, or simply left potential money on the table.

Some of you/us were fortunate to already have a background in this arena. Where you've experienced/practiced greeting, pitching, getting rejected, listening, solving problems, etc.

Knowing what to say, how to say AND when to say it is an art.

Mix this into real estate and you can do some damage. Real estate transactions are made up of people too, not just properties.

Reading books, attending workshops, practicing improvisation activities are all ways to brush up on your people skills. If you've got the tools already, then this is just a refresher :)

Tip 2: Self-Promotion

Self-promotion is the effort you apply to showcase your successes and services - via any means of marketing....

One of the easiest ways to reach the public is through social media. The key is repetition, known as imprinting. That saying "Out of sight, out of mind" has truth to it. So post your activity, whether it's showing properties, writing offers, or closing deals, just **do it frequently**.

This can only lead to, well, leads.....

Because the scenario will come up where a potential client needs a realtor. And since you are now at the forefront of their mind, who do you think has better odds at gaining their business?

You.

Tip 1: VIRTUAL STAGING

Will help with selling vacant homes primarily, instead of spending thousands, you could potentially spend up to \$40 per room to help buyer visualize the utility of the space....

Just an idea

Whynohomes.com is a site source, for example