



Tip 39: Prepare Your Elevator Speech

This basically means to have a **30-second introduction in mind that you've already rehearsed....**

Not everything can be planned, so life provides random moments every day where you never know who your audience might be - and if they are in need of real estate. So practicing your "elevator speech" is useful for those upcoming settings or phone calls.

Here's an example of a 20 second intro. Which in that short amount of time I'm able to **build credibility** by introducing myself, how large our team is and how long we've been in business, reaffirming I'm **committed** to my craft, sharing some stats showcasing our **performance**, our **diversity** in representing different clients, a fun fact about **market knowledge**, and then back into an open ended question putting it back on to your audience.

"Hey there, I'm Russ Somerday of The Somerday Group, a real estate brokerage with 30 agents that services the surrounding Tampa area. I've been licensed since 2009, but since making this my career choice 5 years ago have closed on nearly 800 deals combined, representing buyers, sellers, and investors alike. Which over that same timeframe we've witnessed the market nearly double! Are you in the market?"

Tip 38: Befriend the Media

Connecting with media sources like news stations, journals, etc. can give you a head start on upcoming news to **share** on your own pages/blogs...

Property mergers, public transportation, sports teams, new hotel/restaurant **developments**, all have a bearing on their local market's value. The hype surrounding these areas creates more *attraction*, thus *demand*, thus a potential increase in local market values.

Don't just read the news, know it and then service it.

Tip 37: Letters To Neighbors

Putting up a **For Sale sign** on a property is an opportunity to **farm** for leads around it...

Create a letter or flyer to **inform** the neighbors of the property for sale. Perhaps they want to expand or they might know of someone who would like to move down the street from them. Or they might be curious as to how much they could get for their property. So inside of your promo material you could include a statement like "*Contact me for a free market value analysis of your home*".

So even if you decide to take on a currently overpriced listing, for example, **use it as a marketing opportunity** in the meantime, until that seller eventually comes down on their price or until the market catches up.

Tip 36: Auctions

And we're back!

So **attending** any live *auctions, estate sales, tax deed/lien sales* is a way to meet potential buyers, investors, and depending on circumstances, sellers...

Majority of the attendees will not win the property (cause there can only be one per property right) so perhaps you can **approach** them, **ask** their criteria and **act** in a realtor capacity for them.

You'll be dealing with plenty of clients down the road that want to "tackle some *foreclosures*" (although most are often bid online). Another benefit of going to live auctions is to **experience the process, assess market demand**, etc.

Tip 35: Contests

This is a way to use **creativity** and **fun** to earn attention/leads.....

Using **social media**, hold a contest (examples):

- Questions about a city's landmarks or history
- First 3 with selfies beside one of your "For Sale" signs
- Arm-wrestling

Your *prizes* can be (examples):

- Gift cards to local restaurants or home improvement stores
- Discounts on real estate partner services (like inspections, title company, etc.)
- Promotional items (like mugs, calendars)

Once you have a winner(s) that you intend to send that prize to, don't forget to ask them for referrals....

Tip 34: Referrals

Yes! This is what truly completes the *cycle* of a real estate transaction. Getting **repeat business** from **existing clients** both *directly and indirectly...*

Your past clients know you better than a new one. They've experienced your ability to fulfill your duties. Reach out to them every now and then. **Mail them a letter, an email, a phone call, send a promotional gift, etc.**

Then **ask them** how the property is, if they have any real estate related questions at the moment, AND if they ever know of anyone else looking to buy, sell, or invest to send them your way!

Tip 33: Follow-ups

One of the most important measures of a realtor maximizing their success is their ability to follow-up....

We all come across leads over any span of time. Some leads *aren't responsive right away*, others are interested but *aren't ready at the moment*. This is where **persistence** and **consistency** come into play. Even if it feels like a one-sided relationship, **continue to involve them** in your communications, lead searches, news updates, etc. If anything, make them say NO before you assume they're a no.

It could be months, and it's happened plenty of times - when that lead is eventually ready to sell/buy. Guess who is now **fresh in their mind**. Guess who demonstrated **patience** with them, but **determination** in their craft.

That's right, you! Do it daily or maybe set one day every week to focus on following-up.

Ps. Don't think follow-ups are just for clients that haven't bought/sold yet. But I don't want to spoil Tip #34 just yet.....

Tip 32: Market Alliances

A little spin off of Tip #7 (competitor analysis)....

Networking with other top producers at conferences/events is a great way to expand your business. Some of these gatherings will lead you to innovative *ideas* that are being implemented elsewhere, which you can learn of and adopt. Perhaps you can learn of new *developments* in the market. At a minimum, you can certainly nurture *relationships*...

Examples: SG attended the IMN conference in Miami last year with Haven Title and Oak Ave Insurance. Belinda frequently travels the country, meeting with real estate gurus from other states in her Mastermind meetings.

PS. Currently in the works, SG is developing an arm's length alliance with Premier Sotheby's International Realty here in South Tampa for a potential inbound/outbound referral channel, co-broke options for both commercial and/or individual luxury properties (**keep ya posted on #'s**), possible cross-marketing/advertising campaigns, and even charity initiatives.

Tip 31: Internships

Get to a point where you can offer to teach young adolescents or college students. They'll be eager to shadow and learn more about real estate, sales, and/or business. That's the good deed part...

In return, you can have them handle some of your **social media, flyer neighborhoods, cold-call**, etc.

Truth be told, I've been approached by a couple different people recently (one with 18 year old, another with a 21 year old) asking if their sons could spend the day with me/SG. So instead of just playing pool at the office, I'll probably have some legit work for them to do too. Can't all be fun and games 😊

Tip 30: Garage Sales

Aside of digging through people's unwanted stuff, garage sales could be a **point of origin for someone relocating**. Thus selling? Perhaps buying?

While at these you may encounter antiquers, movers, designers, people who just moved to the area, basically just more people in general. And *where people gather, opportunities await...*

Just don't be that guy to ask to use the bathroom lol. Or wait, that might be a good tactic to getting that listing appointment (j/k)