



## Tip 89: Watch Real Estate Shows

You know how people read to learn, well how about watching TV to **learn...**

There's a bunch of TV shows out there that can help you pick up on some **selling techniques** or increase your **product knowledge**.

My favorite is **Million Dollar List NY**. Those guys Frederick, Steve and Ryan are all worth watching. I encourage you to throw these into your rotation.

*Million Dollar List LA, Fixer Upper, Flip or Flop, House Hunters, etc.*

Grab the remote.

## Tip 88: CAMs/PMs/HOAs

Similar to yesterday's tip, another possible source/knowledge of **potential buyer leads** are **on-site property managers, community association managers, and HOA managers**.

Some of them are local to their communities/subdivisions while most are not. So *you may have to look them up*. One of our SG agents has done this already and had success a couple of times.

**They often know first if a renter might not be renewing a lease or if a renter is going month-to-month. Sometimes they might even know if a landlord/homeowner is considering selling a property altogether.**

**Contact them, form an acquaintanceship, and get that intel!**

## Tip 87: Apartment Complexes

**Apartments** are definitely a target for **homebuyer leads**. Plenty of renters will not renew and may opt to buy *once their lease is up*. **Some renters may not think they qualify which is why they are renting...**

There are 4 basic ways to get their attention:

-**Leasing Office:** Make friends with the sales center/leasing office. Just like you would with a builder. **They often know a month or two in advance of a renters vacating**. They could become a referral source.

-**Bulletin Board:** Some complexes have a **community area where postings can be placed**. Perhaps you can provide a flyer, your business card in this space.

-**Mailers:** Targeting a complex to send mailers has the highest marketing cost of these methods, but could allow you to reach 100's of mailboxes at a time.

-**Door-to-door:** *This depends on the complex*. No soliciting could prohibit you from knocking or leaving a flyer at their doors. But there are some older, small apartment complexes that don't have strict regulations against you.

**Your message/content/pitch** can also be factor in generating a good response from your efforts.

**"Own for less than you rent!"**

**"Getting preapproved is a free process"**

**"All the rent money you spend this year could have been your down payment"**

## Tip 86: Selling Businesses

Another way we can use our licenses is to **help clients buy/sell their business** altogether.

Benefits to this industry:

Very few agents attempt to work in this sphere - less competition

Commissions are usually up near 10% as the industry rate

Treated as they should be, a business investment - so most of the negotiations are logical, rather than emotional.

Caveats to this industry:

Some of the businesses DO NOT include the real estate, because they are on the lease which is an expense. So the sale price is influenced by the actual/projected positive cash flow from the business.

It's important to know the extent of the business revenue and expenses. Things like values and costs of *inventory* (on shelf/storage), *equipment/furniture* (owned/rented), *payroll* (employees), etc.

Businesses can be listed on **MLS (commercial) and/or BizBuySell** (large, typical platform). Where you can post pictures and short videos showcasing the business.

At a minimum, you can always refer an opportunity and **collect a referral fee**. So if you come across anything, feel free to take it. Feel free to reach out to me if there's anything I can help with or answer I will.

This is very much like having a license to "**Shark Tank**" some businesses for a commission.

## Tip 85: Commercial Real Estate

When one avenue dries up or slows down, time to **expand/diversify** into other ways you can utilize your license, like Commercial Real Estate.

Commercial falls under the **investment** category, and there's a lot of pros to that. Of them:

- Purchases/Sales are primarily based on #'s/profits/returns - **less of an emotional element**.
- Commercial properties often reach higher sales prices - which in turn yields you **higher commissions**. Not to mention 90/10 with SG.
- Less realtors are involved on the commercial side - so it can help you **stand out by offering these services**.

Most of this space is dominated by reputable commercial brokerages, like Cushman Wakefield and Marcus Millichap, or some luxury brokerages like Smith & Associates. While they have strong track records, *they also charge industry rates*. So this gives you a shot to undercut them a bit, while providing the same level of services.

Some properties will be *vacant or already have business tenants*. Some might be worth just the location/land (targeting developers). But generally speaking, think of commercial property as one big rental.

**How much income** does/could it generate based off of combined rents/leases, **annually**?  
**How much in expenses** fall on the landlord?

This gets you to your **net operating income**. Divide that # by the "acquisition cost" and you will reach your net yield/ROI/**Cap Rate**. This is often of the biggest decision factors in the deal.

We can list these properties on two solid sources: **MLS (commercial) and LoopNet**.

**Be happy to share or answer any Q's I can on how to generate or work commercial leads.**

## Tip 84: Handyman/Inspectors

A lot of sellers are concerned with **fixing things inside of their homes before being able list/sell**. While we know the market has plenty of buyers, both financed and cash alike, that will purchase it as-is, you can provide more value to yourself as a listing agent by mentioning you have these **resources**.

There are some scenarios that could call for:

Getting a **handyman quote/bid for some repairs**, paint, carpet, etc. and by improving these items (\$1,500 cost for example) they can then *mark their property up* another \$5,000 in return. That \$3,500 difference could very well play into your commissions, you *getting more commissions, or just putting more money in that seller's pocket*. If not for the money, the upside is having a property more ready to pass inspection/appraisal.

**Getting the property inspected first** (\$300) before listing could give the seller a better idea of their own property, so they know exactly **what to expect upfront**. This can also help with proper pricing, and potentially save time (days on market) too.

These are options, up to the seller to choose of course. Make sure you mention you can provide references for them only to help maximize their listing.

As far as handyman btw, Victor has a pool of vendors in his network, and you only have to deal with him. I've used him a handful of times and it's been affordable and smooth. He actually provided the handyman to install the new toilet in the SG office lol. His info is inside the **Dashboard: C & C Home Services**.

## Tip 83: Door Knocking

Previous Tip 47 was door hangers...

Increase your listings by **door knocking**. Just to reemphasize, door knocking is one of the oldest sales practices, yet one that still works today. Yes, a lot of people choose not to be bothered at home, but if you have a **solid approach/impression** about you then you may find success here.

Once they open the door, those first few seconds will determine how long they will entertain your pitch. Sellers can respect the fact that you are willing to grind, by door knocking. So this increases your value already.

"Hi I'm (name) with SG Realty, I mailed you a letter last week, did you receive it?" (even if you didn't). Then transition to a "home being sold nearby or that you may have a buyer looking for a home inside of their community." "Our brokerage is doing a 20% off listing services this month for your community!"

These are just examples, but all are valid reasons for your knock. Most conversations will lead to rejection, some may lead to referrals, and a few can lead to listing appointments.

**It's a numbers game. The more doors you visit/knock the higher the likelihood of responses and opportunities.**

Section out an hour/week. You can possibly finish one street in that timeframe. Or maybe set a goal: 25 homes.

Don't knock it if you haven't tried it.

## Tip 82: Tables/Booths

To add to the previous tips, if big, weekend-long tradeshows isn't your place to start, then consider setting up a table at more local spots that offer the opportunity.

**Farmer's market, local fairs/events, in front of stores, inside of stores/gyms**, etc. (might have to provide your own Wi-Fi on some)

*Find out the permission requirements* of course, but this is a much simpler, less costly, lesser time required type of setup. And is one **you could do yourself**.

Just like you might be sitting inside an office or an open house for a couple hours, how about picking a potentially busy spot, setting up a table, with your laptop, a little sign that entices **traffic walking by** to approach you. Hand out business cards, pull up addresses on MLS, etc.

Girl scouts do it - but instead of cookies, you got real estate market advice!

This is sales, and a viable source for lead generation.

## Tip 81: Conventions/Expos/Tradeshows

Another great way to get in front of **masses of people!** The old school "Meet and Greet" sales approach.

Setting up a booth as a vendor/exhibitor at the always ongoing events and shows in the Tampa area will give you opportunity to meet potential leads.

In fact, Jkock, Matt and I have done these in the past. We held a booth inside the **Tampa Home & Garden Show**. We were the **only realtors in the place** for starters. Section cost us around \$600 for the weekend. Plus some marketing material. We had our **laptops ready** to go with

MLS. We finished with 2 *immediate leads*. Two listings worth around \$500,000 combined. A couple years later, one of those leads has already sold/bought again.

**If you wanted to partner up with another agent, myself, perhaps a preferred real estate vendor (lender, title, etc.) let me know of your interest.**

Here's some links of upcoming events for **Tampa Convention Center and The Florida State Fairgrounds**, both solid venues.

<https://www.tampagov.net/tcc/calendar/>

<https://www.tampagov.net/tcc/guidelines-information>

<http://www.floridastatefair.com/events/non-fair-event-calendar>

## Tip 80: Speaking Events/Luncheons

So last night I was asked to speak at a **Real Estate Market Q & A** inside of GTE Federal Credit Union. They had 10 account members show up....

I just spoke about the *market conditions, tips about resell values, and benefits of using a realtor*. **I had them all fill out a sign-in sheet**. The whole thing took about 2 hours of my time altogether, maybe spoke during an hour of it. But didn't cost me any money. And of that list:

**Seller/Buyer (ready to list immediately, then buy)**

**Buyer/Seller (looking to buy, build, and use us a listing agent)**

**Seller (wanting a valuation on their property to consider listing with us)**

**Buyer (a couple wanting to buy now)**

So the idea is, we know the industry and are licensed and capable of speaking on behalf of it. Homeowners usually know less than we do, so we can provide value right away. **Take the opportunity** to ask if your bank or any corporations are **holding any type of seminars that you can be the realtor for**. **Offer to host a luncheon for their staff or members**. Even if you bought water, cookies, and a couple promotional items and spent \$60 on this stuff that still comes down to like \$15 and 15 minutes per lead...which is **better than online lead costs**.

The sign-in sheet is key. I'll be happy to share what I spoke about with you too....