

FOUR SKILLS

Every New Agent Needs to **Grow Their Database**

A well-built database is key to your success as a real estate professional. But getting started can be a daunting task! Keep reading to learn how to build an efficient database for maximum lead-generation results.

Skill 1

Know Who to Add to Your Database

Create a list of the people you know. Don't get discouraged if you think you only know a few people - you have more contacts than you realize! Your list should include:

- ✓ Family and friends
- ✓ Neighbors
- ✓ Business relationships
- ✓ Past clients
- ✓ Social media connections
- ✓ People from church, volunteer groups, etc.
- ✓ Contacts from services you use (hairstylist, doctor, barista, etc.)

Aim for about 100 people - break this down into manageable chunks by adding 20 people at a time.

Skill 2

Organize From the Start

Make sure you have everyone's full contact information:

- 🏠 Mailing address
- 📞 Phone number
- @ Email

If you don't have one of these, use it as an opportunity to reach out!





Skill 3

Provide Value

Have a system in place for nurturing your client relationships. This will help you stay top of mind and establish you as their go-to real estate agent. You can do this by:

- ✓ Delivering monthly mailers and emails full of useful market information and life hacks.
- ✓ Referring clients to pros in your network, like mortgage reps, accountants or contractors.
- ✓ Sending short handwritten notes of appreciation or small gifts.
- ✓ Throwing an appreciation party for top-referring clients.

Skill 4

Practice Your Dialogues

From showing houses to negotiations, knowing how to speak to your clients can make or break a sale. Make sure to practice your dialogues ahead of time to present yourself as a highly skilled, knowledgeable agent. Here are some tips:

- ✓ Practice with a trusted friend or family member. You can also record yourself.
- ✓ Have dialogues that speak to different personalities. Some clients are all about facts and numbers, while others are more sentimental. Tailor your dialogues to suit the needs of each client.
- ✓ Don't get so caught up in what you're saying that you forget to listen. Your memorized dialogues will only get you so far. Listen and pay attention to know how to better respond.

