

LBS

IGNITE

SPARK 1:

FUEL YOUR CAREER

kw[®]

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WARNING! Real estate agents who violate The Telephone Consumer Protection Act (TCPA) and the National Do Not Call Registry face potentially catastrophic legal damages. Do NOT use or leave artificial or prerecorded messages, and check the National Registry and your internal registry before you dial.

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What Successful Agents Do Every Day

Grow Business

1. Lead generate for buyers and sellers
2. Make seller listing presentations and get listings
3. Make buyer presentations and get listings
4. Preview real estate

Run Business

1. Market seller listings
2. Show buyers houses
3. Negotiate contracts
4. Transaction management to closing
5. Vendor management
6. Set goals
7. Compliance/risk management
8. Attend training and get coaching
9. Manage money



Aha's

Lined writing area for notes, featuring a large, faint watermark reading 'LABS' in the background.

Overview: What is Spark

“Nothing else about your business will have as big an impact as the number of leads you have”
-Gary Keller, *The Millionaire Real Estate Agent*



Start With Your Sphere

DEFINING YOUR SPHERE



Who do you know that is going through a life event that might lead to a move?

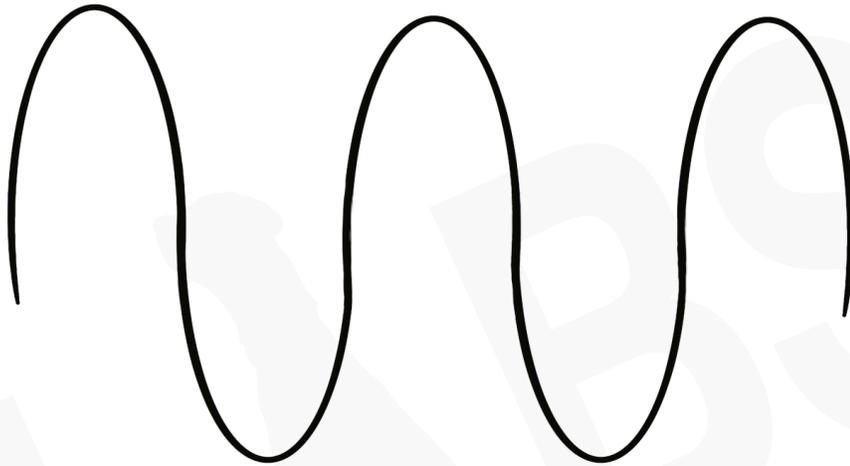
Who does not yet know you are a real estate agent?

Who have you not spoken to in the last two weeks?

Start With Your Sphere

How often does the average person move?

Where on the wave are the people in your sphere? Put 5-7 people from your sphere on the waves below:



How you stay top of mind throughout this cycle?

Compliance: Do Not Call/Telephone Consumer Protection Act

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① Subscribe to the Registry

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Start With Your Sphere

FORD Script

Hello, this is _____! How've you been?

F.O.R.D. Options:

F: How's the family?

O: Are you still working at _(occupation)___?

R: Are you still enjoying __(recreation)___?

D: Did you ever pursue that __(dream)___?

I'm calling to share that I am now a real estate agent with Keller Williams Realty. I thought of you because I knew you would be someone to help me grow my business. Especially since you know my track record and commitment to doing the very best.

I'd like to share my free real estate app with you. It's so easy to check what's for sale and for what price on your street, in your neighborhood, or any place in the US and Canada. I can send you a text with a link, does that sound good?

I'd also like to offer a real estate update on your neighborhood. You can also add additional neighborhoods you may be interested in, and even customize how often you receive the update. All I need is your current address and email and you'll start receiving it right away. Do you mind sharing this information with me? Thanks!

I am building my business on people I know and the people they know. Do you know of anyone from work, your neighborhood, or a group you belong to who's thinking of buying, selling a home, or investing in real estate? I'd be pleased to be a resource for them.

IF REFERRAL GIVEN:

Would you mind sharing their name and phone number or email so I can contact them?

Thanks for taking a moment to think about it. And please keep me in mind for all real estate needs.

OPTIONAL:

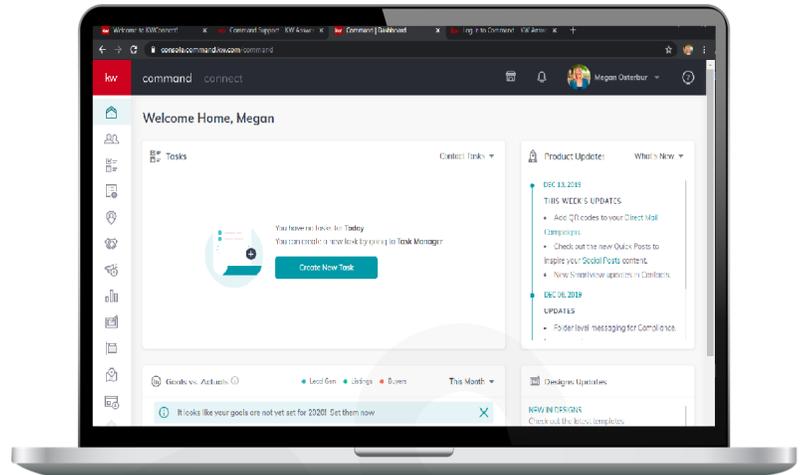
Do you have time to get coffee sometime soon? How about __(date/time) or (date/time) ? Which time is better?

Thanks, and I look forward to seeing you.

Know the Tools

Log in to Command

1. Go to agent.kw.com
2. Log in using your KW credentials
3. If you have forgotten your password, select **Forgot Password**, next to the sign in button
4. Enter your KW Username, then click **Submit**



Identifying Icons in Command

Icon	Where does this take me?
	
	
	
	
	
	
	
	
	
	
	
	

Prepare for Success

When is each Spark learning module being offered?

Week 1

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Week 2

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

Prepare for Success

Afternoon Success Activities

These are suggested activities for your afternoon. Next to each activity rate your confidence with the task from 1-10.

Confidence Ranking 1-10	Suggested Activity
	Call your sphere
	Enter contacts in Command
	Take Command trainings on Connect
	Preview homes
	Write handwritten notes to follow up with contacts
	Shadow an agent
	Doorknocking
	Create professional social media accounts
	Set up marketing profile in Command
	Read <i>The Millionaire Real Estate Agent</i>
	Open Houses
	Post about real estate on social media
	Review Designs in Command
	Read <i>The One Thing</i>
	Practice Home Valuations

Turn Aha's into Achievement



How has your **thinking** changed?



What do you **feel** differently about?
What was meaningful for you today?



How will your behaviors be different going forward? What **actions** will you take?



What **tools**, models, or systems will you use? How will they make you accountable?



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SPARK 2:

LEAD GENERATION IS
THE CORE OF YOUR
BUSINESS

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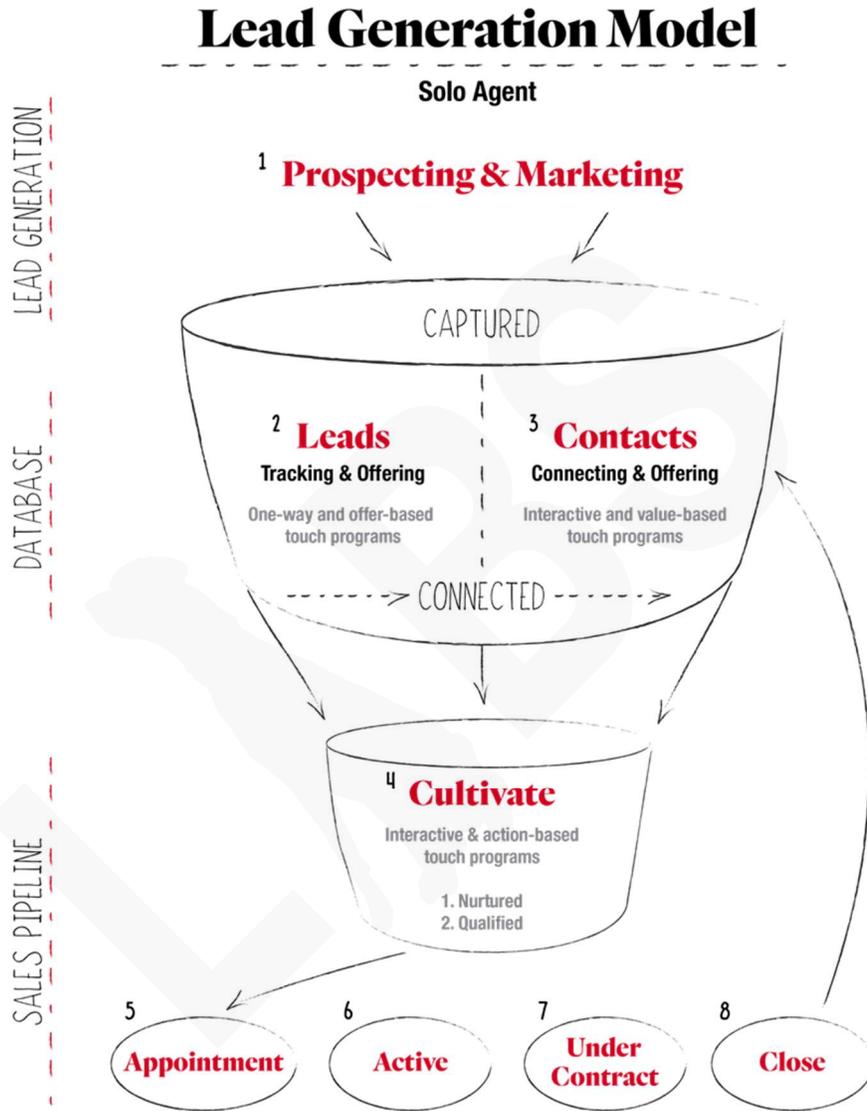
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Overview: The Lead Generation Model



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Video: Lead Generation

- Why is lead generation important?

- What is the goal of lead generation?

- How do you think lead generation looks like for successful agents?

- How do you prefer to work with people? How do you think that affects your lead generation efforts?

Part One: Lead Generation

Be Prospecting Based and Marketing Enhanced

Prospecting

PHONE OR FACE-TO-FACE

- | | | |
|-------------------------------|-----------------------------|---|
| 1. FSBOs (For Sale By Owners) | 8. Apartments | 15. Client parties |
| 2. Expired listings | 9. Corporations | 16. Networking events |
| 3. Just sold homes | 10. Builders | 17. Social functions and community events |
| 4. Just listed homes | 11. Banks | 18. Seminars |
| 5. Past clients | 12. Third-party companies | 19. Booths at events |
| 6. Allied resources | 13. Investors | 20. Teaching and speaking opportunities |
| 7. Geographic farm area | 14. Door-to-door canvassing | 21. Kiosks in high-traffic areas |

Marketing

ADVERTISING

1. Newspapers
2. Personal vehicles
3. Magazines
4. Bus stop benches
5. Signs/Directional signs
6. Name badges/Logo shirts
7. Billboards
8. Yellow Pages
9. Grocery carts
10. Moving vans
11. Brochure boxes
12. Car signs

BROADCAST

1. Ads
2. Productions
3. Voice
4. E-mail

ONLINE

1. Pay-per-click advertising
2. SEO
3. Social media
4. Portals

FARMING

1. Geographic
2. Demographic

DIRECT MAIL

1. Postcard campaigns
2. Special events cards
3. Expireds/FSBOs
4. Just-sold/Just-listed cards
5. Market updates

PROMOTIONAL ITEMS (MAGNETS, CALENDARS ...)

PR

1. News releases
2. Advice columns

SPONSORSHIP

1. Open house event
2. Your charity
3. Community events

Part Two: Database

Touch Campaigns

Use touch campaigns to stay top-of-mind with your database (your leads and contacts).

LEADS		
<p>Captured prospects are people who you have the right to at least have a one-way conversation with.</p>	<p>TOUCH CAMPAIGN: 19 to Connect</p>	<p>4 Touches Quarterly phone call 12 Touches Monthly e-mail, newsletter, market report, video 2 Touches Promotional direct mail, such as a magnet, calendar, market report, etc. 1 Touch Annual event, party, movie screening, get-together</p>
CONTACTS		
<p>Connected prospects are connected by permission or because you know them. They are interactive and value based.</p>	<p>TOUCH CAMPAIGN: 36 to Convert</p>	<p>4 Touches Telephone calls 26 Touches Bi-weekly email offering some type of information of value to the consumer 2 Touches Events, get togethers, parties 4 Touches Promotional direct mail, such as a magnet, calendar, market report, etc.</p>

Turn Aha's to Achievement



How has your **thinking** changed?



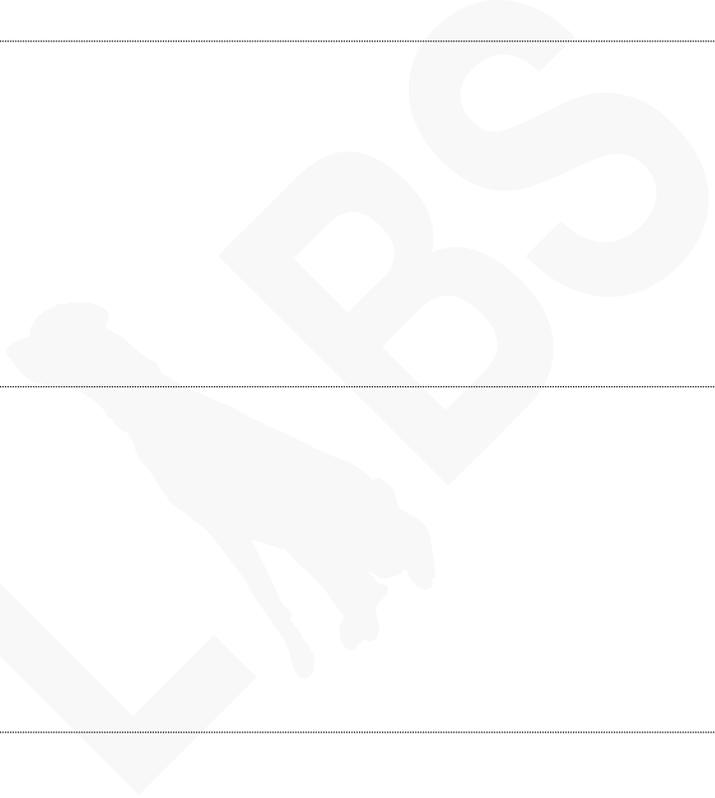
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How will your behaviors be different going forward? What **actions** will you take?



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SPARK 3:

POWERFUL LANGUAGE

GETS RESULTS

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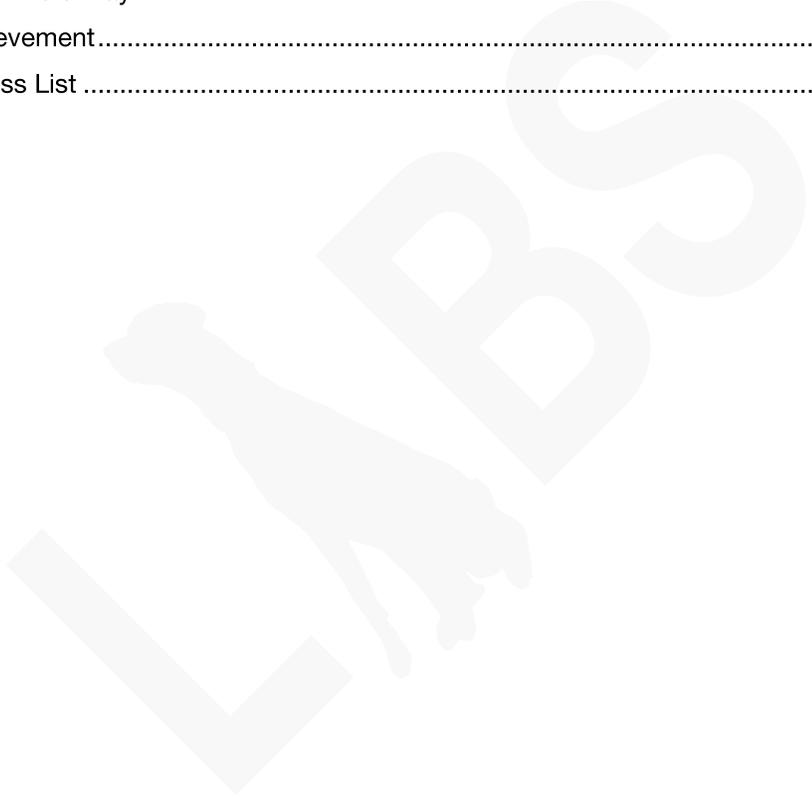
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Activity: Remove Your Limiting Beliefs

Part One:

Instructions: Complete Part One independently.

<p>A. Below, write down limiting beliefs that have held you back when making phone calls.</p>	<p>B. For each limiting belief listed in A, record a way that you already have or plan to remove that limiting belief.</p>
<p>1.</p> <p>2.</p> <p>3.</p>	<p>1.</p> <p>2.</p> <p>3.</p>

Part Two:

Instructions: Complete Part Two with a partner.

<p>A. Pick a limiting belief you listed in part A from above and record it below:</p>	<p>B. With your partner- Draft a short set of steps you could take to overcome the limiting belief from part A.</p>
<p><i>Limiting belief I am focusing on:</i></p>	<p>1.</p> <p>2.</p> <p>3.</p> <p>4.</p> <p>5.</p>
<p>C. Switch partner roles and complete part 2, steps A-B for the other partner.</p>	

Video: How to Use Scripts

- What is the benefit of asking questions vs telling in a conversation?

- What are some things that you can do in a conversation to show the other party that you are truly listening?

- How does tone of voice and body language affect conversation?

Understand Scripts: Role Model



Memorization and practice lead to internalization of scripts

Brainstorm:

What are 3 negative consequences of failing to learn scripts?

1.

2.

3.

Understand Scripts: Role Model

6-Step Memorization Process

	<p>Read</p>	<p>The first sentence of the script out loud 5 times.</p> <p>When you read your script out loud, you're engaging your eyes, your voice, and your entire body.</p>
	<p>Repeat</p>	<p>The same sentence five times with a smile on your face.</p> <p>You will notice a difference in your tonality when you say it with a smile. Try standing in front of a mirror; watch your body language as you repeat your script.</p>
	<p>Read</p>	<p>The second line of the script out loud 10 times while smiling.</p>
	<p>Say</p>	<p>Say the script from memory, recite the first two sentences out loud ten times with a smile. If you make a mistake, start over from the beginning.</p>
	<p>Say</p>	<p>Continue adding one sentence at a time, repeating ten times. Any time you make a mistake, go back to the beginning.</p>
	<p>Say</p>	<p>Say the entire script as fast as you can, five times in a row.</p> <p>Your chances of stumbling when reading the script at a normal pace after you have practiced and chanted them is very small.</p>

Understand Scripts: Role Play

Instructions: Complete part one and part two with a partner to practice scripts.

<p>Part One:</p>	<p>Part Two:</p>
<ol style="list-style-type: none"> 1. Pick any script. 2. Pick a partner. 3. Practice: <ul style="list-style-type: none"> • Partner A- stand up and follow the 6 steps. • Partner B- hold partner A accountable. 4. Switch partner roles and repeat steps 3. 	<ol style="list-style-type: none"> 1. With the same partner: <ul style="list-style-type: none"> • Partner A- say entire script conversationally. • Partner B- hold partner A accountable and provide feedback. 2. Switch partner roles and repeat step 1. 3. Repeat steps 1-2 as many times as possible in the time allowed.
<p>Aha's:</p>	<p>Aha's:</p>

Understand Scripts: Role Play

Instructions: Follow the tips below to incorporate script practice into everyday life. Then, brainstorm other ways to incorporate practice each day.

1

Arrange a script practice partner. Spend 15 minutes each day reciting scripts. This can be face to face or virtually (i.e. Facetime)

2

Record yourself saying your scripts on your phone and play them back while speaking along with the recording



What are additional ideas that you have for building the daily habit of script practice?

Turn Aha's to Achievement



How has your **thinking** changed?



What do you **feel** differently about? What was meaningful for you today?



How will your behaviors be different going forward? What **actions** will you take?



What **tools**, models, or systems will you use? How will they make you accountable?



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SPARK 4:

YOUR DATABASE IS
YOUR BUSINESS

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What is a Database?

- What is the purpose of your database?

- What makes a database valuable?

- What other industries use a database for prospecting and marketing?

- What makes targeted marketing effective?

Three Levels of a Millionaire Database

LEVEL 1 Essential	LEVEL 2 Effective	LEVEL 3 Exceptional
<ol style="list-style-type: none">1. Name2. Contact info3. Past business and past contact record4. At-will communication	<ol style="list-style-type: none">5. Obtain permission6. Collect personal information, insights, and preferences7. Segment and group based on 1-68. Purposeful and consistent communication	<ol style="list-style-type: none">9. Automated, custom communication built around triggers

Notes:

Develop Your Database: Engage it with a Touch Campaign

Leads	People who you have the right to at least have a one-way conversation with.	TOUCH CAMPAIGN 19 to Connect	<p>4 Touches Quarterly phone call</p> <p>12 Touches Monthly e-mail, newsletter, market report, video</p> <p>2 Touches Promotional direct mail, such as a magnet, calendar, market report, etc.</p> <p>1 Touch Annual event, party, movie screening, get-together</p>
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Contacts	Connected by permission or because you know them. They are interactive and value based.	TOUCH CAMPAIGN 36 to Convert	<p>4 Touches Telephone calls</p> <p>26 Touches Bi-weekly email offering some type of information of value to the consumer</p> <p>2 Touches Events, get togethers, parties</p> <p>4 Touches Promotional direct mail, such as a magnet, calendar, market report, etc.</p>
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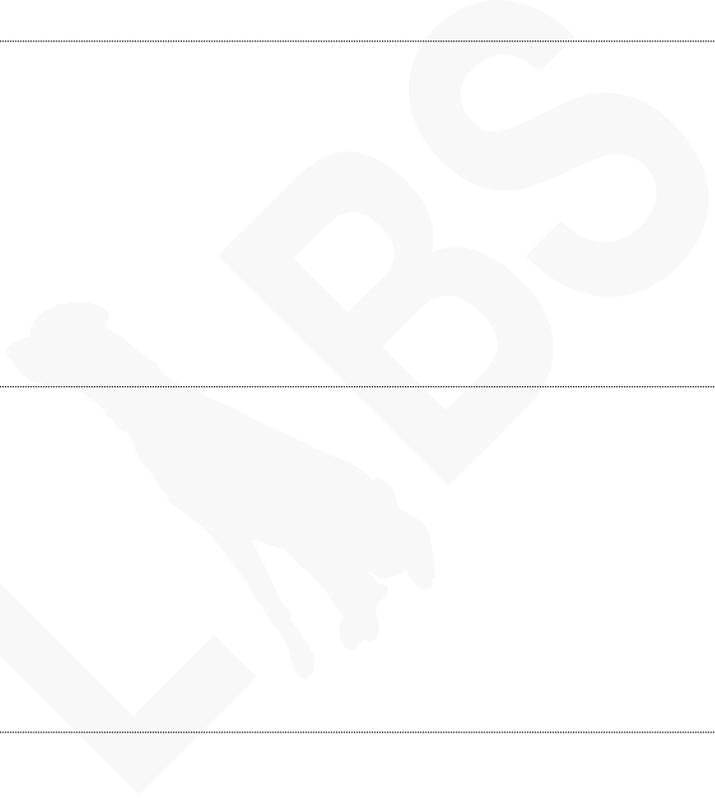
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SET GOALS THAT
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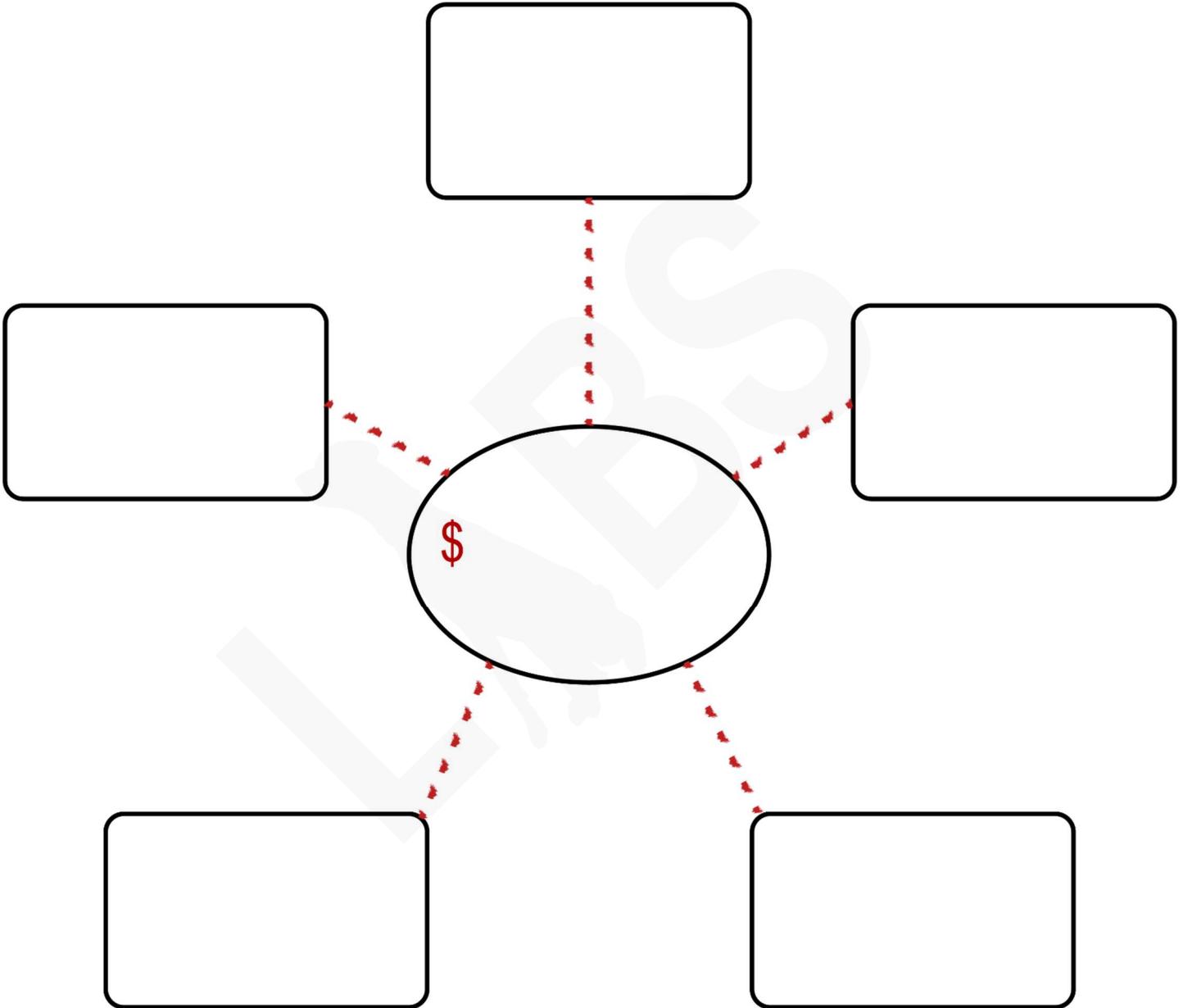
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Envision Your Big Life



Instructions:

1. On the rectangles, write a person or cause you care about, what impact you want to have on them, and how much it would cost.
2. In the circle, write the combined cost of each rectangle

Get Real About Your Goals

Your Market

Average Sales Price	\$
Average Commission (GCI)	\$

Your Market Center Fees

Cap (GCI x ___%, capped at \$_____)	\$
Royalty (GCI x 6%, capped at \$3,000)	\$
Total =	\$

Goal Transactions Calculator

A	Annual Net Income Goal <i>How much do you want to make this year?</i>	\$
B	Company Dollar and Royalty Cap <i>How much will you owe your Market Center?</i>	\$
C	Business Expenses <i>How much will you pay out for lead generation, salaries, education, etc.?</i>	\$
D	Total GCI (A+B+C) <i>How much do you need to make to hit your goal and be able to pay your Market Center fees?</i>	\$
E	Average Commission <i>What can you expect to make from each transaction?</i>	
F	Annual Transaction Goal (D/E) <i>How many transactions will get you to your goal?</i>	

Create Your 411

THE ONE THING

411 Action Goal Worksheet

MY ANNUAL GOALS:	
-------------------------	--

PROFESSIONAL	PERSONAL
--------------	----------

- | | |
|---|---|
| 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |

MY MONTHLY GOALS:	
--------------------------	--

PROFESSIONAL	PERSONAL
--------------	----------

- | | |
|---|---|
| 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |

MY WEEKLY GOALS	
------------------------	--

PROFESSIONAL	PERSONAL
--------------	----------

- | | |
|---|---|
| 1 | 1 |
| 2 | 2 |
| 3 | 3 |
| 4 | 4 |
| 5 | 5 |

Affirm Your Big Life

Let's write a personalized affirmation to anchor your daily activities to your vision for your big life. A strong affirmation is specific, measurable, and states your motivation.

EXAMPLE	<p>"I'm making this call to provide for my parents by paying off their house, because they supported and provided for me and I want to enable them to retire with confidence.</p>
FORMULA	<p>I'm <i>(business activity)</i> to provide for/support <i>(person or cause)</i> by <i>(what your money or time will allow you to do)</i>, because I want to <i>(state why you want to invest in this person or cause)</i>.</p>
YOUR TURN	<p>I'm _____</p> <p>to provide for /support _____</p> <p>by _____</p> <p>because I want to _____</p> <p>_____.</p>

Recap and Create Your Success List

Recap: Turn Aha's to Achievement

 <p>How has your thinking changed?</p>	
 <p>What do you feel differently about? What was meaningful for you today?</p>	
 <p>How will your behaviors be different going forward? What actions will you take?</p>	
 <p>What tools, models, or systems will you use? How will they make you accountable?</p>	

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SPARK 6:

DELIVER YOUR VALUE
PROPOSITION

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The Three Aspects of Service

1. PURPOSE

Know the underlying purpose of _____.

2. VALUE PROPOSITION

_____ of how you deliver on that purpose.

3. FIDUCIARY

Continual drive to put _____ above all else.

Aha's

Reflect on Your Value

1. What words would you use to describe yourself?

2. How would people who know you personally describe you?

3. What skills do you have that make you great at real estate?

4. What experiences do you have that make you great at real estate?

- 5. Consider the three aspects of service: purpose, value proposition, and fiduciary. How are these aspects already present in your relationship with your clients? How could you improve your service based on your understanding of these three aspects?



What Buyers Want

Help find the right home to purchase	52%	Help determining how much home the buyer can afford	4%
Help buyer negotiate terms of sale	14%	Help find and arrange financing	2%
Help with price negotiations	11%	Help teach buyer more about neighborhood or area	1%
Determine what comparable homes are selling for	6%	Help find renters of buyer's property	<1%
Help with paperwork	6%	Other	2%

2018 Profile of Home Buyers and Sellers, NAR

What Buyers Value

Agent is honest and trustworthy	19%	Agent is timely with responses	6%
Agent's experience	16%	Agent seems 100% accessible because of use of technology like tablet or smartphone	5%
Reputation of agent	16%	Agent's association with a particular firm	2%
Agent is friend or family member	14%	Active in local community/volunteerism	1%
Agent's knowledge of the neighborhood	8%	Professional designations held by agent	1%
Agent has caring personality/good listener	8%	Other	4%

2018 Profile of Home Buyers and Sellers, NAR

Client-Centered Language: Buyers

- What skills do you have, or services do you offer that align with what buyers want?

- What characteristics or habits do you have that align with what buyers value?

- In your group, select a few of your answers from above and rephrase them as benefits for your clients. Help your partners be a client-centered in their language as possible.

What Sellers Want

Help seller market home to potential buyers	20%	Help with negotiation and dealing with buyers	6%
Help price home competitively	20%	Help with paperwork/inspections/preparing for settlement	4%
Help sell the home within specific timeframe	19%	Help seller see homes available for purchase	2%
Help find a buyer for home	14%	Help create and post videos to provide tour of home	1%
Help seller find ways to fix up home to sell it for more	14%	Other	1%

2018 Profile of Home Buyers and Sellers, NAR

What Sellers Value

Reputation of agent	31%	Agent's commission	4%
Agent is honest and trustworthy	19%	Agent's association with a particular firm	4%
Agent is friend or family member	15%	Agent seems 100% accessible because of use of technology like tablet or smartphone	3%
Agent's knowledge of the neighborhood	13%	Professional designations held by agent	1%
Agent has a caring personality/good listener	4%	Other	6%

2018 Profile of Home Buyers and Sellers, NAR

Client-Centered Language: Sellers

- What skills do you have, or services do you offer that align with what sellers want?

- What characteristics or habits do you have that align with what sellers value?

- In your group, select a few of your answers from above and rephrase them as benefits for your clients. Help your partners be a client-centered in their language as possible.

Growth Opportunities

Buyers and Sellers: Aha's

Increase Your Value with Technology

Visit KW's Tech Enabled Agent page (<http://www.kwconnect.com/tech-enabled-agent>)*and identify available and upcoming technology that will add additional value to your clients.

Technology	Benefit for Client

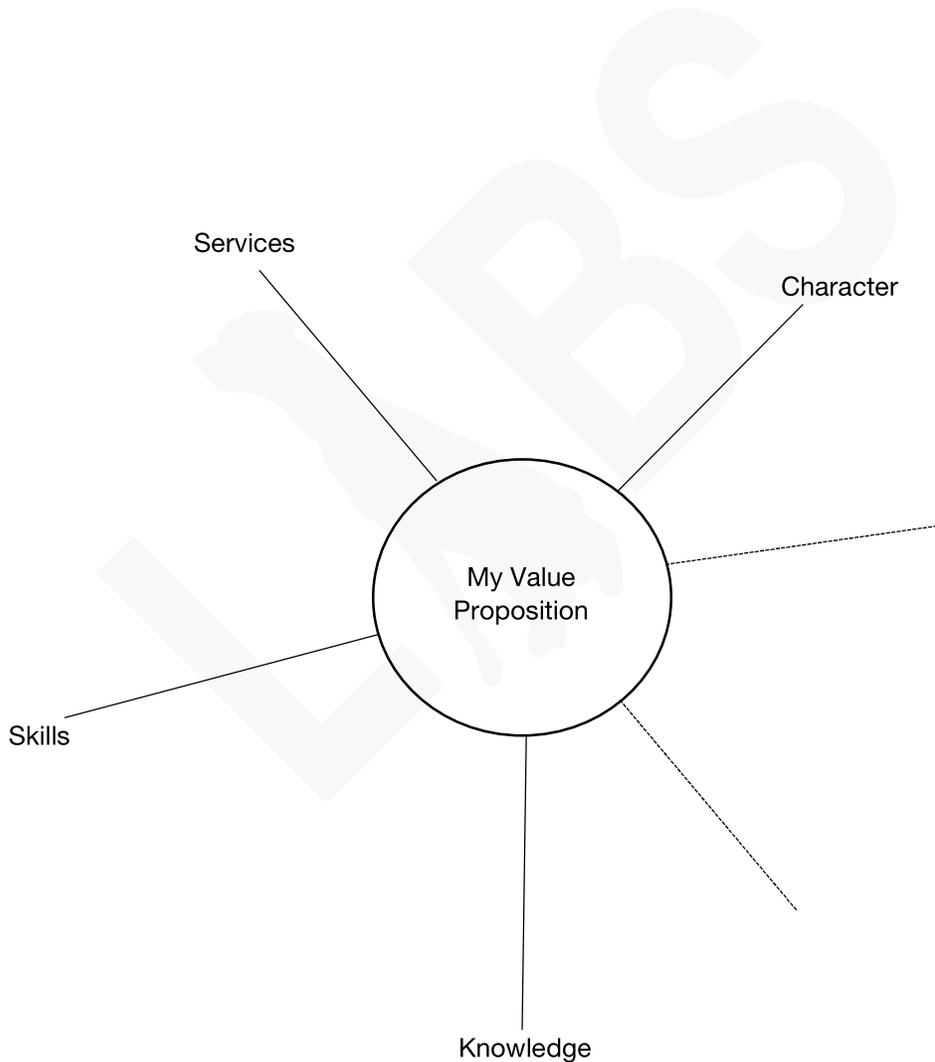
- What additional technology could you implement to create an even better experience?

* Visit KW Connect > Technology > Tech-Enabled Agent

Craft Your Value Proposition

Value Proposition: Mind Map

Review your answers to today's value activities (pp. 4-5, 8, 10, 12). On the page below, brainstorm on what you want to include in your Value Proposition statement. A few areas of the mind map have been created for you; add your unique answers to those areas. Add new areas as you see fit.



Value Proposition: Statement

Now that you've visualized your value all in one place, it's time to craft your Value Proposition statement. This is a statement that you can share with potential clients, selectively include in marketing, and build your business on.

Remember, your Value Proposition statement is a unique, memorable, and persuasive statement that expresses the true value of working with you, says what you're doing to earn your commission, and holds you accountable to high standards.



Aha's

Uphold the Standard with Allied Resources

With your partner, identify one service you would like to start providing through a business partnership.

- What are 3 - 5 standards any business you partner with must meet to uphold the promise of your value proposition statement?

- Using your answers above, create 3 – 5 questions you should ask to ensure that your allied resources are holding themselves to the same standard you are.

Recap and Create Your Success List

Recap: Turn Aha's to Achievement

 <p>How has your thinking changed?</p>	
 <p>What do you feel differently about? What was meaningful for you today?</p>	
 <p>How will your behaviors be different going forward? What actions will you take?</p>	
 <p>What tools, models, or systems will you use? How will they make you accountable?</p>	

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SPARK 7:

FIND AND WIN THE

BUYER

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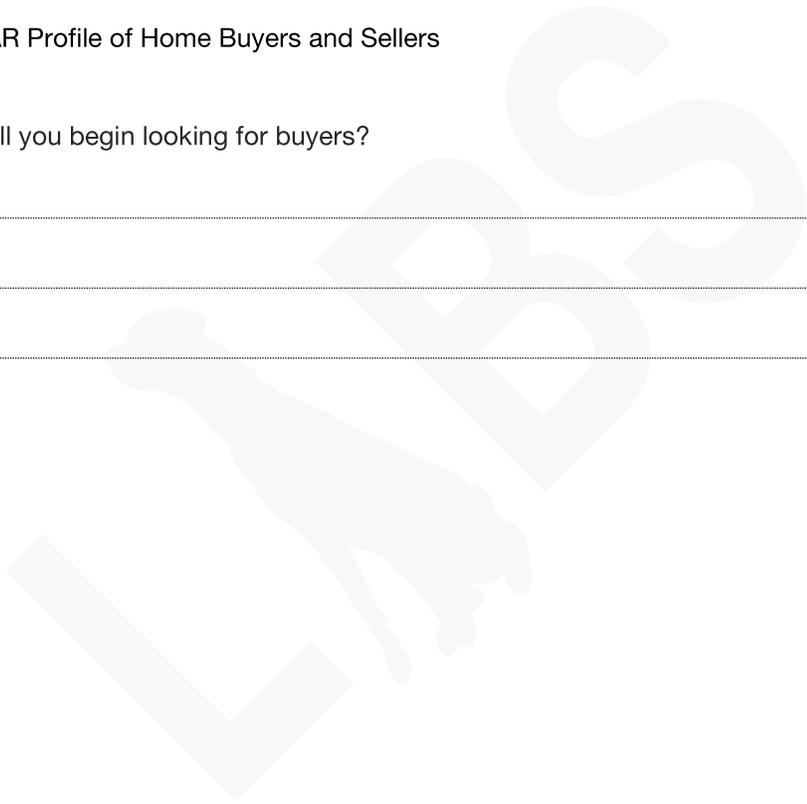


Find Buyers

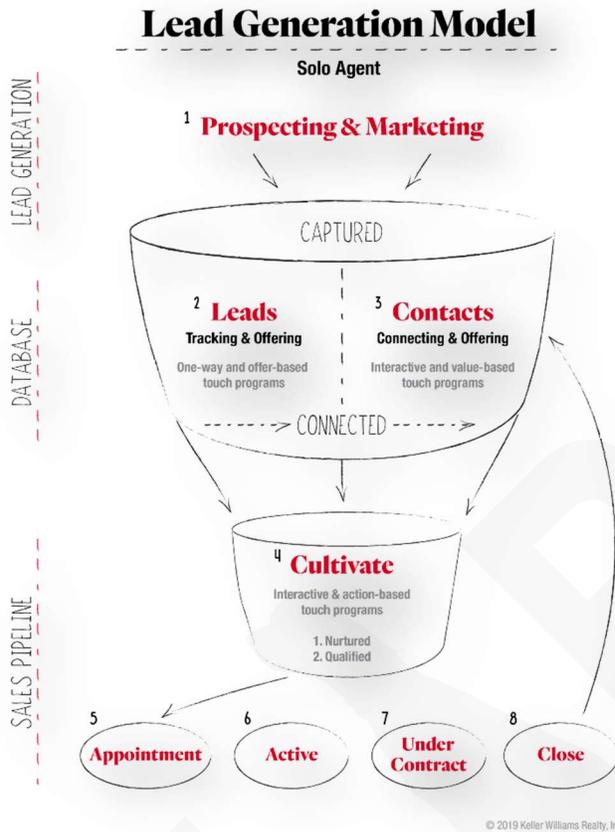
- **89%** of buyers purchased their home through a real estate agent.
- **41%** of buyers found their agent through a referral from friends or family.
- **75%** of buyers interviewed only one real estate agent during their home search.
- **51%** of buyers visited an open house as a way to search for homes.

*2019 NAR Profile of Home Buyers and Sellers

- Where will you begin looking for buyers?



Cultivate Buyer Leads



CULTIVATE BUYER LEADS BY USING SMARTPLANS SPECIFICALLY CURATED TO YOUR CONTACT'S NEEDS.

Examples:

- Long-Term Nurture SmartPlan for contacts just added to your database.
- Bi-Weekly Neighborhood Nurture SmartPlan for leads who express interest in a specific neighborhood.

Activity: Add Yourself to a SmartPlan in Command

Log into Command and add yourself to a Long-Term Nurture SmartPlan.

- What questions do you have regarding SmartPlans?

.....

.....

.....

.....

Qualify Buyer Leads

Based on the motivation and readiness of your leads, you can categorize them and put your prospecting and marketing plans into action.

A BUYERS

They are able, ready, and willing to purchase. They will be under contract in a matter of weeks.

B BUYERS

They are ready and willing, but not able right now. Something must happen first: get their existing home under contract, wait for their lease to expire, or get the cash from their tax refund.

C BUYERS

They have no immediate need. They may have a very exacting situation. For example, if they can sell their property for a specific price or get a house on a street they have always loved.

Activity: Qualify Your Buyer

1. Download the Buyer Lead Sheet from your toolkit.
2. In groups of 2 or 3, take turns using the Buyer Lead Sheet to qualify your potential buyer. Continue practicing until time is up.
3. Make notes below of any questions you have regarding the Buyer Lead Sheet.

■ Notes:

■ What was most helpful regarding helping you qualify your buyer lead?

Sign the Buyer Agreement

1 Ask for the business.
When will you be ready to buy?

2 Ask for the appointment.
Does tomorrow at 3:00pm or Friday at 1:00pm work for you?

3 Assess Financing Needs
Have they been preapproved to purchase a home by a lender?

■ Notes:

.....
.....
.....
.....

NAR's 2019 Profile of Home Buyers and Sellers states that 20% of all buyers pre-qualified for a mortgage online, and only 11% found their mortgage lender online.

■ How will you determine your preferred lenders?

.....
.....
.....
.....

Recap and Create Your Success List

Turn Aha's to Achievement

 <p>How has your thinking changed?</p>	
 <p>What do you feel differently about? What was meaningful for you today?</p>	
 <p>How will your behaviors be different going forward? What actions will you take?</p>	
 <p>What tools, models, or systems will you use? How will they make you accountable?</p>	

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SPARK 8:

FIND SELLER

LEADS

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Compliance: Do Not Call/Telephone Consumer Protection Act

WARNING!

The Telephone Consumer Protection Act regulates calls to cell phones and landlines, auto-dialed calls, prerecorded calls, faxes, and calls to numbers on the Do Not Call Registry. Class-action litigation for TCPA violations is rapidly increasing. Such claims present catastrophic exposure. Consult an attorney for guidance on the TCPA and DNC laws, including consent requirements, autodialer restrictions and prerecorded messages.

① Auto Dialers

The TCPA regulates calls and texts to a cellphone using an automatic telephone dialing system (autodialer)

① Prior Express Written Consent/ Written Consent

In certain cases, a caller must have prior express consent before making a call. In other cases, prior express written consent is required.

① Know the Federal and State Laws

In addition to federal laws, several states have laws governing telemarketing. Talk with your broker about any guidelines and Do Not Call lists your market center may have.

① Violations

Recipients of calls that violate the TCPA may recover up to \$1,500 for each violation. Use of an autodialer can rapidly accelerate potential damages.

DO NOT CALL DO'S AND DON'TS

Under federal law, sellers and telemarketers may not call individuals listed on the Federal Trade Commission's Do Not Call Registry. Failure to comply with DNC laws could result in substantial government fines and/or civil legal action against you. Consult an attorney regarding compliance with DNC laws.

① Subscribe to the Registry

The DNC registry is hosted on a dedicated website. Your Market Center should subscribe to the Registry and give you login credentials. Making ANY telemarketing calls without access to the Registry violates federal law.

① Check Before You Call

Before making a call, check to see if the number is on any of these lists: 1. the National Do Not Call Registry; 2.any state Do Not Call list; 3. your internal list. If the number is on any of these lists, delete it.

① Honor Consumers' Requests

Never call a number on the Do Not Call Registry. And honor an individual's request to be added to your internal DNC list.

① Limited Exceptions

Federal law allows telemarketing calls to be made in very limited circumstances. Contact a lawyer prior to using an exception to ensure it applies.

Find Seller Leads

Activity: Finding Seller Leads



Your Database



Daily 10/4



Open Houses



Referrals

- What is your #1 job as a Real Estate Agent?

- Where else can you find seller leads?

Connect with Seller Leads

Connect: Dive Deep

The first thing we need to do with our seller leads is connect with them. The questions below represent connecting questions you can use to get the full story on your lead. These questions will help you dig deeper for more information that will help you convert and ultimately close your lead.

Connecting Questions		
Get details to add to your database.	“if you would, please tell me a little bit about your family/job/life, etc.”	WHO
Assess their wants, needs, and plans.	“what are you looking for?” “What do you want to do?”	WHAT
Pinpoint their location.	“Where would you like to buy?” “Where is your home located?”	WHERE
Determine their motivation.	“Why are you moving?”	WHY
Get a feeling for their timeline.	“When would you like to do this?”	WHEN
Assess their expectations.	“How do you plan to do this?”	HOW

- How will these connecting questions help determine how motivated the potential seller is?

- What other questions can you use to understand the needs or wants of your seller lead?

BASED ON THE MOTIVATION AND READINESS OF YOUR LEADS, YOU CAN CATEGORIZE THEM AND PUT YOUR PROSPECTING AND MARKETING PLANS INTO ACTION.

Activity: Categorize Your Sellers

In groups of 2 or 3, ask your partner connecting questions to determine their readiness. Categorize them using the system below. Hint: you can use the questions on page 5 to qualify your role- [redacted] motivations.

A Able, ready, and [redacted] 14 days.

ACTION: Daily follow-up to secure an appointment.

B Able, ready, and [redacted] business in 15 – 60 days.

ACTION: Put them into your database AND call every 2 – 3 days or at least once a week.

C Able, ready, and [redacted] business in 61 days or more.

ACTION: Put them into your database and call monthly.

- What did you learn from asking your partner connecting questions?

.....

.....

.....

- What do you think is a best practice for cultivating leads from sellers that are categorized as a C on this scale?

.....

.....

.....

Convert: Ask for the business.

Converting or closing a lead is the process of asking for business. Connecting is crucial, but unless you get their business, you won't be making any money. Many agents are very successful at connecting with people. It's asking for business that they find challenging.

Your goal from your call to a lead is to close for at least one of the following:

1. An appointment with them.
2. A referral from them.
3. A reciprocal connection with them.

4. The Hard Close	Let's meet!
5. The Soft Close	I've really enjoyed visiting with you. When would you like to get together to discuss this further?
6. The Direct Close	Can we meet today or would tomorrow be better?
7. The Indirect Close	Would it be OK if I got you some information to look over and then we can meet to discuss?
8. The Trial Close	I think you would agree that we have gone over enough today that meeting would be our next step.
9. The Assumptive Close	It sounds like we should meet. I am available most times this week. What works best for you?
10. The Negative-Positive Close	Would you be offended if I asked if we could meet to go over this?
11. The Take-Back Close	I've really enjoyed visiting with you. To be honest, I'm not sure if I can be of help or not, but I would be honored if we could meet to find out.
12. The Tie-Down Close	Wouldn't it make sense for us to meet in the next day or so?
13. The Alternative Choice close	What works better for you? Meeting today, sometime this afternoon, or tomorrow morning?

- What other questions can you think of to fit the who, what, where, why, when and how line of questioning?

Prequalifying Sellers

When calling to set a listing appointment with the seller, you will want to confirm important details, including their motivation to sell and their readiness to sell. Prequalifying the seller will help you prepare for the listing appointment and gives you insight into the mindset of the seller.

It also helps you avoid wasting your time on those who aren't truly serious about selling their property.

The prequalifying process is a conversation with the goal to get to know the seller better. Use the scripts and questions on the next page as a guide for the conversation.

Exercise: Practice Using the Pre-Listing Questionnaire

In pairs, role-play using the Pre-Listing Questionnaire.

- How did these questions help determine your seller's motivation?

- What other questions did you use to help determine your seller's motivation?

Listing Presentation

An effective listing presentation positions you as their real estate expert of choice – the best person to get their home sold for the right price, in the least amount of time, and with the least hassle.

The pre-listing presentation plays two critical roles:

- Preselling – The pre-listing materials are specifically designed to build sellers’ confidence in you, and to answer their questions and objections in advance of your presentation.
- Saving Time – A strong prelisting packet will make the consultation experience smoother, and probably shorter, than it otherwise would have been.

Exercise: Access and Practice Customizing the Listing Presentation

Log into Command to access the customizable listing presentation.

Add or delete information to create a succinct packet to hand off to a seller before your listing presentation. It should:

- Set expectations for the potential seller.
- Showcase why your seller should have confidence in you as a listing agent.
- What challenges did you experience when customizing the Listing Presentation to create a Pre-Listing Packet?

- What aha’s did you have from completing this exercise?

Recap and Create Your Success List

Turn Aha's to Achievement

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 <p>What do you feel differently about? What was meaningful for you today?</p>	
 <p>How will your behaviors be different going forward? What actions will you take?</p>	
 <p>What tools, models, or systems will you use? How will they make you accountable?</p>	

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SPARK 9:

A DAY IN THE LIFE OF
AN AGENT

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4-1-1 ACTION GOAL WORKSHEET

ANNUAL GOALS

MONTHLY GOALS

MONTH OF

WEEKLY GOALS

WEEK 1	WEEK 2	WEEK 3	WEEK 4

Set Weekly and Daily Objectives

Write your daily objectives for each day next week below. What “Big Rocks” belong on each day? Make sure that you are asking yourself these guiding questions:

Identifiable: What is your goal?

Metric-Driven: How will you measure your progress?

Attainable: Do you have the correct systems and tools in place?

Purposeful: Is this goal in alignment with your 4-1-1?

Timely: When will this goal need to be accomplished?

Monday	Tuesday	Wednesday	Thursday	Friday
E.g., Add 10 contacts to Command				

Time to add your “Big Rocks” to your calendar. Looking at your objectives above, put your “Big Rocks” in your calendar to reserve that time for your 20 percent. Some key tips to remember:

- Block the most important tasks first.
- Don’t try to time block every minute of your day.
- Be careful not to confuse time blocking with indiscriminately filling your calendar.

Create Accountability

“Until you are willing to have someone hold you accountable, you can’t hold others accountable” -Gary Keller

Use the questions below to develop an accountability plan with your partner.

What are your partner’s goals?

How often will you check in?

How will you meet?

What is the date, time, and location of your first accountability check in?

Recap and Create Your Success List

Recap: Turn Aha's to Achievement

 <p>How has your thinking changed?</p>	
 <p>What do you feel differently about? What was meaningful for you today?</p>	
 <p>How will your behaviors be different going forward? What actions will you take?</p>	
 <p>What tools, models, or systems will you use? How will they make you accountable?</p>	

LBS

IGNITE

SPARK 10:

MARKET CENTER

SPECIFICS

kw

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Recap and Create Your Success List

 <p>How has your thinking changed?</p>	
 <p>What do you feel differently about? What was meaningful for you today?</p>	
 <p>How will your behaviors be different going forward? What actions will you take?</p>	
 <p>What tools, models, or systems will you use? How will they make you accountable?</p>	