



Tip 69: Calculators

Know how to work your calculators. While they may already do the math, you're still the one that has to provide the *input*. Know what **items** make up the costs of each of these. Then you'll be able to just do approximations in your head, on the fly. Most importantly, it will help you **set expectations** with your clients from the beginning.

Seller's NET Sheet - When talking with potential **seller's** this is the # that truly matters to them. After all taxes, doc stamps, commissions, payoffs, title insurance, closing fees etc.

Estimated Closing Costs - When talking with potential **buyers** this is one of the two most important #'s to them. How much cash is required after all down payment, taxes/insurance, doc stamps, lender and title fees, etc.

Mortgage Payments - When talking with potential **buyers** this is the other most important # to them. That total monthly payment. Also, is most important to the lender too. When you show property to clients, you should be able to get an idea of what their mortgage payment will look like for that property. Which is why preapprovals can be misleading. Just because someone is preapproved up to \$300,000 for example, doesn't mean they can get a \$300,000 condo in Tampa or a \$300,000 home, without checking for the HOA/Property Tax costs first. Could spell out a \$500 difference per month on their monthly costs, even though the purchase prices are the same.

Here's calculator links:

<https://www.titlecapture.com/app/30/haventitle>

<https://www.zillow.com/mortgage-calculator/>

Tip 68: Connect with Investors

With a little **research** you can find out who bought a certain property(s). Then with a little more digging, **find a point of contact** for their entity. Making **connections with investors** has a couple **benefits....**

They often *buy with cash* (quicker deals/no appraisals)

They often *are in the market for more property*. So **ask them what their criteria is** and offer to find them their next deal. Maybe you already have a listing similar to what they have already bought.

They often *will list/sell that property with you thereafter*. Assuming they aren't holding it for rental, offer them a fair % to handle the listing.

They often *make decisions based on facts/#'s, not emotionally-attached*.

Obviously there are companies like OfferPad and Opendoor where you can provide an immediate cash offer to any sellers you have. But for sake of this tip I'm not referring to them.

Tip 67: Befriend Title Companies

Title Companies, at times, may have the **lead first on a client looking to buy**. Or wanting to **sell a property**. *Who are they giving these leads to?*

Especially if you already have been sending them deals to handle. They process volumes of transactions daily. So while they are often *waiting and asking for you to send them business*, make sure every now and then they are also initiating business your way too...

Ask them "*Do you have anything I can help work on, any of your Title clients needing a good realtor?*"

Tip 66: Email Blasts

Email is one of the most common forms of communication today. And I'm sure all of you get plenty of emails daily. Sometimes from people you don't even know. Well, there's two ways to use email to market for leads:

Existing addresses: Following up on all past clients with a monthly newsletter for example is a way to keep in touch, staying in sight and mind. Maybe blast out a link of one of your active listings.

Paying for new email addresses: A list is typically like \$12 per thousand. The right triggers (the title/content) can lead them to your contact info and in touch with you directly.

Blast platforms like *MailChimp* can be used to blast to a lot of email addresses at once. They even provide **nice template designs** for your letter/ad that include pictures and hyperlinks.

Tip 65: Befriend Attorneys

Another profession that, at times, is at the center of real estate listings is an attorney, specifically for **divorce and probate**.

It happens, someone unfortunately passes away and leaves an estate behind to heirs. They often don't wish to keep the property therefore decide to list it. Other times, some couples get divorced, leading to the splitting of assets, most notably their home.

A lot of these attorneys are already linked with title companies. But if you have **one in your family/friend circle** don't forget to tap into them as a resource...

Tip 64: Befriend Banks

Banks are another target for some relationship-building. They have clients whose money is already in their hands. Sometimes those account holders inquire about getting a mortgage and are ready to look to purchase a home. That banker, financial advisor is bound to **refer out that lead** to some realtor (assuming client doesn't already have one). *How can that become you?*

Example: Currently, GTE Credit Union has been a source of leads for SG. We've already locked up a handful of deals just this year so far (nearly a deal each month). **They often know** if someone wants to start buying or needs to sell a property first.

So consider visiting the branch you personally bank at. **Introduce yourself, ask them** if they currently have a network/program in place for providing realtor assistance. **Touch base** every now and then with that individual. Visit other branches, or different banks altogether. It could lead to leads....

Tip 63: Befriend Builders

No secret, we are in a seller's market. Low inventory, with a higher demand, sets the table for **builders** to fill up that shortage of homes, making new communities a popular choice.

Agents that work for a builder, inside of their **sales center**, often hang their license with said builder. And usually *can NOT work outside deals*. So here's the tips:

When a buyer comes in to purchase but has to **sell an existing home** (listing) that sales center agent is giving that lead to someone. How can that become you?

When buyers decide they don't like the product and **are walking out**, that sales center agent has an opportunity to give those buyers your contact info to assist in their search. How can that become you?

When a buyer wants to purchase but is **stuck in an existing lease**, that sales center agent can contact you. If you are willing, forfeit a bit of the commission to cover the lease cancellation.

Builders always pay at least 3%. Some of our agents have already been doing this. **Visit a community, build a relationship.** Visit often. Donuts/coffee optional. Introduce yourself as a resource, as a tool for them. One they can pick up often. All it takes is one opportunity to successfully close and they will continue to utilize you as an outside option to aid in their overall closing volume. The relationship blossoms....

Brian Combs is the epitome of this Tip. He's gotten *well over a dozen of these deals within the past year*. Including some listing opportunities. And has garnered up to 5% commission on some deals.

Tip 62: Open Houses

A basic initiative for realtors is the **Open House**. But here are two twists to implement with them....

1. Instead of only doing these on your own listings, **search for a listing that's been sitting** for over a month or longer and **contact that listing agent**. Request to **hold an open house in their listing!** Most of the time they won't say no, because they already control the listing agreement and just see it as you procuring the buyer anyhow. The key here tho, is any buyers walking through the door are now your **buyer leads** to work thereafter.
2. This is a great space to **utilize Facebook Live**. Demonstrate those marketing skills, and **showcase** the home you are in. Gives **viewers** a chance to tour the home through your live feed. They can comment/communicate directly with you, sometimes tagging other people who might be interested. This could lead to leads...

Tip 61: Instagram

Instagram is like sharing a picture/video album with the world. Today it's all about **pics and vids**. *Instagram doesn't currently have as many extraneous ads and news clogging feeds like Facebook does*, which is good.

How can it be used for real estate:

For starters, **promoting yourself**. The ability to **accumulate followers, and communicate with them** openly and privately. You can **create a business page** as well. Another great feature about Insta is the use of **hashtags and keywords**, which will place your posts in multiple subject-based locations. This basically extends your content to other users' screens even if they aren't friends/followers of you yet.

A social media **presence** *can* be an asset to your business!

Tip 60: Snapchat/Pinterest/Google+

Continuing the **social media platforms** that you can use to **promote yourself**....

Snapchat: The more playful choice with different filters, but is growing in popularity. Good choice for the day-by-day quantity of content, mainly because your posts delete after 24 hours.

Pinterest: Another way to follow and capture followers based on mutual interests. Your profile can showcase your contact information.

Google+: Users who have a Google account already can use Google+ to join/start/follow other users, communities, chats, news, etc.

Tomorrow we'll finish with *Instagram*...