



Tip 79: Landing Pages

Another way to capture online leads is by using a **landing page technique**. Which basically takes an interested online clicker and brings them to a **form where they provide you their contact info**.

"Want to know how much your home is worth?" Click the link for a free valuation!

Once they click, the next page would ask for their address and contact info, etc. Then you receive an email/text stating someone filled out your form. Become your own Zillow lol.

Landing pages can be built separately, from third-party sources.

OR at least to start, why not **use your SG Agent profile page URL** inside of your marketing/texting/Facebook posts? Each of you have one already, that asks a client for their contact info and what they are in the market for.

If you want me to tweak yours, lemme know...

Tip 78: Reviews/Testimonials

These can be powerful...

Audiences and new potential clients place value into **quality service** - and no better way to sell that aspect than by having your past clients do it for you! Let them help **promote you**.

Reach out to your old clients, past closings - **ask them to leave a review** on your Facebook page or your Zillow page. Even if it's just an email from them, the idea is to **then broadcast, share, post that testimonial onto your social media**.

Let everyone know how you conduct your business and the positive effect it has on people you represented. Can only build you up.

Tip 77: Developments/Listing Offices

A bit different than builders, who basically employ licensees directly, *some developers of new projects will just outsource the listings to a third-party brokerage.*

Until we get to any point to compete for such projects, the idea is to **learn about these new complexes, communities, high-rises, etc. Visit the future grounds, know the total units projected to being available, an idea of the design, the approx. sizing and pricing, etc.**

Network with the listing agent(s) for these projects. Maybe attend a Broker's Open (I could join). Then, just like you might broadcast a "hot listing" on your social media, **market these developments on your own pages/social media.** Make your audience an offer to work with you should they be interested in the development as a buyer. Become the source of the buyer...

Tip 76: Prospecting

Prospecting for leads is like buying groceries. If you don't go out and get any, you may not eat.
Lol

Let's say you just sold a property, are holding an open house, or have an active listing. Introduce **Circle Prospecting**: The idea is to circle around that property address and contact as many people within the desired radius (go for up to a mile) to inform them of this! This can generate callbacks and responses. But you'll need a few things first....

1. You'll have to buy **lists of phone #'s** from data companies. Or subscribe to directories where you can **dig up contact info** yourself. They are out there. Offrs.com, Cole Realty Resource, Nationalcellphonedirectory.com are some. Budget like \$100 here.
2. Nowadays, technology makes it a bit easier to **reach mass amounts of people at the same time.** Email is one of the most common. But TEXT/SMS messages are actually opened and read somewhere near 97% of the time. Email is down somewhere in the 25% bracket. So the trick is being able to send one message to all of those #'s at the same time.

A. **Via Text** there are services like CallFire, Skipio, etc. that can handle your individual mass messages. Another \$100 here.

B. **Via ringless Voicemail** are services like SlyBroadcast that can send a sweet little message direct to someone's voicemail (without ringing their phone). \$50 here.

3. **Make sure your content is efficient. Less is More.** *"Thanks for contacting me with SG, we just sold a home in your community, if you know anyone looking to move, sell, or find out their home's market value, give us a call."*

Invest into a little technology to make your job reach wider. This \$250 example above could easily reach thousands of #'s, which could merit up to 100 responses or more, depending on your output. **Even converting just one lead can be a 20x ROI.**

Tip 75: Other/New Agents

History and presence can build up relationships. When you deal with an agent, whether contacting them to show a property or they contact you to show yours, you may not realize it but you are already becoming an acquaintance with them. I challenge you to store their # in your phone. Next time you interact with them there may already be a text thread (history) or when they call you can answer their # by name (presence). This can smooth things out when working together again in the future.

Back to the tip. The opportunities may be smaller here, but they still exist. Some agents may be ready to change brokerages, it happens. SG has lost 30% of the total agents we've ever had, so we are no exception to turnover. However, you never know if **one of these agents may eventually join us!** Or **someone new is getting their license.** You know the positives to being here. *Free reign to conduct your business, above avg. commission splits, no extra fees, broker support.* If they come aboard, this can deem you a **profit share holder.**

Profit share is a good way to cover your traditional real estate expenses (MLS/GTAR/Supra).

Example, Alex has earned about \$1,500 so far this year. Works out to about \$200/mo. in passive income.

Tip 74: Diet/Exercise

Energy is a big factor to being able to increase and sustain your workload! Not gonna say "do salad and eat pushups" or anything like that...

However, being **proactive with your diet/eating habits and exercise routine** can lead to an increase in energy. And when you are feeling good, you are performing better.

Diet: Without mentioning what to eat, a simple rule and a great place to start is **portion control.** No stuffing, no starving. If you are skipping a meal, or overeating - this can affect your energy levels, habitually.

Exercise: Same concept as portion control, if you aren't exercising at all, then you are "being starved of a workout" so try to implement 2/3 days each week. A little sweat session, even at home, never hurt nobody, except for maybe a dry T-shirt.

Breaking through lethargy will vitalize your body and mind, and should transcend into other areas of your life, **balancing** it - including the workplace.

Tip 73: Dress To Impress

This works for many realtors - their **outfit, swag, style, fashion** sense....

Yeah it's Florida, so dressing up can be hot stuff. Pun intended. But while you don't necessarily need to dress up daily, because many days you aren't dealing with clients in person, it's particularly not a bad idea when meeting clients for the **first time** (meetings/showings) and the **last time** (closings).

The first meeting is where they gather a **first impression** of you. And perceive your marketing abilities or success based on how you look. Customers may often think, if this realtor is buttoned up, manicured, smells good, groomed, etc. then this is how well they will market my home. This doesn't imply a tuxedo or putting on your birthday suit, but at least as if you're dressing up for dinner is advisable.

The last meeting, closing table, is where they gather their **lasting impression** of you. This can impact future business for the better, being present, smiling, looking snazzy, etc. Not to mention it posts well on your social media.

You are your own boss, so you get to pick the days you dress up. Have fun with it. *Strut*.

Tip 72: Rapport

This is sales 101, but good old-fashioned **rapport goes a long way in little time**. At the end of the day, *new clients are essentially strangers*. The idea is to **convert them**, as soon as you can, into someone that feels like they **know you, trust you, and/or like you**.

That first meeting, first text conversation, email, or initial phone call, are your chances to **be personable** while remaining professional. Once they know, like, trust you enough - you'll have a greater head start on developing the relationship and gaining future business.

A few tips that I like to use:

Building Bridges: Creating common ground is easier when you can **identify connecting points**. If something is said or noticeable and it is something that relates to you, bring it up. Show that you share something in common. See example below...

Humor: One of my favorites, stranger or not, in person or phone, is to crack a couple **small jokes/laughs** wherever the conversation naturally permits. This kind-of lubricates communication.

Emojis: When I text or email, I use emojis a lot, because for some reason people understand the **feeling behind conversation** when they can see those images. Makes it more human.

Back in the sales days (some of you guys can relate), we used to have to do this **training exercise** where someone gave us *two random words*. That had nothing in common. And our mission was to strike a conversation with a customer and connect those two words together, during that convo, straight-faced, without the customer realizing, all while building rapport with that customer. Example words: *Donuts and Giraffes*

Easier connecting points are all around us tho. The most basic conversation piece is the weather. But if you find yourself talking about the weather with someone you guys aren't deeply connecting lol. Names are another basic one. Say a client's name is Rachel, I would say "oh, that's my sister's name!". Customer may subconsciously think I'll treat them like my own family now. Little do they know, that one time my sister and I went to the zoo. She bought this huge donut, and just before she could take a bite of it I grabbed it out of her hand and fed it to the giraffes.

While I do have a sister named Rachel, that story isn't true - but you see what I did there lol

Tip 71: Offers/Credits for Buyers

Kind of a spin off yesterday's tip, except this one being geared toward **Buyers...**

The avg. industry agent/broker split is 70/30. Based off of averages, this means (on your own leads) about \$1,000 more in commission in your pocket here. So what if you advertised, not even that much, and said something like "**\$500 credit back on your closing costs for buying with me!**" Or "**I'll reimburse your home inspection costs at closing, up to \$400 value.**"

This little tactic still puts you above the average, in terms of take-home pay at around *80%*, and could get you more clients overall!

A crafty way to solidify their commitment is to **have them sign a Broker-Buyer agreement**, put a nice little window (3-6 months) that way if they buy, no matter what they are *locked as our client*. But **on that agreement is where we will honor any closing credits, written in to the additional terms** section. Will make them more comfortable signing it. Both parties win.

Ps. Those GTE leads we get every now and then, GTE is giving the customer back 20%! While that much isn't necessary, it just shows that the **"give-back" tactic** can work.

Tip 70: Reduced Listings

If you can capture 5%-7% commissions, keep it moving. But here's an idea some of you already are implementing. Let's say you **offered as low as a 4.5% listing agreement**. While you may only make 1.5%-2% on the listing, there's still a **chance you can double-side it**, and more likely a chance to **assist that seller purchase their next home** where you can wager the extra 2.5%-3% over there. If they're moving out of state, **make a referral fee off the out-of-state realtor**. You might **get standard referrals from that seller** too for helping them successfully sell.

So the concept is, instead of focusing on the *one-time total dollars*, see the **big picture** and how much you could gain altogether. This isn't undervaluing your services. You can make it clear that you are offering them a discounted service to save them money and earn their business.

So full circle, get into sales mode and **advertise a "coupon", a "deal of the month", a "friends/family discount"** where you are giving "up to 20% off" listing services for all clients that sign an agreement by end of the month. The market is competitive, but the interest/volume should make up for the cost of the reduction.

The industry charges 5%-6% to list a home...and most brokerages do NOT give agents free reign on negotiating listing commissions without approval. **You guys have it here.**