



## Tip 100: Repeat

This is it! The final tip is to **do it all over again**. And again. **Go back and read through these tips periodically**. There is always something that you can be doing to increase your stream of business.

**Apply these practices and repeat them consistently**. If you do, there's no reason you won't hit your goals or *become a six-figure agent!*

**Good luck grinding!**

## Tip 99: Mentor/Team

Once you have an *abundance of knowledge, growing experience, and some business momentum*, another way to increase your bottom line is to **multiply yourself...**

Either building a team or by mentoring a new SG recruit are two ways to do this.

**MENTOR:** Electing to **train/coach an agent (you recruited)** who also volunteers for a mentor (on an 80/20 split for example) can be a way to make 7.5%. Not to mention the **profit share** you make (approx. 2.5%). *Combined you are making about 10%!* Even on this split that new agent is keeping 25% more of their kill than they would be at KW, for example.

**TEAM:** Same concept applies to **building a team within SG or partnering up**, whether the agent was a direct recruit or not, the subsequent split is negotiable between you guys. How you **share responsibilities** is up to you guys too. At the end of the day, even if members of your team are primarily in an **"admin" role**, it's still a way to **free up more of your time**, and giving the **admin agent some supplemental income** - whether they get a smaller cut like 2.5% or a flat transaction fee.

## Tip 98: TV Advertising

Becoming a local celebrity is possible folks! **Millions of TV users have cable** majority of the time, so advertising through the **local cable providers** is an option to getting in front **masses of people simultaneously**.

Most of the time it's local car dealerships, attorney's, HVAC companies, etc. that use this method of marketing.

On a fair end, for a short (*up to 30 seconds*) commercial it can cost **\$200 per time the ad is run**. Assuming it runs once per day for a month, this could cost \$6,000. But it'll depend on the amount of spots purchased, the provider, length of commitment, etc. This doesn't factor in the amount it takes to generate the footage. Although you can see most of these local businesses don't do anything fancy.

One day, this could be another one that SG takes a shot at.

## Tip 97: Billboards

**Billboard advertising** seems like a big one, but you'd be surprised that there are different *sizes, location, types*, thus prices.

They range between \$1,000-\$5,000/mo. most of the time.

The best ability of billboards is the **amount of views** they receive. Often up to **millions of views per week** even. This is also how they are calculated into price. They run in 4 week increments from there.

Interstate, busy intersections, large 14 foot x 48 foot billboards are the biggest ones - and they can run up to \$5,000/mo. Some as low as \$1,500/mo. (\$500 design setup usually).

There's another kind of billboard, **cinema screen advertising**. Commercials/Ads running on the movie theatre screens are usually around \$1,000-\$1,500/mo.

All it takes is *the right image, tagline and you'll get people's attention*. **Attention becomes leads. Leads become business**. Feed a portion of the profits back into the billboard ad to keep it running, pocket the rest, and that's the steady way to do it.

At this point online leads are getting pricier and seemingly less effective. I don't doubt a billboard can be in SG's future. After all we haven't tried this one yet...

## Tip 96: Newsletters/Blog

The saying "out of sight, out of mind" in marketing basically means to **consistently remain fresh in your audience's minds**. The process of doing this is called **imprinting**, simply put - **repetition**. Simpler than that, **FOLLOWING UP**.

An easy, passive reason to continuously reach out to your client base is to inform them through items such as a **blog on your website**, or with **monthly newsletters**, etc.

Using the Visme.co website can help you generate a nice template, then just update certain aspects of it on whatever time basis you choose. Over time, you will stay at the forefront of their minds and when the day comes they need a realtor, **they'll think of you**.

By applying to yourself to providing information, you will **keep your own knowledge-base sharpened and up-to-date**. So at the end of the day, if the content you generate doesn't immediately turn into leads, at least you yourself are **remaining constantly present in your craft**.

## Tip 95: Website SEO

Another way to **capture leads is by having a website....**

More importantly, by increasing, even paying for **Search Engine Optimization** on your website. This can bring more **organic traffic** to it by the use of certain **keywords/tags**.

Example: Someone out there goes to Google and types, "*Houses in Westchase*" or "*Condos in South Tampa*", "*Realtor in Riverview*", etc.

Depending on your ranking for those words, your website may very well be what pops up in their **search results**, potentially getting them to **click your site**.

I personally could do more SEO for our own website, but I will say we have gotten leads - turned deals - that actually stemmed from our SG website.

## Tip 94: Luxury

The luxury market has less overall volume in it, but the price point more than makes up for it - by triple/quadruple or more. Selling and/or buying high-end homes requires specific focus:

1. **Meet Wealthy People** - Getting yourself around, in front of higher net worth individuals means you have to think like them. **Your marketing efforts should be geared toward their demographic** and the types and styles of things they typically are interested in. **Golf, Yachts, Cigars, Cars, Spas, etc.** As mentioned yesterday, **joining clubs/memberships** where you might be around wealthier people is a step into the right direction. **Forming relationships with people who already work or have contact to luxury clientele** is another step. For example, the person who works at Maserati, the Palma Ceia golf course in South Tampa, the maids who clean the houses on Bayshore, the owner of a spa clinic in Hyde Park, etc. Lastly, if you have flyers/materials, you should be targeting those kinds of **locations** instead.
2. **Provide Luxury Service** - Now that you are in front of luxury clientele, you have to offer the same level of service. After all, it's what most of them expect. It goes without saying that you are going to want to dress the part (perception), prove to be knowledgeable of their market (they expect success), take exquisite care of the property from your marketing, to showings, to closing (they expect respect). But there are also other little things you can do to brand yourself here... *to attract them to work with you*. Examples, you **offer a limo to drive them to closing** (\$150 investment worth 100 times ROI, and heck of a statement), **offer champagne during showings** (just kidding), **get custom branded water bottles made for during showings**, Bern's gift card at closing, etc. Give them VIP treatment, red carpet style on top of what everyone else does. Think like luxury.
3. **Confidence** - Without a huge track record to back you, sell what you do have backing you. **Yourself**. If you've already gotten them in front of your face, then you've demonstrated effective marketing already. Maintain confidence. You can **promote, game plan, sell, negotiate, communicate, and best of all be available**. Sellers love a communicative agent (when it matters). Buyers love an available and responsive agent. Most clients are accustomed to the typical brokerage names. All we can do is sell our own success, SG has sold over \$160,000,000 in real estate over the past 5 years. **You have brokerage support, which means they do too**. If need be, **offer a first-time discount/credit** on their listing. This doesn't explain you aren't worth more, it's more so to prove "*this isn't about the money, it's about showing you that selling your home is my mission.*" One successful closing will then give you a new track record that you can leverage into **more exposure** inside the luxury market.

## Tip 93: Memberships/Clubs

I'm not talking about LA Fitness and Sam's Club....

There are extracurricular groups out there that can get you **access to higher net worth individuals**, or just more clientele altogether.

***Yacht Clubs, Golf Clubs, Young Professional Networks, Junior Chamber of Commerce, etc.***

There's a few SG agents that have joined certain clubs and it has or is beginning to pay off.

*Membership into these organizations usually has a price. But vs. the cost of online leads, which is currently running \$100/lead in more favorable areas. That same \$100 for just one lead could very well be the cost for the membership for the entire month. This way you are rubbing elbows with a **specific clientele base**, which gives you an **opportunity to meet new people, potential investors**, etc.*

Some of these groups/clubs could be a segway into tomorrow's Tip of the Day....

## Tip 92: Rentals

So there's a few ways different ways to see more **value in rentals**.....

### **Listing Them:**

If you get a client that wants to just rent out their property we can handle the **property management**. More specifically, **to just place the tenant you can charge anywhere from half to the full first month's rent!** All you have to do is throw it on MLS like a normal listing. Applicants pay for their own background checks. *Quick way to make \$500-\$1500 in a matter of weeks.*

Listing them also gets you plenty of interested **applicants that you can potentially convert into buyers**. Perhaps they don't know if they qualify. Still an opportunity to use your rental listing to farm cold buyers.

### **Targeting Them:**

Some of you are proactively targeting renters individually or by apartment complexes. The low supply in our market is favoring the rental market, keeping rents strong. **Showing them that the amount they spend in rent is pretty close to what they could be owning a property for instead.**

### **Helping Them Find Rentals:**

This isn't the most lucrative, and we often pass on rental leads, but today's renters could be tomorrow's buyers. So if you do elect to help them, while you *may only make \$50-\$500 depending on the lease*, the idea is to **capture the client**. **Stay in touch** until the following year and they might just be ready to buy at that time. Not all renters don't qualify. Some are just up

against time and couldn't find a home to buy therefore they had to rent for another year, for example.

**Don't just think in short terms.** Partner with another SG agent if you don't have enough time yourself to give to a rental lead. Long term, down the road, you want all of the people you make contact with you to stick with you. That whole "70% of clients don't stay with their realtor the next time they do business" need not apply to us 😊

## Tip 91: Infographics

We are in the **information** era. What better way to communicate, post, and inform your audience than with **visualized data**!

Some of my recent posts have included *pie charts and graphs, images, and timetables*, etc. Remember back in school, we used to have art class? Well this is where you can express those skills to help you stand out from other realtors. Some clients are more visual learners and understand info by seeing pictures vs. others being literal (with just words).

There is a **FREE website** I have been using that allows you to **generate content** (exported into an image). I have already turned Matt and Sway onto it, and they are already making **flyers** with it. So here it is....

### [Visme.co](https://visme.co)

There's so many templates already available that you can just plug in your info, customize the colors, etc.

Have fun.

## Tip 90: Rebuttals

The **art of the rebuttal**. Real Estate is still a sale - and one of the basic sales tactics is **overcoming certain rejections** with rebuttals.

Some *interested buyers/sellers might be delaying for a specific reason*. The idea is for you to **identify** this obstacle and **offer a solution** to move past it.

Example from yesterday: One of our agents was on the phone with a potential lead (I happened to be nearby). The lead said "*oh we already spoke to a realtor about selling our property, thanks.*"

I whispered to the agent to ask *"if they signed a listing agreement yet."*

She said *"No."*

Then I said *"Oh, you're not going to interview another brokerage to see who offers you the best service?"*

She stuttered (with an epiphany) and said *"Yeah we're interviewing, come by on Saturday around noon"*

Long story short, what could have been a "NO" turned into a listing appointment opportunity.

Here's some others:

*"Oh I was inquiring for my friend" = "Great, that's so nice of you, could you give me their # so I can help even further"*

*"I love it, but I want my wife to see the property first before putting in an offer" =  
"Understandable. Well, the market is fast paced right now, and this property may not last the weekend, so you could put in an offer (As-Is contract) and have up to two weeks to back out - giving her time to see it without losing the chance to buy it."*

*"I'm working with a realtor" = "Did you sign a buyer-broker agreement?"*

*"No we didn't" = "Well I don't want to step on anyone's toes but are you satisfied with their services and are they offering you a \$300 closing credit?"*

**Train your mind to exhaust alternatives before truly deciding a lead is dead.**