

11 Tips to Make More Money in 2021

1. **Emphasize Interest % Rates**

These historic low rates will not last forever, it is very important to make sure you are emphasizing this to your potential clients so they can capitalize on their buying power....to move up or down, buy more home, cash out, etc. Understand that the same monthly payment will buy less house (monthly affordability) when rates start to go up and educate your clients on this.

2. **Utilize Technology, Templates with Smartphones**

In 2021, we should all be armed with smartphones. Take advantage of the technology and the automation that comes with it. Use reminders/to-dos/task and other production apps that can work to your advantage. This includes automating shortcuts to your everyday tools like CRM, MLS, EMAIL, GPS.

Have your plug and play templates set up on your computer for offers, etc.

3. **Embrace Video**

The 2nd best contact behind in-person is video. Simple as that. Even if you just evergreen a short 'go-to' introduction video it will help 'break the ice' with new prospects and put a face (human) with the name. If you are not implementing at least some kind of minimal video in 2021 you will no doubt lose business to your competition who is in 2021. People will soon expect it, especially with the effects COVID has had on our society.

4. **Commission: Work With A Strong Split and No Out of Pocket Fees**

With what is going on in the world this past year we have all had to make shifts and adjustments. Take a look back and analyze what changes you have made over the last year and what you are no longer using that can justify a stronger split...for example, not using brokerage office space or attending regular in person trainings. At the end of the day there is always value in working with a good brokerage or broker (and this has to be compensated for) but there has to be a fair trade off and the more you keep per deal the more you profit and take home.

Don't pay for monthly fees if you are not utilizing them. Always lead with revenue. The lower the amount out of pocket, the lower your risk.

5. **Brand Yourself - Be Seen and Known on Social Media**

When people in your database think about real estate they should think of your name. In 2021 we have social platforms that help make that easier than ever before. Find a social platform that you are comfortable with it and utilize it. Don't spend your time socializing on it with other agents that are never going to be your client but engage, educate and brand as the local real estate professional with your audience. You don't even need to sell, just make yourself known and available. How can they get in touch with you? Is it known, easy??

6. In-Bound Leads

In 2021, your brokerage should be providing you with some level of leads to help with transaction consistency and this can be done on mobile / cloud based basis. If not, you need to invest in some kind yourself or explore other options as people are searching online more than ever and its not just on the big platforms. In 2021, people will continue to shop for everything more online and this will include search / view homes online and they will want local behind it.

Be patient and know the numbers game. Play the long game, fortune is in the follow up.

7. Time Block / Dedicated Workspace

This is a discipline of any top producer. You have the flexibility in this industry to structure it the way you want but you must treat it like a job and it has to be in place. Discipline with your schedule will help provide freedom and consistency. (Will also help reduce stress and anxiety) Get as simple or detailed with it as needed for YOU. Example simple daily time blocks:

Monday - Friday: Wake - 9AM: Family/Personal/Workout
 9AM - 9:30AM: Start Work
 9:30AM - 10AM: Email/Planning
 10AM - 11AM: Prospect
 11AM - 12PM: Follow Up
 12PM - 1PM: Lunch
 1PM - 2PM: Admin/Contracts
 2PM - 3PM: Marketing/Branding/Social
 3PM - 6PM: Appointments / Negotiating / Prospect
 6PM - Sleep: Family/Personal

Wednesday: Off

Saturday-Sunday: By Appointment (10AM to 4PM)

Have a morning routine that gets you started for the day and initiates the start of work, this will be even more important with the increased working from home atmosphere 2021 brings.

A dedicated workspace will also help mentally trigger the difference. Try to only work in that space, keep it organized.

8. Tell Stories (Humanize Yourself)

People don't have as much interaction as they use to but still want to work with people not robots, don't be afraid to be authentic and share personal experiences as a real estate agent. Have a good story ready for TWO of the most common questions you will get:

1) How long have you been an agent?

2) How is the market?

Don't be caught off guard with these questions because they will in fact come up if you are getting out in front of people in a professional setting.

9) **Understand: Condition vs Objection**

When dealing with people there will likely be some level of uncertainty with everything going on. Don't fold at the first sign of pushback....Understand the difference between a condition and an objection. Simply put:

Condition = set in stone

Objection = unanswered question

The only way we can read people's minds and truly understand how we can help them is by asking meaningful questions and pivoting off the answers.

10) **Leverage the R**

People feel comfortable knowing they are working with a licensed professional in any field, being a REALTOR comes with automatic recognition and identity when used correctly. In a time of uncertainty adding as much familiarity as possible and awareness with a trusted designation that has been around for decades can help people feel more comfortable.

11) **Prospect For Targeted Middle Market Listings**

Right now going into 2021 inventory is extremely low, let home owners know that!

Most people don't realize that they can probably sell their house in under a week with multiple offers, if priced right and presented well.

Low interest rates mixed with COVID (people not wanting or ready to list their house) has almost created the 'perfect storm' for home sellers as people are desperately out looking for homes in the bread and butter price points but can't find anything. To put it simple there are not enough homes available for ready, able and willing buyers looking. This will continue into our spring market and possibly summer.

Putting together a mailing campaign in hot areas might be of extreme value to help notify potential sellers and create listing opportunities. Targeting can be found by searching home ownership data in CRS.

There are many aspects to being a successful real estate agent...we left out some important topics but these specific tips were put together with 2021 in mind as we start the new year. Hope you find some value in them and help trigger some thoughts as we look at this new year differently than any other before. The important thing is the market is still moving in our area and we can help people achieve their real estate goals while staying profitable and being safe.

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