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ELEMENTALS 1:

PROSPECTING

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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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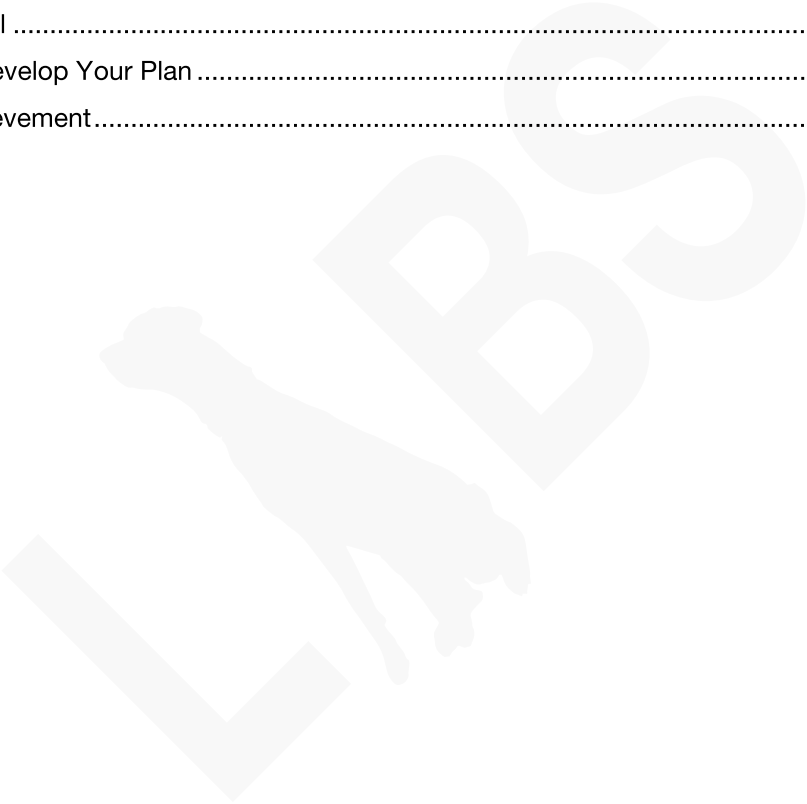
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Compliance: Do Not Call

WARNING! Failure to comply with do-not-call laws could result in federal fines of up to \$40,654 per violation, state fines, and/or legal action against you.

RULE

Under federal law, sellers and telemarketers (including real estate agents) are prohibited from calling consumers listed on the Federal Trade Commission's Do Not Call Registry.

① **Subscribe to the Registry**

The registry is hosted on a dedicated website. Your Market Center should subscribe to the Registry and provide you with login credentials. Note that it is a violation of federal law to make ANY telemarketing calls without access to the registry.

① **Update Your Call List Regularly**

Delete all numbers in the registry from your list at least every 31 days.

① **Know the State and Federal Laws**

Know that, in addition to federal laws, many states also have laws governing telemarketing. Make sure you are familiar and compliant with your state's laws.

① **Check Before You Call**

Before making a call, check to see if the consumer is on the Registry. If the consumer is on the Registry, do not call!

① **Honor Consumers' Requests**

Never call a consumer if the consumer requests to be placed on your personal (or your Market Center's) do not call list. All consumer do-not-call requests must be placed on a list and honored permanently, unless the consumer subsequently consents to be called.

EXCEPTIONS

There are some instances in which you may call a consumer on the Registry.

✓ **Inquiry Exception**

The rules permit calls to a consumer following all inquiry for three months after the inquiry or until the consumer requests to be placed on the telemarketer's do not call list (whichever is sooner).

✓ **Written Permission Exception**

The rules permit calls to a consumer on the Registry if the consumer has given you written permission to call.

✓ **Established Business Relationship Exception**

The rules permit calls to existing customers – those people with whom you've done business in the past 18 months – unless the customer requests to be placed on the telemarketer's do not call list.

Warning! The Telephone Consumer Protection Act (TCPA), which includes the National Do Not Call Registry, imposes strict limits on how real estate agents make calls, send text messages and/or leave voicemails. The law requires that you check all Do Not Call registries before calling or texting, and honor requests to be placed on all Do Not Call lists. The law also may require callers to meet certain consent requirements before making a call or sending a text message using an autodialer or using a prerecorded/artificial voice. Agents must follow this law or face stiff penalties and/or potentially catastrophic legal damages for violations. Contact your attorney to determine if your practices conform to the TCPA.

Prospecting Methods

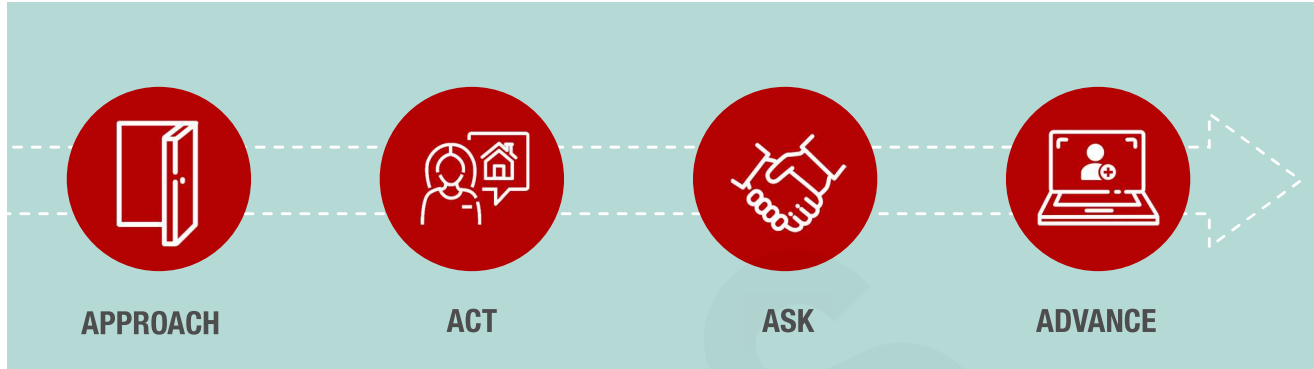
Prospecting and Marketing

Prospecting	Both	Marketing
<ol style="list-style-type: none"> 1. Phone or Face to Face <ol style="list-style-type: none"> 1. Listings without agency <ol style="list-style-type: none"> 1. FSBOs (For Sale By Owners) 2. Expired Listings 2. Circle Prospecting <ol style="list-style-type: none"> 1. Neighborhoods 2. Apartment Complexes 3. Recently Sold Listings 4. Recently Listed Properties 3. Community Outreach <ol style="list-style-type: none"> 1. Charity 2. Volunteer Work 4. Key Relationships <ol style="list-style-type: none"> 1. Corporations 2. Builders 3. Banks 4. Third-Party Data Companies 5. Investors 5. Teaching and Speaking Opportunities 6. Meals 7. Door-to-Door Canvassing 8. Networking Events 9. Booths and Kiosks 10. Walk-ins 	<ol style="list-style-type: none"> 1. Farming <ol style="list-style-type: none"> 1. Geographic 2. Demographic 2. Events <ol style="list-style-type: none"> 1. Open Houses 2. Seminars 3. Contests 4. Client Appreciation Events 3. Networking <ol style="list-style-type: none"> 1. Sphere 2. Past Clients 3. Allied Resources 4. Agents 4. Purchased <ol style="list-style-type: none"> 1. Referral Networks 2. Advertising Networks 3. Clientele 	<ol style="list-style-type: none"> 1. Offline Advertising <ol style="list-style-type: none"> 1. Radio 2. TV 3. Newspapers 4. Personal Vehicles 5. Bus Stop/Benches 6. Magazines 7. Billboards 8. Yellow Pages 9. Grocery Carts 10. Moving Vans 2. Online Advertising <ol style="list-style-type: none"> 1. Pay Per Click Advertising 2. SEO 3. Social Media 4. Portals 3. Broadcast/Content Creation <ol style="list-style-type: none"> 1. Radio Segments 2. TV Shows 3. Live Social Media 4. Blogs 4. Direct Mail <ol style="list-style-type: none"> 1. Postcard Campaigns 2. Special Events Cards 3. Just Sold/Just Listed Cards 4. Quarterly Market Updates 5. Promotional Items/Swag 6. Public Relations/Press <ol style="list-style-type: none"> 1. News Releases 2. Advice Columns 7. Sponsorship

NOTES:

Dive Deep: Prospecting Methods

Door Knocking Model



1. Approach:

Know your script, ready your mindset and materials. Knock and step back to create space.

2. Act

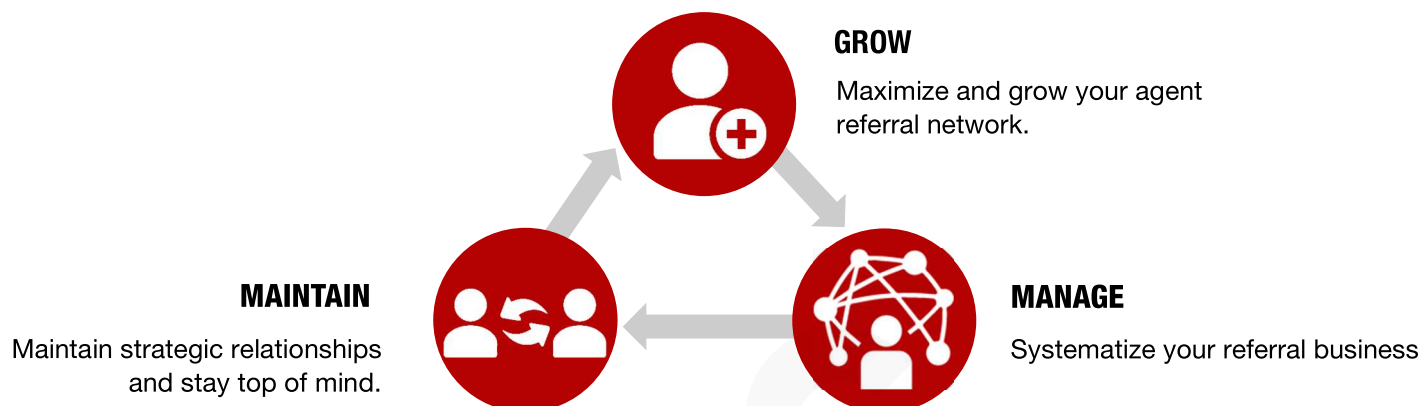
Actively listen, come from contribution, offer value (app, flier, etc.). Ask, “What are your needs?” or “How can I help you?”

3. Ask

For business, for referrals, for permission to stay in touch.

4. Advance

Add contacts to your database, add contacts to touch campaigns/SmartPlans in Command.



1. Grow: Maximize and grow your agent network

- Complete your KWConnect Profile
- Identify migration patterns
 1. Cities people are moving from
 2. Cities people are moving to
- Add agents you have met to your agent referral network
- Add agents you haven't met and want to do business with.

2. Manage: Systematize your referral business.

- Build relationships with your network by adding them to customized touch campaigns.
- Receive and manage your referrals using the KW Referral Network

3. Maintain: Maintain your strategic relationships and stay top of mind.

- Implement your touch campaign
- Update your database with any information you receive.

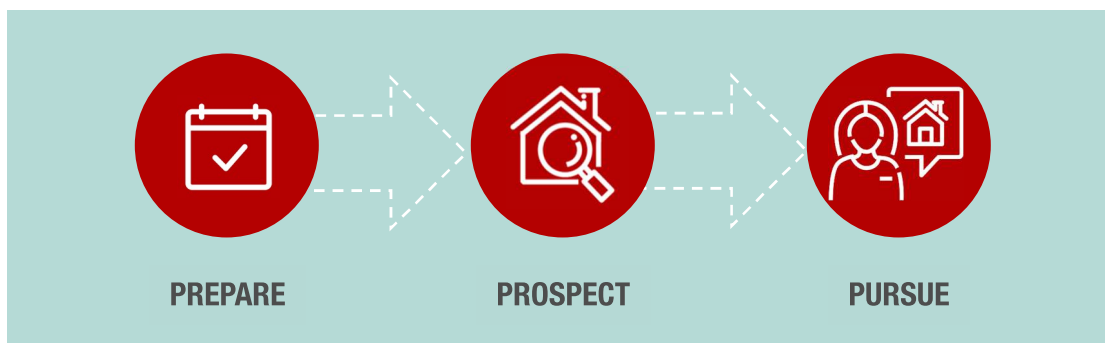
Open Houses and Lead Generation:

Use the chart below to see how you can use open houses to lead generate.

	Before		During		After
Who	- Database	- Neighbors - Nearby renters	- Database	- Face-to-face visitors	- Face-to-face visitors
Action	- Invite to open house - Ask for referrals		- General prospecting	- Get appointments - Ask for referrals	- Get appointments - Add to database
How	- Call - Email/Text - Social Media	- Door-knocking	- Call	- Talk - Build rapport	- Call - Email/text - Handwritten note - Add to SmartPlan

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Open House Model



Open Houses Model: Prepare

Prepare: Once you have made the decision to host an open house, promotion starts a week out. Set yourself up for success 7-10 days in advance.

Example Schedule:

DAY	ACTIVITIES
Monday	Select your open house location and time, or volunteer to host an open house for someone in your Market Center.
Tuesday	Post online, generate call list, and call 25 neighbors.
Wednesday	Post online, install the KW Mobile Search App on your phone, and put a sign in the yard.
Thursday	Post online, invite database, return yard-sign calls, and email property-based internet leads.
Friday	Post online, prepare market stats and comps (print and digital), and print open house fliers.
Saturday	Post online, place directional signs, door knock the neighborhood (use script when door is answered, leave flier if unanswered)

Plan out what your preparation time looks like:

DAY	ACTIVITIES
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	



Open Houses Model: Prospect

Prospect: The focus of the second step in the model is to promote and host the open house.

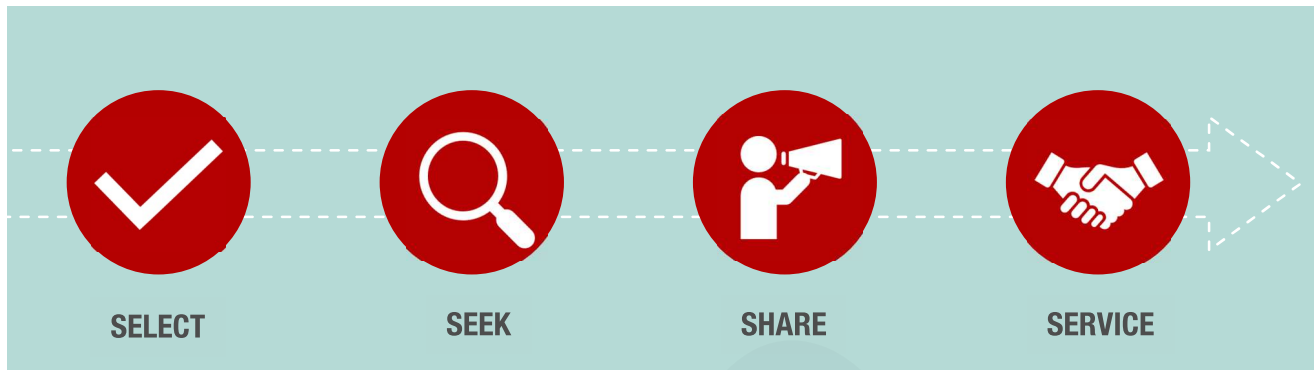
1. Proactively promote your open house.
2. Build rapport with guests and establish relationships.
3. Qualify leads by asking probing questions.

<p>What are some probing questions you can ask?</p> <p>(Probing Questions are open-ended questions that require more than a yes or no response)</p>	<p>Draft questions here:</p>
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4. Provide value.

Open Houses Model: Pursue

1. Enter prospects into your database as contacts or leads.
2. Add contacts to opportunities as needed.
3. Add contacts to SmartPlans to stay top-of-mind.



- 1. Select** a social media strategy. You will need to consider:
 - The social media platforms you want to post on
 - A schedule for posts
 - Your branding
 - Creating a social media presence for your business (Business page)
 - Create a posting schedule
 - Create drafts of the posts you want to schedule
- 2. Seek** prospects
 - Determine who you are going to target.
 - Location
 - Audience interests
- 3. Share**
 - Post content
 - Share posts
 - Monitor post performance
 - Schedule posts ahead of time
- 4. Service**
 - Communicate with people who interact with your posts
 - Add new contacts to SmartPlans (in Command) to follow up
 - Respond to inquiries in a timely manner
 - Acknowledge reactions
 - Send private follow-up messages
 - Engage with active connections
 - Return the “like”
 - Ask for business: “Who do you know?”

Take Action and Develop Your Plan

Prospect to Your Strengths

When you are prospecting, take into consideration what comes naturally to you. Chances are, if you focus on your strengths, you will experience more success with lead generation.

1. Consider the following regarding your lead generation:

- What do you feel your top prospecting strengths are?

For example: If you love people and event planning, hosting client events might be perfect for you! If you have a large sphere of influence – leverage it to get referrals!

2. Think deeper about your strengths:

- What specific things have contributed to your success?
- What do you do well?
- Which of your activities have given you the most appointments?

Instructions: Use the first list to record down all of the different sources you get your leads from. This list does not need to be in any particular order. Next, use the second list to list your lead sources from most productive (top of the list) to least productive (bottom of the list). Finally, use the third list to record your top 5 lead sources. This is where you will focus your efforts.

List Lead Sources	Order Lead Sources	Top 5 Lead Sources

Activity: Develop a Prospecting Plan

INSTRUCTIONS: Complete each section.

Part A:

Instructions: Using the list of prospecting methods (page 4), list the top 3 methods that you are interested in focusing on. You can also use your top 5 lead sources (page 13)

1.

2.

3.

Part B:

Instructions: Write the three methods (from part A) next to each number below. Next, list the pros and cons of using each method underneath.

1.		2.		3.	
<u>PRO</u>	<u>CON</u>	<u>PRO</u>	<u>CON</u>	<u>PRO</u>	<u>CON</u>

Part C:

Instructions: Select a prospecting method from Part B that you are interested in using in your lead generation. Use the space below to develop your action-plan for implementation.

Prospecting Method I Selected: _____

Resources Needed:

Timeframe?

Who is my target? (buyers, sellers, renters, investors, etc.)

What action do I want someone to take/ what will their “call to action” be?

How will I know if I am successful?

How will I keep track of my results?

Part D:

Instructions: Based on your information from Part C, brainstorm potential issues that might arise and then brainstorm what you can do ahead of time to prevent them from happening.

What could go wrong?	What action can I take ahead of time?



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?

