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ELEMENTALS 2:

MARKETING

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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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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.

Dive Deep: Marketing

Prospecting and Marketing Methods

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 	<ol style="list-style-type: none"> 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

Dive Deep: Marketing

Marketing Mastermind Questions

1. How do you know where the customer is and how do you meet them there?





2. How do you communicate your value proposition?

3. How can you come from contribution or connect in a meaningful way?

4. How important do you think branding and aesthetic consistency is in your marketing? How do you achieve it?

5. How do/should you follow-up with the leads generated from your marketing?

Turn Aha's to Achievement

 <p>How has your thinking changed?</p>	
 <p>What do you feel differently about? What was meaningful for you today?</p>	
 <p>How will your behaviors be different going forward? What actions will you take?</p>	
 <p>What tools, models, or systems will you use? How will they make you accountable?</p>	