

CRS DAY – BEST IDEAS
Agent Money Making Idea Exchange
New Orleans, Louisiana
November 10, 2006

Building a Business Plan

- Break your plan into pieces or modules, each with a targeted source of business or goal.
- <http://www.bplans.com/> - has a business plan real estate template as a place to start.
- Make time for education and vacation.
- Get sample templates from your broker.
- Start with an analysis of where your current business is coming from and build on that.

Buyer Agents

- They have a need! Stay focused on their need and listen carefully.
- Become educated on the process of buying and financing.
- Establish the relationship before requiring commitments.

Capturing Buyer's Interest

- Establish a client/buyer relationship by counseling and educating your buyers.
- Keep in contact with your clients and hold educational seminars.
- Use a drip campaign from your web site to keep them warm (don't lose prospects).
- Give prospective clients the feeling that you have access to listings that no one else knows of.

Contact Management

- [Top Producer](#)
- Key Suites
- MLS should provide a transaction management program so all members use the same tracking system.

Cultural Diversity

- Create your marketing in the language of your target community.
- Read and understand cultural and regional differences.
- Learn about feng shui.

Digital Marketing

- Imprev.com – includes a lot of digital pictures; e-mails are sent out as a sight for properties.
- Show Pro Gold – a program for digital pictures to make a disc for buyers and sellers.
- Programs for web sites – Build a Tour.com or VisualTour.com

E-Marketing

- Send e-vites for client parties and open houses.
- E-mail target agents regarding new listings.
- Zip code ownership – brand a neighborhood.
- Create a e-database of current and potential clients – send a newsletter or something of value on a regular basis.

Enhancing Referrals

- Send your referral source two movie tickets immediately, whether it's a good lead or not.
- Focus on relationships, even after the sale.
- Attend REALTOR® conventions.

Evaluating Your Marketing

- Send personal letters to a neighborhood saying, "Bob and Betty Buyer are moving from Texas! They have two kids? Do you have a listing?"
- E-mail flyers to agents with a catchy subject line.
- Drive all of your marketing to your personal web site.
- Focus on your sphere.
- Advertise in magazines that aren't necessarily real estate related – architecture and builder magazines.

Foreclosures

- YouDreamBig.com – foreclosure web site
- Notice of default lists sold by companies.

Getting More Listings

- Promote your "name" brand.
- Use variable listing percentages.
- Provide a moving truck for free.
- List your open houses and listings online.
- GoDaddy.com for individual web sites and domain names.

Improving Your Marketing

- Sponsor a community clean-up day.
- Send three roses to past clients on Valentine's Day.
- Use custom signs – riders with color pictures.
- Become involved in local charities.
- Write a personalized newsletter for your farm area – include interviews with new neighbors.

International Sales

- Join an international committee with your local board.
- Get transnational certification and advertise on WorldProperties.com.
- Offer translations on agent profiles (ask your local college for translators).
- Know the customs.

Keeping Customers

- Keep in touch – quarterly mailings, magnetic calendars, bigger 9x18 calendars, phone calls.
- Balance marketing materials with personal relationships.
- Give a Lowe's gift card – join the REALTOR® network online and save 10% off the cost of the gift card.
- 90 day notation on calling clients.

Luxury Market

- Bundle Marketing – web site, pod cast, virtual tour
- Make sure you stress confidentiality to your clients.
- Promote the luxury lifestyle.
- "Google" the client to have a head's up on how to deal with them.

Marketing Ideas

- Send closing gifts to buyers and sellers.
- Only put one phone number in your ads.
- Learn how to blog.
- Include photos in your e-mails.
- Mail out ideas – scratch pads, stamps, labels, calendars

Palm Pilots

- Easy access to your database.
- Bluetooth – Mobility/Connectivity
- Combine three devices into one with a Smartphone
- Text message alerts give quick access to clients.

Small Town Selling

- Get involved in the community!
- It's WHO you know. Get to EVERY club in town.
- Everyone in town knows you, so act accordingly.
- Be different with creative ads and marketing.

Second Homes

- Advertise casinos coming in or convention centers in the area.
- Target your marketing to buyers – make it glossy.
- Focus on local amenities in town and cultural attractions.

Systems

- Top Producer helps with follow-up and managing clients.
- ENeighborhoods
- Check your list for everything that is done two or more times. Make it a system!

Team Building

- Identify common core values and make sure you are all in agreement.
- Hire slow and fire fast!
- Expect turnover and don't take it personally.
- Hire a team manager, three buyer agents, one virtual assistant and a runner.

Time Management

- Change voice mail every day and schedule a time for making return calls.
- Delegate tasks to your assistant.
- Incorporate a firewall to limit e-mails (junk).
- Get a good contact management system – Top Producer or Outlook.

Up Market vs. Down Market

- Work with more buyers.
- Encourage buyers to buy in this market.
- Have upfront marketing fees with credit at closing or a longer listing agreement.
- Ask for ¼% extra for listing side to be used for marketing fees/advertising budget.

Web site Marketing

- Use a good web site designer and not a template web site.
- Pay someone for meta-tags and key words. You need a personal web site advocate.
- Utilize a questionnaire to gather e-mails. Use the drip method to get them as clients.
- Pay to list yourself on Realtor.com.