

The Real Estate Success Guide for Rookie Realtors

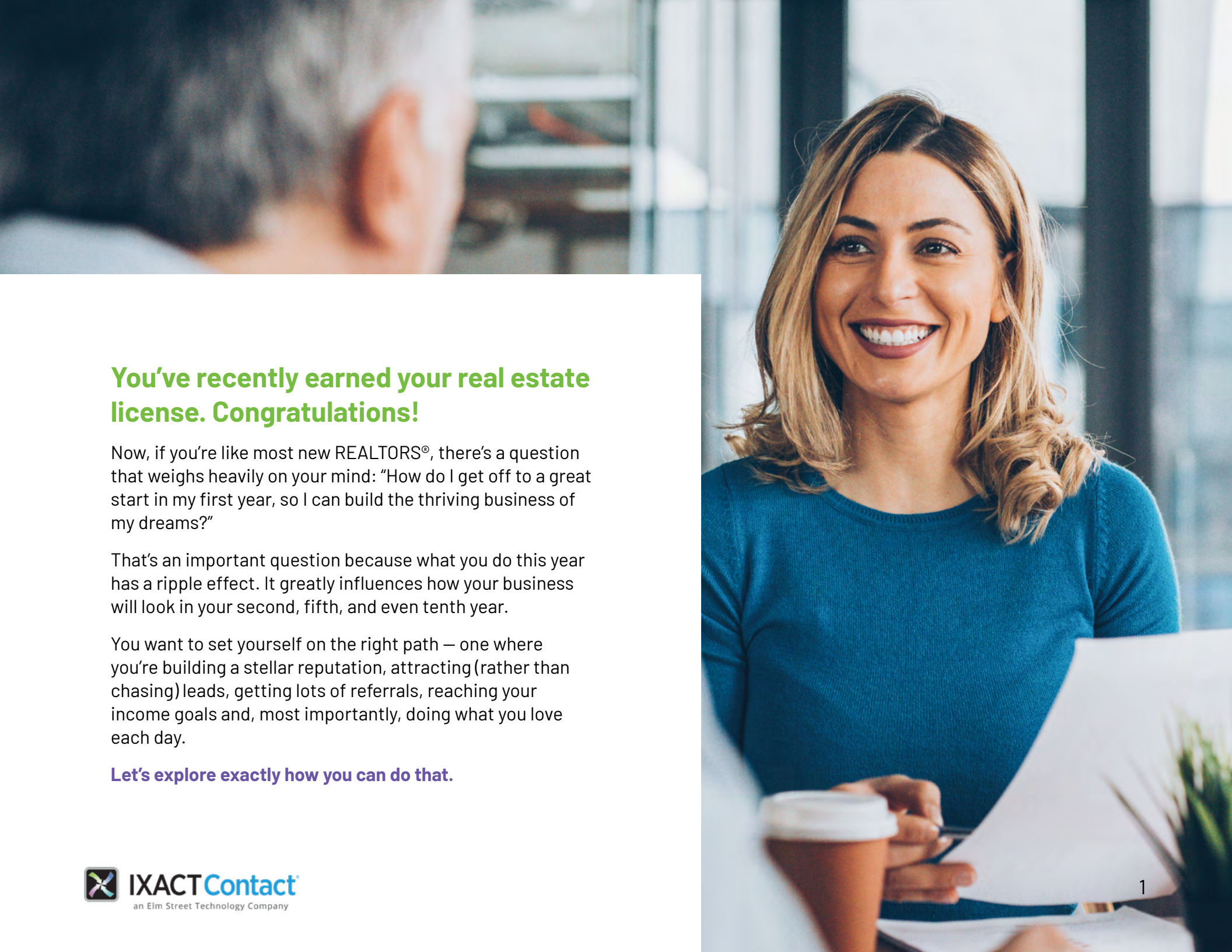
Get on the Right Path for **Guaranteed Success**



IXACTContact

an Elm Street Technology Company

IXACT Contact for Rookie Realtors



You've recently earned your real estate license. Congratulations!

Now, if you're like most new REALTORS®, there's a question that weighs heavily on your mind: "How do I get off to a great start in my first year, so I can build the thriving business of my dreams?"

That's an important question because what you do this year has a ripple effect. It greatly influences how your business will look in your second, fifth, and even tenth year.

You want to set yourself on the right path – one where you're building a stellar reputation, attracting (rather than chasing) leads, getting lots of referrals, reaching your income goals and, most importantly, doing what you love each day.

Let's explore exactly how you can do that.

What Kind of Agent do You Want to Be?

How you generate leads has an enormous impact on your new career. Your lead generation strategy must match your personality. Otherwise, you'll quickly become miserable and broke.

Here's why.

According to research by T3 Sixty (a real estate research firm), there are four personality types amongst real estate agents.

Prospector & Convertor

Prospectors & Convertors are the hard-driving agents who love to chase down leads, make tons of follow-up calls to strangers, and use every closing technique in the book to land listings.

They spend most of their days "dialing for dollars".

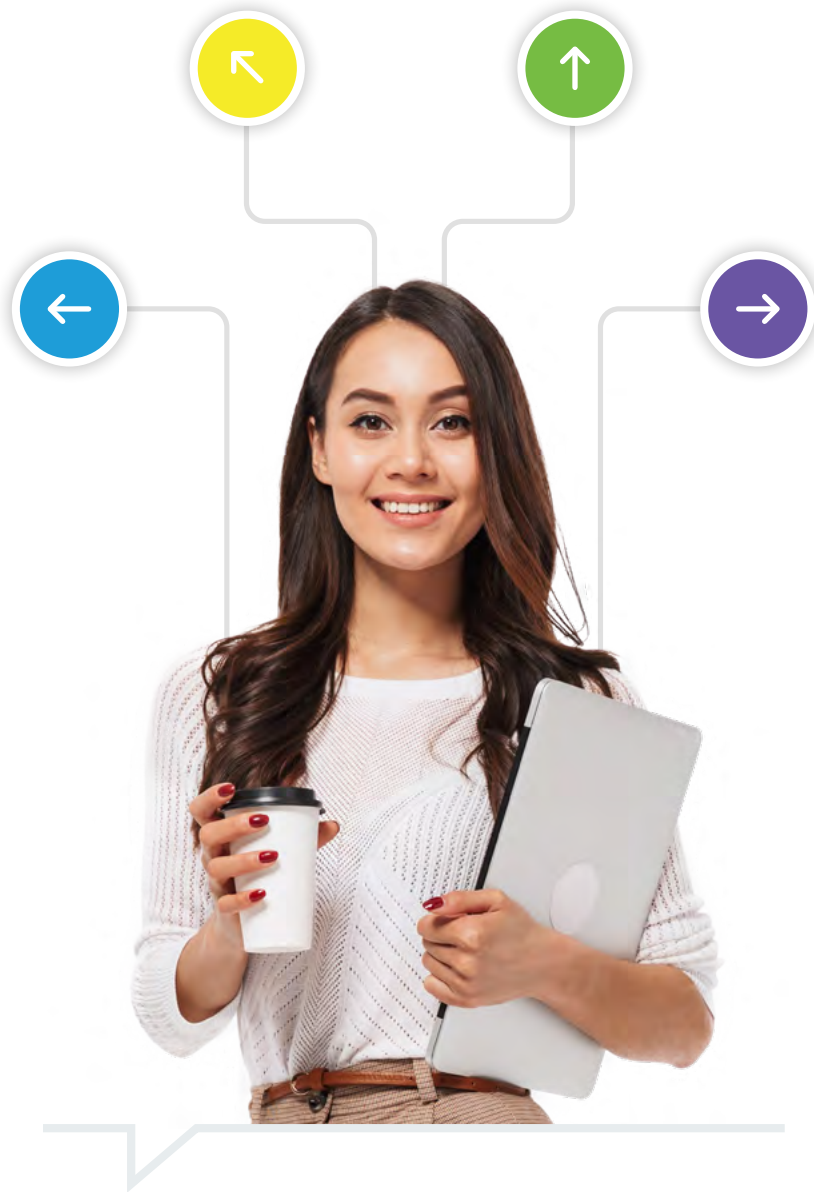


Networker & Marketer

Networkers & Marketers are the agents who see themselves more as relationship-builders. As a result, they get a lot of referrals and repeat business, as well as leads from people already eager to hire them.

They spend most of their days meeting prospects (often referrals) and working with clients.





Choose your Path Wisely

If you're a high-energy, hard-driving salesperson, than you might enjoy chasing down leads.

However, if you're like more than 85% of new Realtors, you have a different vision. You want a career where your reputation, contacts, and marketing system are driving your success.

So you need to think about:

- ✓ Your personality.
- ✓ Your strengths.
- ✓ How you want to spend your workdays.

You don't want to start your first year with the wrong lead generation strategy!

If, after reflection, you decide that the Networker & Marketer is more "you", then there's good news. Being a Networker & Marketer opens up a much more certain – and fulfilling – pathway to success.

Picture this Day in your Future

Imagine someone is thinking of selling their home. They want to find a good Realtor. Ideally, someone who has an excellent reputation for great service.

So what do they do?

According to research by the National Association of Realtors, they're most likely to ask someone for a recommendation. For example, they might ask a next door neighbor, "Do you know a good real estate agent?"

Now imagine that neighbor recommends you and only you. When the prospect calls, they're already interested in talking to you. It's likely they'll be eager to meet and discuss selling their home. In fact, they may not be talking to any other agent.

You're it!

That means there's an excellent chance you'll convert that lead.

And why did that next door neighbor recommend you? **They did so because you had a marketing system in place that built that relationship.**

That neighbor now knows, likes and trusts you. So they're happy to recommend you to anyone who asks.

Wouldn't it be great if hundreds of other people felt the same way? You can make that happen, with the right marketing approach and system.



CLOSED LEAD

PROSPECTS

The Advantage of Building Relationships

When you focus your marketing on building relationships, you're building a network of people who are likely to recommend you to others and, in the case of past clients, use your services again for their next move.

In a real sense, you become the number one agent in a very exclusive and lucrative niche: your contacts. The more people know, like and trust you, the more referrals you'll get.

This relationship-building approach is ideal if you're more the Networker & Marketer type we discussed earlier.

- ✔ You don't have to go broke "buying" low-quality leads.
- ✔ You don't have to face a future of constantly prospecting and scrambling for business.
- ✔ You don't have to act like a shark preying on people to give you their listing.

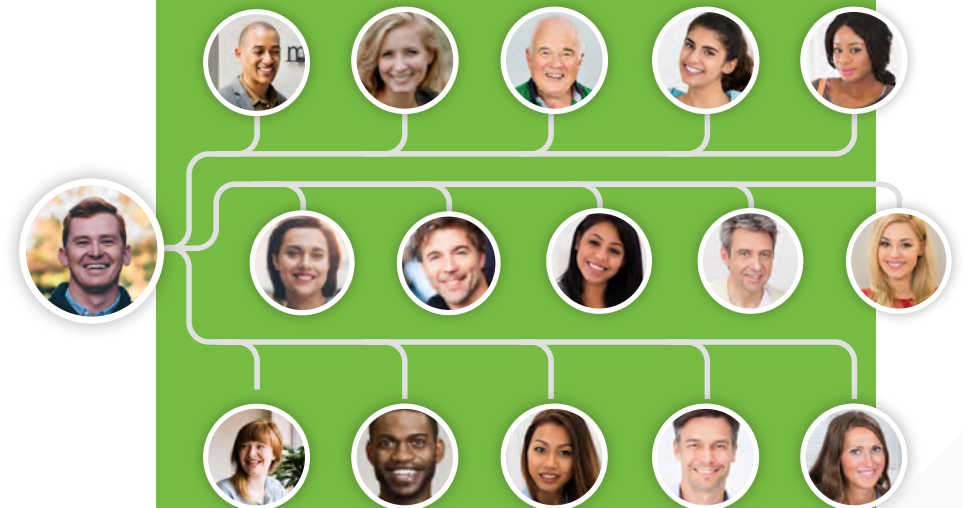
Instead, your career grows as an ever-increasing number of people see you as their agent-of-choice. As a result, the number of referrals and repeat business you get grows each year.

And so does your income.

The Referral Goldmine

The average homeowner is in a position to recommend a real estate agent an average of 3 times a year.

That's 15 potential transactions per contact over five years, not including spin-off referrals and repeats.



Making it Work

So how does this relationship-building strategy work? There are two basic steps.

1. Build your contact database.
2. Stay in touch with those contacts in a way that gets them to “know, like and trust” you.

Let’s explore each step in more detail.

First, you need to regularly add contacts to your database that have a reasonable probability of recommending you to others and, in the case of clients, use

your services again. **That’s why having a good real estate CRM is so important.** It not only gives you a place to store contact information, but the right CRM will also have tools for building those relationships (such as automated alerts to send birthday wishes.)

Even if you’re beginning from scratch with no clients, you still should be able to create an initial database of 25-50 contacts just from friends and family alone.

That’s a good start!

Each week, review your database and see who else you can add. Did you talk to a good prospect this week? Did you meet a new industry prospect, such as a real estate lawyer? Did you connect with a homeowner in a neighborhood you’re targeting?

Add that person to your database!

Think of your database as your number one business-building asset.

Who should you add to your contact database:

- ✓ Friends
- ✓ Family members
- ✓ Old work colleagues
- ✓ Neighbors you know
- ✓ Clients
- ✓ Current prospects
- ✓ Previous prospects with potential
- ✓ Referrals you’ve received
- ✓ People you’ve connected with at open houses and other events
- ✓ Homeowners you’ve met while door-knocking or prospecting in other ways
- ✓ Local business owners and industry contacts who may be able to recommend you
- ✓ Leads captured from your website, Social Media, and other online marketing



How much business can you get from your initial database?

Say you begin with 50 contacts (clients, past and present, as well as other qualified contacts.) How many referrals can you expect to get from those people?

- ✓ Those 50 contacts will know an average of 3 people who move each year.
- ✓ If you stay in touch the right way, you can reasonably expect to get 20% of those leads.

- ✓ Over the next year, that's **30 leads**.
- ✓ It's likely you'll close at least 5 of those. (Remember, they're not cold leads, they're referrals.)
- ✓ That will result in about **7 transactions**. (Some will both sell and buy with you.)
- ✓ Based on \$12,000 as your share of the commission per transaction, that's **\$84,000**.

As you build your database in future years, your income will grow!

Staying In Touch

Once you have your initial database set up, and you're committed to adding new contacts weekly, your next step is to stay in touch with those people.

Remember, your goal is to build those relationships so they consider you their go-to Realtor. That requires more than merely calling or visiting occasionally.

You need a consistent approach.

Here at IXACT Contact Solutions Inc., we've been helping s build thriving businesses for more than three decades. We've tested many approaches and learned exactly what works.

Here's the proven game plan for staying in touch with your contacts.

- ✔ An informative monthly e-Newsletter
- ✔ A monthly market update email.
- ✔ A relationship-building call 2-4 times a year.
- ✔ Birthday, move-in anniversary, or other best wishes once a year.
- ✔ For clients, an annual real estate check-up.
- ✔ A client event once a year (such as a new home buyer webinar.)
- ✔ Consistent sharing of high-value content via your website Blog and Social Media channels.

This plan results in dramatically more referrals, which increase year after year. It also generates leads in other ways.

Pro Tip – Direct Mail

Direct mail is another great way to keep in touch with past clients and other qualified contacts.

So why is direct mail so effective?

It's tactile and impactful and makes a personal connection that's second only to a personal call or visit.

In addition, mail is not a crowded channel, so if you send an eye-catching piece containing valuable information, it's going to get noticed.

Although direct mail costs a little more, it has a high open rate and it's a great complement to your e-marketing efforts.



Adding Value is Key

As powerful as this stay-in-touch plan is for generating referrals and other leads, it only works if you consistently add value. The last thing clients and prospects want is an agent constantly pestering them for business. “Do you plan to move again soon?” “Are you thinking of selling your home?”

You know those salesy approaches don’t work and will likely have the opposite effect.

What does work is adding value with every communication. That means:

- ✓ Your e-newsletter should be packed with news, updates and helpful how-to articles.
- ✓ Your relationship-building calls should be focused on answering questions and providing advice.
- ✓ Your annual real estate checkup should be all about helping previous clients understand the current value of their home and whether it’s still a good fit for them.
- ✓ Client events should be all about thanking clients for their support and greeting the guests they brought with them (many of whom may become new leads.)

Value. Value. Value!

So now you know that building relationships is the path to more and more referrals. You know you need a good CRM to grow your database of contacts. You know you need to stay in touch consistently with those people, using a proven plan.

How do you put that plan into action?



You Need the Right Marketing Success System



The last thing you want is to spend most of your time on marketing. You don't want to be juggling multiple vendors and service providers. You don't want to be managing the writing, design, printing, and mailing of your newsletters. You don't want to stare at a long marketing to-do list each month and wonder how you'll ever get through it.

The good news is, you don't have to.

Even though the proven game plan for staying in touch with your contacts and maximizing referrals has many moving parts – direct mail, email, personal messages, original content, etc. – the right marketing system will automate and do most of the work for you.

In fact, even as your database grows, you'll only need to spend about two hours a week on your marketing.

And with the right system in place:

- ✔ Your contacts will increasingly “know, like and trust” you and see you as the agent-of-choice.
- ✔ Your contacts will recommend you to friends and neighbors.
- ✔ Clients will call you again for their next move.
- ✔ Your reputation will grow, as will your income.
- ✔ You'll spend more time doing what you love, which is working with prospects and clients and enjoying a thriving business.
- ✔ You'll truly be building a business that gets better year after year.

That's what the right marketing system will do for you.

Your Next Step to a Successful First Year

We asked a question early in this guide. **What kind of Realtor do you want to be?**

Do you want to be an agent who toils away at following-up and attempting to close low quality leads year after year? Or do you want to be the agent who has a thriving business, attracting lots of referrals and having a great time?

The sooner you turn on a proven marketing system for building relationships with your contacts, the sooner you'll be on the right path to this kind of success.

Checklist for Choosing the Right Marketing Success System for Real Estate Rookies

- A real estate CRM that has everything you need to add to and grow your database, and manage your marketing and business.
- Automated e-Newsletter packed with great content, including updates and how-to articles.
- A responsive and mobile-friendly agent website, designed to showcase your brand and convert visitors into leads.
- Professionally-written blog articles and social media content each month.
- Everything done for you: writing, design, printing, mailing.
- Free coaching and real estate marketing advice.
- A company who is experienced in real estate marketing and who cares about your success.
- Eye-catching direct mail newsletter packed with value for your contacts. Optional Add-on for Rookies ready to take it to the next level.

IXACT Contact Success System for Rookie Realtors

- Included
- Included
- Included
- Included
- Included
- Included
- Included
- Optional Add-on for Rookies ready to take it to the next level.

FREE FOR SIX MONTHS!

An exclusive benefit for Rookie Realtors

We've made it easy (and affordable) to get started today

You're excited about building your new career as a real estate agent. Yet, you're also under pressure to get results – on a limited budget.

We understand.

That's why we created a special **Real Estate Marketing Success System** for new Realtors like you. You get the guidance, marketing systems, tools, and strategy you need to make your first year a winner. All without breaking the bank!

We'll set you up with:

- ✓ The best and easiest real estate CRM for Rookies – IXACT Contact – that keeps you top of mind with all your contacts.
- ✓ An automated monthly e-Newsletter that positions you as the authority on real estate and homes.
- ✓ A lead-generating website that positions you as the go-to agent.

ALL FREE FOR SIX MONTHS EXCLUSIVELY FOR ROOKIES!

PLUS, you'll get a FREE 'Concierge' call with one of our Customer Success Reps to help you get up and running as quickly as possible.

Get your career and income soaring, sooner.

Start your 60-Day **FREE** Trial Today

Contact us for more details on our exclusive program for Rookie Realtors that includes IXACT Contact's award-winning real estate CRM and marketing system **FREE FOR SIX MONTHS!**

Book a 15 minute call with one of our Real Estate Success Consultants. Email us at info@ixactcontact.com or call us toll-free at **1.866.665.0018**