

Prospecting, Marketing Plans, and Strategies for Success

“People with goals succeed because they know where they are going.”

Keys to Success:

- Start the Cycle
- Stay on the Path
- Prioritize Your Activities
- Prospect Like a Pro
- Work the Numbers
- Train / Be Confident & Positive



PROSPECTING

- ◆ Prospecting are activities conducted by real estate agents in an effort to generate leads, contacts, clients, and ultimately, new business. There are many methods of prospecting, including door-to-door solicitations, cold calling, mass mailers, e-mail blasts, call-ins, door hangers, and getting involved in the community.



PROSPECTING

- ◆ It has been proven that those who are most successful have a system for success. They have a plan, set goals, and write them down. When it comes to real estate success, it is important to have:
 - ◆ A Written Marketing Plan
 - ◆ A Consistent Prospect and Client Tracking System
 - ◆ Standardized Phone/Email Follow Up



PROSPECTING

Create a 4-12 Week Action Plan

- ◆ It is important for you to be familiar with the concepts of successful Business Development and Business Support activities. Develop a specific 4-12 week action plan to get started. Each planning period should be divided up into sections:
- ◆ Business Development (activities in the sales cycle)
- ◆ Business Support (activities that support the sales cycle)
- ◆ Activity Plan (schedule of taking action)



PROSPECTING

Business Development (activities in the sales cycle)

- ◆ Contacting prospects (phone / in-person)
- ◆ Following up on leads
- ◆ Qualifying buyers
- ◆ Showing homes to qualified prospects
- ◆ Writing and presenting offers to purchase
- ◆ Giving listing presentations to qualified sellers
- ◆ Listing marketable properties
- ◆ Attending to offers on your listings



PROSPECTING

Business Support (activities that support the sales Activities)

- ◆ Following up on transactions
- ◆ Previewing properties
- ◆ Making flyers, marketing materials
- ◆ Developing your database
- ◆ Learning how to use Winforms, Tempo
- ◆ Sending out mailings, emails, etc.
- ◆ Attending meetings and trainings



PROSPECTING

The Real Estate Business Cycle

The following explains the real estate business cycle and the five principles for success that will help you reach your goals.

- ◆ Start
- ◆ Prospect: Find buyers / sellers
- ◆ Qualify buyers /sellers
- ◆ Show homes / do listing presentations
- ◆ List Homes
- ◆ Buyer purchases / Listing sales



PROSPECTING

Develop a marketing plan that combines all the various things you need to do to generate business. You may also include time frames and how often you'll need to focus on certain tasks. **Here are some sample marketing activities:**

- ◆ Make a list of contacts (friends, family, co-workers, etc.)
- ◆ Send out initial announcements
- ◆ Prepare a "listing presentation" package



PROSPECTING

- ◆ Develop a resume of your experience and areas of specialization
- ◆ Gather letters from past clients (if any)
- ◆ Familiarize yourself with the area - Know the local schools, parks, shopping malls and closest freeway access points
- ◆ Preview homes
- ◆ Send out cards to new contacts you've encountered recently
- ◆ Conduct Open Houses



PROSPECTING

- ◆ Mail out or deliver flyers to neighborhood before an Open House
- ◆ Contact everyone who stops by
- ◆ Prioritize prospects to work with
- ◆ Attend Office Trainings
- ◆ Schedule Office floor time
- ◆ Increase social interactions / community events
- ◆ Attend parties
- ◆ Talk to people (at store, Starbucks, etc.—use discretion)



PROSPECTING

- ◆ Set up a real estate database
- ◆ Order open house signs w/ phone number
- ◆ Listen to success motivational training tapes
- ◆ Make contact on expired listings, FSBOs,
- ◆ Make contact on NOD's (Do-Not-Call rules may apply)
- ◆ Farm an area/areas (500-600 homes). Go out twice a week (pass out flyers).
- ◆ Follow up on leads immediately
- ◆ Read your marketing plan everyday!



PROSPECTING

The following pages provide a sampling of strategies and specific ideas for you to “Continue the Real Estate Business Cycle” and Prospecting. Remember, the core of your marketing plan must include ways to talk to people and find prospective buyers and sellers.



A. FUNDAMENTALS

Sphere of Influence

Remember to start your marketing with all the people you come into contact with – your “Sphere of Influence.” Make a list of all the people you know.

Place a phone call. Or send a simple letter or postcard announcing that you are in the real estate business. Include your contact information and/or business card and a request to call you if they know of anyone who might need a real estate agent. A simple phrase "I Love Referrals!" is a good way to let them know to keep you in mind.



In-Person Cold Contacts

This opportunity is one of the very best. Agents have become millionaires just by talking to people they meet at the store everyday. Hand out your business card to people you meet EVERY DAY at the coffee house, grocery store, etc. Ask for referrals! After you meet someone and develop a rapport, try saying something like “Will you do me a favor and take my card. And when you meet someone interested in buying or selling real estate, would you please ask them to give me a call. Thanks a lot.”



Cold Calling

Cold calling means picking up the phone, dialing a stranger and asking for a lead. When cold calling, use an updated phone list cross-referenced with the National Do-Not-Call list, and armed with a good phone script, make phone calls and generate leads. Ask for referrals!

What works is the numbers. Cold calling does provide a lot of contacts in the least amount of time. It also brings lots of rejections, but this effort will bring you prospects and give you plenty of opportunity to increase your sales skills!



For Sale by Owner (FSBO)

While driving around, you may notice For Sale By Owner (FSBO) signs, a good source for potential listings. You may also find these advertised in the local newspaper, such as the San Diego Union Tribune.

A FSBO is someone selling his or her property without the help of a real estate broker. Write down the address, phone number, and description of the home. Drop off a letter or flyer offering a free market analysis or other free item of value such as a FSBO guide, a C.A.R. contract, or how to prepare a home for a successful sale.



Expired Listings

When a listing has expired, try to make an appointment.

Introduce yourself, inquire about availability, and try to get inside the home. Establish a relationship and try to understand the owner's motivation. Get an appointment to meet the spouse and make a presentation.



B. NICHE MARKETING

Military Marketing

If you or your relatives or friends are in the military, look into advertising in the military newspaper, passing out military “Special” flyers, or offering to conduct a short talk on first time home buying, 100% financing, etc.



Medical Industry Marketing

If you or your relatives or friends are in the medical industry, look into advertising in the medical industry newspaper, passing out medical industry “Special” flyers, or offering to conduct a short talk on first time home buying, 100% financing, etc. Try to work with the HR department to get the word out.



Education Sector Marketing

If you or your relatives or friends are in the education sector, look into advertising in the local school newspaper, passing out “Special” flyers for teachers, sending flyers to student’s homes, or offering to conduct a short talk on first time home buying, 100% financing, etc.



Rental Community Marketing

1. Drop off home buying or 100% financing flyers at rental communities/apartments.
2. Consider knocking on doors and conducting a “survey” as a way to begin a conversation with the tenants.
3. Send out postcards to apartment tenants offering free pre-qualification, no-money down, etc.



Real Estate Owned (REO) Marketing

If you or your relatives or friends know someone at a financial institution, try to develop a relationship with someone in the loss mitigation department.

If properties are not sold through a short sale or at an auction, these homes will need to be sold by the bank through a real estate broker. This could be you! If you do a good job on the first one, chances are the lender will use you for others, and you can develop the relationship into a source of ongoing listings!



Notice of Default (NOD) Marketing

Work with one our Title company Reps and obtain a current NOD list. Have the list cross-referenced with the Do-Not-Call list.

Call the owners. If the property still has equity, you can attempt to get a listing and sell the property for the owner, and save them any remaining equity. If the property has no equity, educate the seller. Explain the advantages of a short sale, and how it is better to act sooner than later.



Notice of Default (NOD) Marketing

As short sale experts, we can help the owners get out of the property, relieve the stress they are dealing with, and help their credit by avoiding a bank foreclosure.

There are many NOD and short sale opportunities available now and in the future. Become an expert on short sales now and you will be able to help people out of their financial situations, and benefit from the real estate sales opportunity for the next several years to come!



C. LISTING / OPEN HOUSE ACTIVITIES

Conduct an Open House

Take an Open House Register to log in prospective homebuyer's information. Use the register as a prospect list of homebuyers. Even if you do not get a buyer for that particular home from the open house, you may still be able to pick up client who want to buy another home or sell their home (or both!).



Volunteer for an Open House

If you do not yet have a listing of your own to conduct an open house for, there may be another agent in the office who has a listing. You can approach him or her and volunteer your services.

Tips on how to increase your chances of picking up new prospects at open houses are mentioned in the Open House Section of the Marketing Guide in the Watkins Realty Group Training Manual. This is also available online.



Neighborhood Announcement – Just Listed / Open House

A couple of days before or on the day of the open house, mail or drop off “Just Listed” or “Open House” door hangers, postcards or flyers to the neighborhood announcing the open house. Invite the neighbors for food, CMAs, etc. This is a good way to generate other prospective sellers and referrals.



New Listing Cold Calls

Check all the new listings each day and call the neighbors. Let them know that a house just came up for sale in their area and then tell them you anticipate this house will bring a lot of buyers into the neighborhood. Ask if they have ever thought of selling their house. Even if they are not thinking of selling, they may refer you to a neighbor who is.



D. ADVERTISING ACTIVITIES

Traditional Advertising

Consider local advertising options:

1. San Diego Union Tribune
2. San Diego Reader
3. Other real estate related magazines
4. Craig's List Online



Non-Traditional Advertising

Consider other local advertising options:

1. Businesses that allow you to post your business cards or flyers - coffee houses, dry cleaners, grocery stores, etc.
2. Bulletin boards at rental communities/apartments
3. Community Newsletters
4. Military Housing Newsletters
5. Industry Newsletters



Neighborhood Signs

Consider putting up signs around your farming neighborhood offering information on 100% financing, free prequalification, 0 money down, FREE Foreclosure lists, etc. This will generate leads for both loans and real estate buyers.



Neighborhood Announcement

When your buyer moves into a new neighborhood, consider hosting a house warming party for them. Promote the house warming with door hangers or flyers to the neighbors, and send out invitations to the new homeowner's friends, family and associates. This is a great way to solidify your relationship with the buyer and a terrific way for you to be the hero at the party and meet many new prospects!



Vehicle Signs

Whether you drive a car, SUV or truck, consider adding a magnetic advertising sign to the side or rear of your vehicle. After a modest initial charge to produce the sign, you receive ongoing advertising at no additional cost! If you choose to use this type of advertising, try to give the people observing the sign “a reason to call.”



E. DEVELOPING REFERRALS

Focus on Referrals – Friends & Family

Develop a network of referral sources that will give you ongoing referrals. Stay in touch with all your referral sources on a regular basis. At the top of the referral list is friends and family. If you wish, you may offer a referral incentive to inspire them to promote you.



Focus on Referrals – Happy Clients

Happy customers are a great source of referrals- stay in touch with them! Develop a database follow up system – Monthly e-mails, personal notes, phone calls and visits. You may also consider offering a referral incentive to inspire them to promote you.



Referrals – Banks & Credit Unions

Banks and Credit Unions offer home loans but they cannot provide real estate services.

Many customers may go to their bank to get “pre-qualified” and begin using the Internet, reading the newspaper, and driving around to look at prospective homes.



Referrals – Banks & Credit Unions

The bank cannot do the loan without a real estate purchase contract, so you are helping them make a deal. If the bank loan officer asks if the customer is working with an agent and the answer is “no,” wouldn’t it be nice if they gave your business card and recommended you as a professional real estate consultant!

If you can make one person in one branch happy with the relationship, you will have the opportunity to expand the relationship to another branch and another loan officer.



Referrals – Banks & Credit Union Seminars

Consider doing a joint finance/real estate seminar with a bank or credit union. They can cover the loan side, and you can cover the real estate. You may also simply be present to answer questions at a home loan seminar they present.



Referrals – Banks & Credit Unions

Turndowns

Most banks have a handful of loan programs. If the customer doesn't "fit" into one of the programs, they will have to turn them down. On a referral basis, you may be able to step in and offer a home loan product that makes the customer a happy one. With the home loan, you may also be able to pick up the real estate representation services as well!



Focus on Referrals – Businesses

Many businesses that you give your personal business to (dry cleaners, coffee shop, salon, etc), as well as others, will allow you to display your business card or flyer at their place of business. Take advantage of this free advertising opportunity! You may also consider offering a gift to cashiers, etc. that refer potential clients to you.



Focus on Referrals – Divorce Attorneys

When a marriage ends, there are usually divorce attorneys involved. Many times a jointly owned home is sold during the proceedings. Divorce attorneys are a good source of referrals, as you may represent the couple to sell their property. You may also represent the husband or wife in purchasing another home. Find ways to network, receive referrals to, and meet divorce attorneys to establish a working relationship.




Referrals – Probate Judges / Courts

When a property is sold through probate court, a licensed real estate agent must oversee the sales. Find out how you can become one of the approved agents for these transactions.



Referrals – CPAs, Accountants, Financial Advisors

People often turn to their accountant or financial advisor for advice on how to decrease their tax liability and consider various investment options. Accountants and financial advisors are a good source of referrals. Find ways to network, receive referrals to, and meet CPAs and financial advisors to establish a working relationship.



Prospecting, Marketing Plans, and Strategies for Success

***"The real secret of success is enthusiasm."
- Walter Chrysler***

Keys to Success:

- Start the Cycle
- Stay on the Path
- Prioritize Your Activities
- Prospect Like a Pro
- Work the Numbers
- Train / Be Confident & Positive