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This Article
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115 Ways to Generate More “Right Now” Business in Real Estate!

A short time ago in San Diego, California, 107 Top Producing realtors participated in a high-level mastermind and idea exchange. The purpose was to discuss “*what’s working now to generate business?*” Not to create new programs... but to share their best practices for generating listings and buyer appointments now!

The following report is a collection of their proven, extremely effective, highly profitable, immediately implementable marketing strategies, tactics, scripts and approaches for generating business.

A word to the wise. This report is so packed with good ideas you may begin to feel overwhelmed. Our advice to you is simply find 2 to 3 ideas you can implement now. Take action on them. Generate more business. Then, come back for more!

ADVERTISING

- Only use an 800 number.
- Never offer the price.
- Always showcase “hot investment opportunities” in addition to your listings.
- At the bottom of your add “Prices change all the time, call for today’s price”!
- 800-Call capture - call back immediately. “We got disconnected before you were connected to me, I’m just calling to see if you have any other

questions?" (Look into www.myagentphone.com for a cheaper alternative).

- In all ads print "Ask me about 100% financing options?"
- Run small classified ads, "Hot investment opportunity - Call now!" Every time you feel like stopping you'll get a great call.

DIRECT MAIL

- Send 500 Just Listed postcards around every new listing. Offering, "FREE Market Analysis".
- Always mail Open House invites to the neighborhood.
- Use services like www.cardsconnect.net to send hand written personalized invitations.
- Start a direct mail to investors, multi-unit owners and absentee owners. Postcard program system: one every week for first 3 months, one every other week for the next 9 months. Offer your services, CMA's 1031 exchange services and more.
- Mail all new listings to your database of past clients, sphere and networking groups. The offer: "Do you know a buyer for this home?"
- Use the headline "Curious about the real value of your home? Call me today for a FREE Market Analysis!" Make sure to always include testimonials in all direct mail.

DOOR KNOCKING

- Script: *"We have just sold a house in the area and we are still getting calls on that house; in order to help those people do you have any person who might be interested in selling?"*
- Door knocking with a purpose: *"We are looking in this area for a family who really needs to buy a home"*. Use a request letter and in the letter, have a picture of the family and ideally an emotional request from them.

EXPIRED LISTINGS

- Door knocking Expired Listings and continually go back. Leave personal notes. Show persistence.
- Use the RED X system to prospect Expired Listings and FSBO's. www.theredx.com
- Expired Listings format: Deliver a prelisting package with a strong cover letter (the one on www.yourcoach.com) and an "EASY" button in a gift box.
- The "No Call" Expired system: 5 hand written notes for 5 consecutive weeks. Then mail them a newsletter and Just Sold card every other week. www.yourcoach.com has the cards verbiage on line.

- With Expired Listings, send a letter one week and then a crumpled letter with a note on it "We sent you a letter but you must have thrown it away, we want to be of help, please read".
- Call Expired Listings using script. Focus on building rapport and setting a preview appointment.
- Track how often you call, leave messages, knock on their door, mail to them, etc. Then drop off a hand written note explaining what you've done and when with a close, "*Who else do you know whose shown this much persistence?*" If you're ready to hire the right agent, call me!

FARMING

- Sponsor neighborhood garage sales and work the community the next day by knocking on doors.
- In your Farm, put together a "Hot Properties" sheet and educate your farm. Mail or distribute in person and ask for business.
- Create Neighborhood Watch campaigns . . . be "the solution" in your farm.
- Sponsor a Fire Station open house in your community! Invite your past clients, sphere and farm and work them for "NOW business and referrals.
- In your farm, rent a dumpster in front of your house - flyer the neighborhood for people to bring their trash. Put your promotional signs up and work it one day like you would an open house.
- Postcard mailing - (front): put a photo of a child with "Want to buy a house in 20 years, call me" (on the back) your photo with "want to buy a house now, call my Mom/Dad!"
- Do block parties in your farm and work them like crazy for referrals.
- Co-market with your lender postcard - (front): offer CMA and on the other (back) "Concerned about your loan payments? FREE mortgage re-evaluation! Call now".
- Sponsor safety fairs in your farm.

FOR SALE BY OWNERS

- Script: "If I had a buyer for your home, are you cooperating with Realtors?" If yes, set up a preview appointment. If they ask "Do you have a buyer?" You respond, "I don't know, I haven't see your home . . . what would be the best time to see the home, are you free this afternoon?"
- When previewing FSBO's use the script from www.yourcoach.com to build rapport and close for a listing appointment.
- Mail five handwritten notes to FSBO's before calling for a meeting. Same concept for the expired system.

- Call old FSBO's (6+ months back) and call them about a recent sale...then ask, "Have you ever considered selling?" Open up the dialogue and pre-qualify.
- Stop when you see them!
- Offer to advertise their property in print or on your fliers and website.

INTERNET AND WEB MARKETING

- Sponsor a community website and approach all businesses in the area to advertise on the sites and partner with them.
- Buy www.yourareaortownmls.com as a stealth site. Promote through bus benches, at least 10 in your community. As well, through shopping carts. Use effective headlines, "Curious about the values in our area? Visit www.ourareamls.com.
- Take top 5 competitors names and do a pay per click campaign on them that leads to your site!
- Work with someone to optimize your website, www.RealEstateWebmasters.com or www.realsourcebrokers.com.
- Advertise your listings on www.craigslist.com.
- Do virtual seminars on web cast and make available on your site as downloads.
- Do pod casts about the market, about your farm, or directed to offerings for your past clients.
- Place your listings on www.realtor.com - "Featured" listings section.
- Blog, blog, blog. Post a blog at least once a week. Use your market key words nonstop. Words like real estate, your community name, MLS, your latest listings, sales, etc. . . you can hire a blogger at www.elance.com.
- Use Real Pro Systems - www.realpro.com for stealth sites.
- Offer Top Producers new product "Snapshot". This will cause people to sign up and register their information. Plus it tracks their activity!
- American Home Mortgage offers a similar solution called "Home Buyers Scouting Report". It's FREE and unlimited in terms of users. Contact AHM for more information.
- Check out www.agentmachine.com for their lead systems.
- Advertise in real estate guide of www.craigslist.com. For maximum effectiveness, update it every other day. Use 3 different pitches and rotate them every other day!
- Advertise yourself and your listings on www.postlets.com (free), www.backpage.com and www.obeo.com.
- Cross-market with agents to place their listings on your site and vice-versa.
- Build your email database by offering valuable reports, Snapshot or other tools. Market to your email list with open house invitations, special promotions and more.

MARKETING

- Post several properties on the back of flyers in front of homes, with an 800 number. Promote 4 of your own, 1 FSBO that you're trying to list and 1 really "HOT" property (not necessarily your own) and 2 investment properties (may also not be yours and also may not be in the area)!
- Distribute pens with your name and phone number and give to strategic partners.
- "Talking House" - radio receiver inside house so that potential buyers can call number and receive recorded information about the residence.
- Put a "Pre-Foreclosure - Must sell Fast!" rider on short sale home that you are listing for sale.
- Advertise "FREE-over the phone CMA's"
- Partner with a top producing lender and do radio advertising to a web site or 800 number.
- Work notice of defaults. www.foreclosures.com
- Always wear your nametag if you have one. If you don't, get one!
- Flyer insert into your local newspaper, promote your listings, a community website or an event.
- Bus bench advertising your website or offer of "Call for the value of your home FREE!" - add your 800 number!
- If you're going to advertise in your church bulletin, use scripture quotes that are meaningful to you that stand out.
- Use "Buyer Represented by "Your Name" signs on every buyer sale you do.
- Throw a "Meet your new neighbor" party when you sell a buyer.
- Rent a movie theater for a hot movie. Create a station and a sign FREE MOVIE. All they have to do is fill out your registration card. Before the movie starts, make a small announcement. "This is just one way I like to give back to my community, if you ever have any real estate needs, I'm your guy/gal! Thank you and enjoy the show!"
- Use an 800-call capture system. www.archtelecom.com
- Offer "Would you like the school reports?" Put that on property flyers, your website, etc. as a call to action.
- No prices on flyers or ads! Make them call for more information!
- Clothing with your company and logo on them.
- Sponsor local sports teams.

NETWORKING and STRATEGIC ALLIANCES

- Create a connection with the local fire fighters. In small groups teach them how to invest, "fix and flip" and more!
- Develop relationships with key vendors. Refer them all of your business and call them monthly for their referrals. Vendor list, painters,

landscaper, interior designer, stager, handy man, plumber, electrician and more.

- Require and reward your staff to bring in referrals. Have them wear a name badge and your logo golf shirts daily. Give them cards to give out to friends. Put their friends and family on your mailing list.
- Network with financial planners, connect, give them referrals and then ask for referrals.
- Develop an alliance with Divorce and Probate attorneys.
- Identify medium to large companies and set up meetings with the head of Human Resource department. Become a great resource. Make a listing presentation! Bring them your buyer presentation information.
- Call on banks and lenders to find out what you have to do to qualify for their REO business.
- Join "For You Network" - a women's only network.
- Connect with your own children's school or schools in your community. Advertise on their website and ideally be allowed to connect with the teachers. Your goal should be to help all teachers moving in or out of the system.
- Talk real estate with everyone and ASK for the business.
- Connect with Bankers and establish relationships and ask for referrals.
- Create an alliance with builders to become the listing referral agent for all of their buyers' homes. As well, create a referral system for buyers who decide not to buy there for a referral fee.
- Be active with your Chamber of Commerce, go to events and connect with someone new each time. Make sure you are asking people about their business, work, etc. They will naturally reciprocate.
- Join the free online networking group called www.linkedin.com and market to them.
- If available join www.letip.com and www.bni.com for networking groups where you will be the only real estate agent.
- Host a dinner with your financial planner for clients, this will allow you to open up new relationships.

OPEN HOUSES

- Do "two" open houses per day with sign riders up for a week! "Open House Sat/Sun from "x" to "y", noting the time of the open house on the For Sale sign".
- Open house with a system: greet people at the door; ask for sign in; brochures at the other end of the house, "fill this out while I get you a brochure!"; "How does this house work for you?"
- Open house script: "How did this work for you?" Make a list of 5 things they didn't like. Then ask, "Tell me more about what you're looking for?" Make a list then ask, "If I come in contact with the property with

those specifics, what's the best number to reach you at?" Immediately put your head down and write your area code then wait!

- Work with local restaurants, services and stores to offer gift certificates for signing in to your open house.
- To engage prospects at an open house . . . create a scavenger hunt throughout the home!
- At your open houses, put a DVD virtual tour on the television in the open house with a continual loop that keeps it on all day.
- Stand in front, when people show up, introduce yourself . . . then ask "Are you looking at homes today or just stopping by my open house?" There are usually 3 price points in the community/area . . . point out the high end, the medium and the low. Tell them which one your house is . . . then ask, "What price range are you looking in?" This will engage the prospect and allow you to build rapport.
- Mail 500 invites to the community along with your database.
- Do evening, wine parties as open houses! Two hours from 6 to 8 with your affiliates working the room and endorsing you.

PAST CLIENTS AND SPHERE

- Take your (AAA) clients to lunch! (Do 2 to 3 lunches with clients per week) and ask for referrals!
- Call past clients and offer them something of value! (Market conditions; ask friends or family who they know who wants to buy and/or sell). Also ask how much equity do they have and/or are they interested in investing?
- Use a referral script for identifying your true referral partners and segment your database of past clients and sphere. Spend your time and money on the ones who will bring you business.
- Subscribe to Fortune and Money magazine and collect great articles about real estate. Use these articles when calling past clients and leads. Send it or drop it by. This creates another great reason to call and ask for referrals.
- Involve your past clients in getting your business . . . "I have a goal to help 25 families buy, sell or invest in real estate . . . who do you know that needs our help?"
- Ask for referrals at the end of every phone call. "Before I let you go, who do you know . . ."
- Use voice broadcast technology by Arch Telecommunications. Use this technology to determine if people are home. Call the ones who are home!
- Mail Thanksgiving cards out - being grateful and saying "Thank You" for the business (avoid the Christmas rush).
- Take your best clients to dinner and ask them to bring a friend or two that you don't know to connect with.

- Send out hand written letters or use www.vletter.com for automated "handwritten" letters.
- Mailers to past clients and SOI with some kind of tickets or gift card www.diningdough.com.
- Offer "Snapshot" program with Top Producer to your sphere, past clients and hot leads. www.topproducer.com
- Bottom line . . . just call them! Because everyone else is marketing to them as well!

PUBLIC SEMINARS

- Conduct first time homebuyer seminars.
 1. Promote to your past clients and sphere for their children, friends and family
 2. Direct mail large apartment complexes.
 3. Offer it to your church and farm.
- Conduct investor seminars with your lender. Focus in on how to use real estate as a retirement strategy. Find the right system from marketing to presentation, it's out there.

SKILLS

- Practice for 30 minutes everyday, the "Pre-Qualifying" scripts.
- Master the basic "Objection Handling" patterns.
- Get comfortable by practicing basic closes so you can "do it" when it counts!

So there you have it! Over 100 ideas to take action on to bring you more "Right Now Business"! Now that you've read the report, select 3 to 5 ideas and implement them immediately!

We, at Call Realty, are always affirming your success, sharing ideas, discovering opportunities and strategies so that we can all become more successful!

Sincerely,
Mark Sampson