

CRS Day – Best Ideas
November 5, 2004
Orlando, FL
Agent Money Making Idea Exchange

Vacation-Home Markets

- E-newsletter — www.myhomeownersclub.com
- Build relationships with limo and taxi drivers.
- Use catchy phrases in local ads.

Capturing Buyer's Interest

- Answer your phone and e-mail promptly.
- Buyer orientation program with calendar and lots of information. Personalize with name, free moving van, attorney, inspector, insurance agent, etc.
- SOAR Solutions — www.soarsolutions.net

Time Management

- Use prospect match from MLS e-mail.
- <http://www.settlementroom.com/index.html> — online contract management
- Use a “smart board” — bring buyers into your office and review all of the listings before you take them out.

Your Best Idea

- When the house sells, create a calendar with a photo of the house, utility numbers and all details pertaining to the sale.
- Host a party at your home where your clients are invited to come and wrap their Christmas presents (you provide the wrapping paper and bows) and enjoy a nice dinner.

Enhancing Referrals

- Make use of client testimonials.
- Host a party for customers. Give a gift to new possible clients.
- Make a list of all the people you refer business to and keep track of referrals they send you.

E-Marketing

- URL registry for your listings — www.godaddy.com
- Save brochure of property as a .pdf file to e-mail to your clients.
- Send e-mail newsletter to customers every 14 days.
- Hire a college student as your Web master.

First-Time Buyer/New Home Financing Seminars

- Present buyer seminars with other professionals in the business (Title Co., Lender, Home Inspector, Appraiser).
- Do not conduct seminars in your real estate office. Get a school involved and put fliers on the doors advertising the seminars.
- Serve lunch and conduct seminars at companies and churches.

Second Homes

- Advertise tax benefits but with a disclaimer to seek advice from a tax adviser.
- Market to buyers and sellers in the destination/origination markets.

Digital Camera

- Keep it in your car so it is always accessible.
- E-mail preview photos to the buyers.

Digital Marketing

- Create albums and slideshows to send to clients using www.ofoto.com.
- Make CDs and visual tours on www.visualtour.com.

Contact Management

- Use a Web-based contact system.
- Hire temporary data-entry employees to get the system operational ASAP.
- Make sure to acquire portability and easy access in any tool you purchase.

Personal Wealth

- Take CRS 204: *Creating Wealth through Residential Real Estate Investments*.
- Hold an investment seminar for renters.
- Go to www.thecreativeinvestor.com for information on investing and rehabbing homes.

Web Site Marketing

- Make your toll-free number the same as your Web site address.
- Have multiple URL's that take people to your Web site.
- Visit a Web site that specializes in Web design and Internet marketing such as www.advancedaccess.com.

Getting More Listings

- Turn buyers into sellers if they have a home to sell.
- Schedule an immediate listing appointment with a delivered gift basket to follow.
- Wow the seller with technology.

Virtual Assistants

- You only have to pay for the help when you need it.
- There are no personality conflicts.
- Frees up the REALTOR® to spend time with buyers/sellers.

Team Building

- The key to controlling the activities of team members is to put them on salary and pay bonuses.
- Have a regular weekly team meeting where all of the properties are discussed.
- Team members must be aware of what your expectations are.

Presentations

- Use a slideshow presentation for open houses.
- Be prepared with different PowerPoint presentations that you can customize on the spot.

Luxury Market

- Sell the sizzle of the property.
- Have the seller pay for the luxury advertising up front, then give back some costs at closing.
- Educate yourself on the property and the area the property is in.

Keeping Customers

- Develop a follow-up system that goes out 17 times a year and includes items such as recipe postcards, calendars, magazines, etc.
- Hold customer appreciation parties.

Handling Multiple Offers

- Have all buyer agents “sit” with listing agents when offers are presented.
- Come in fast with the best price and have the seller put “rejected” on all other offers.
- Look at the whole picture — higher price is not always the best.

Marketing Ideas

- Send an e-card of listings to your database of e-mail addresses using Advanced Access software.
- Absentee owners through taxrolls get a letter every 35 days.
- Put together a FSBO packet.

Internet/Web sites

- Own your own domain and sub-domains
- Think about keywords and metatags very carefully while designing your site.
- Review your Web site every day to make sure the information is up-to-date.

Negotiating Tactics

- Ask the buyer to write a letter about why they liked the home and the seller to write a letter about why they liked their home.
- Explain your expenses to the seller so they understand your commission.
- Ask sellers to have a home inspection prior to listing.

Building a Business Plan

- Define your reason for being in the business.
- Set up your goals: personal, financial, educational, spiritual, etc.
- Adjust current business plan based on past performance. You can review it periodically/quarterly.
- Put it in writing!!

Recruiting Assistants

- An assistant will help keep you organized and on task. They free up your time to complete more transactions.
- Find an assistant from your list of past clients.

Scripts/Dialogues

- “What are you going to do if we find the right home today?”
- “If a REALTOR® is willing to reduce his commission so quickly, will they be able to negotiate the price of your home?”
- “Would you accept a 10 percent return on your investment? How about investing that money into your home by fixing it up and I can almost guarantee a 100 percent – 300 percent ROI!”

Small-Town Selling

- Get involved in the community, schools and local businesses.
- Get high school students involved in a doghouse building project, auction them off and donate the money.
- Sponsor a local sports team.

Cultural Diversity

- Be sensitive to their customs.
- Hire a linguist if you do not know the language.
- Listen to what they say and discover what is important to them.

Managing Rental Properties

- Select one individual to handle all problems and to deal with tenant taxes and legal responsibilities.
- Request a \$25 fee for screening potential renters before you rent out the property.
- Hire a qualified property manager.