

WEDNESDAYS with WAYNE

LIVE AGENT TRAINING

Maximizing Your Sphere of Influence

Begins in:

10:00
Stop

WEDNESDAYS
with
WAYNE 
LIVE AGENT TRAINING

Maximizing Your Sphere of Influence

“Most people go through their whole life and never get leverage, and that’s sad...but what’s worse is when people have leverage and don’t use it.”

Colin Cowherd



The basic premise of today... You are HERE!
You have a **BULLETPROOF Leverage Point!!**
Let's USE IT!

*The 22
Immutable
Laws of*
MARKETING

*Violate Them at Your
Own Risk!*

**AL RIES &
JACK TROUT**

Authors of the bestseller POSITIONING

*Ries and Trout have done it again. Straight talk. Strong medicine. A must-read
for every CEO.* —Ray Kaplowitz, President and CEO, USA Network

“If you can’t be first in a category, set up a category you can be first in”

What’s YOUR Category?

Think of the companies/people that you use consistently

Do you have a “go to”?

Why?

PERSONAL CONNECTION and THE LAW OF RECIPROCITY

If you don't, the question is “why not”?

The Law of Reciprocity is simply this... when someone does something for you, you feel obligated to reciprocate or do something in return for them.

How much repeat business does the average agent do?

Percent of repeat business from past consumers and clients (median) 27%

How much business is done by referral?

Percent of business through referrals from past consumers and clients
(median) 24%

-National Assoc. of Realtors

Would you use your agent again? Definitely! Sellers 73% Buyers 75%

-2023 NAR Profile of Buyers and Sellers

SELLERS:

Actually used agent previously to buy or sell a home 26%

BUYERS:

Actually used agent previously to buy or sell a home 13%

What is the disconnect?

Remember:

70% of Realtors do not last 18 months

83% of Realtors do not last 5 years

80% of Sellers talk to ONE agent before listing

39% of those conversations are a result of a referral or relationship with the agent

Absent a VIBRANT past client/SOI plan, consumers are now going online to find an agent!

The reality is, we are late to the “disruption dance”
It happened to other industries years ago:

STOCK BROKERS-Charles Schwab, Etrade, Robinhood

TRAVEL AGENTS-Travelocity, Orbitz, Kayak

INSURANCE AGENTS-Geico, Progressive

LAWYERS-Legal Zoom

BIG BOX RETAILERS-Amazon

AUTOMOBILES-CARS.com, Carvana

We've been heading here for 20 years...



RE/MAX[®]
House of Brokers
2005...And Beyond

- **We have been marginalized and re-positioned.**
- **We've lost our selling proposition to the public – INFORMATION.**
- **The public expects more today than ever before.**
- **Our “independence” has turned into a detriment.**
- **In the future there will be 2 types of agents/companies:**

GREAT....and CHEAP!

Traditional Thinking:

Large Database

Sporadic Engagement/Limited Value

New Model:

Smaller Database

Enhanced Engagement/Great Value

Let's see how you are doing...

in SOI (know you, like you, see value in you)

X 4

X 5%

Projected SOI Transactions

The BIG QUESTION...

If I am in your database, how often do I hear from you and in what manner?

What Does The Math Tell Us?

1. Your database is too large
2. You aren't contacting them enough (with value)
3. Both

WHAT WE HAVE ALWAYS DONE TO STAY IN
FLOW ISN'T GOOD ENOUGH ANYMORE!

It's time to upgrade #'s of contacts and QUALITY !!!

(And you'll need to free up resources to do it!)

What's more important?

1. The size of your database?
2. The number of effective contacts you make to the database?

Never have a database of referral sources larger than you can afford to contact effectively!

To maximize the leverage point, it's time to make a strategic move in the way we look at our database...a "leap of faith" if you will

The Days of A's, B's, and C's are OVER!

In today's world, people are either A's or they are OUT!

Why?

Always make sure your database is filled with people who know you, like you, see value in you...

And you can **EFFECTIVELY STAY IN FLOW WITH!**

Consumer Behavior has changed,
and as a result...

“The Game” has changed...

ABSENT a STRONG RELATIONSHIP, consumers head to Google!

Google the following for your market:

Real Estate Agents in _____

Do you know them?
Where/do you show up?

Online reviews now carry equal or greater weight than personal referrals

Consumers are “googling” before, (selection) and during (information)

Regardless of Lead Source...

Differentiation is KEY in today's market

Differentiation happens *before, during and after* the transaction

Before The Transaction:

Opening Dialogue

Materials

- Video

- Pre-List Packet

- Pre-Buyer Packet

- Touchpoint

 - Starbucks? Mugs and small bag of coffee/tea?

Process

Follow-up (What is your protocol?)

During The Transaction: *Property*

Listing Presentation Dialogue

Buyer Presentation Dialogue

Expectation Dialogue

Communication Protocols

Staging/Pics/etc.

Moving forward, the marketplace will belong to those agents who:

1. Have the ***capacity*** to have great conversations
2. Have the ***willingness*** to have those conversations
3. Have ***massive*** past client/client care systems

During The Transaction: *Personal*

Massage Certificate (stress)

Handyman

Lowe's/Home Depot GC

Weekly "check-in"

Starbucks GC

(for use when out of house during showings)

Chef (private dinner)

After the Transaction: *Personal*

Contact, Contact, Contact!!! 36X **Minimum!!!**

Contacts Must Be *Varied and Valuable*

Mail

E-Mail

Calls

Texts

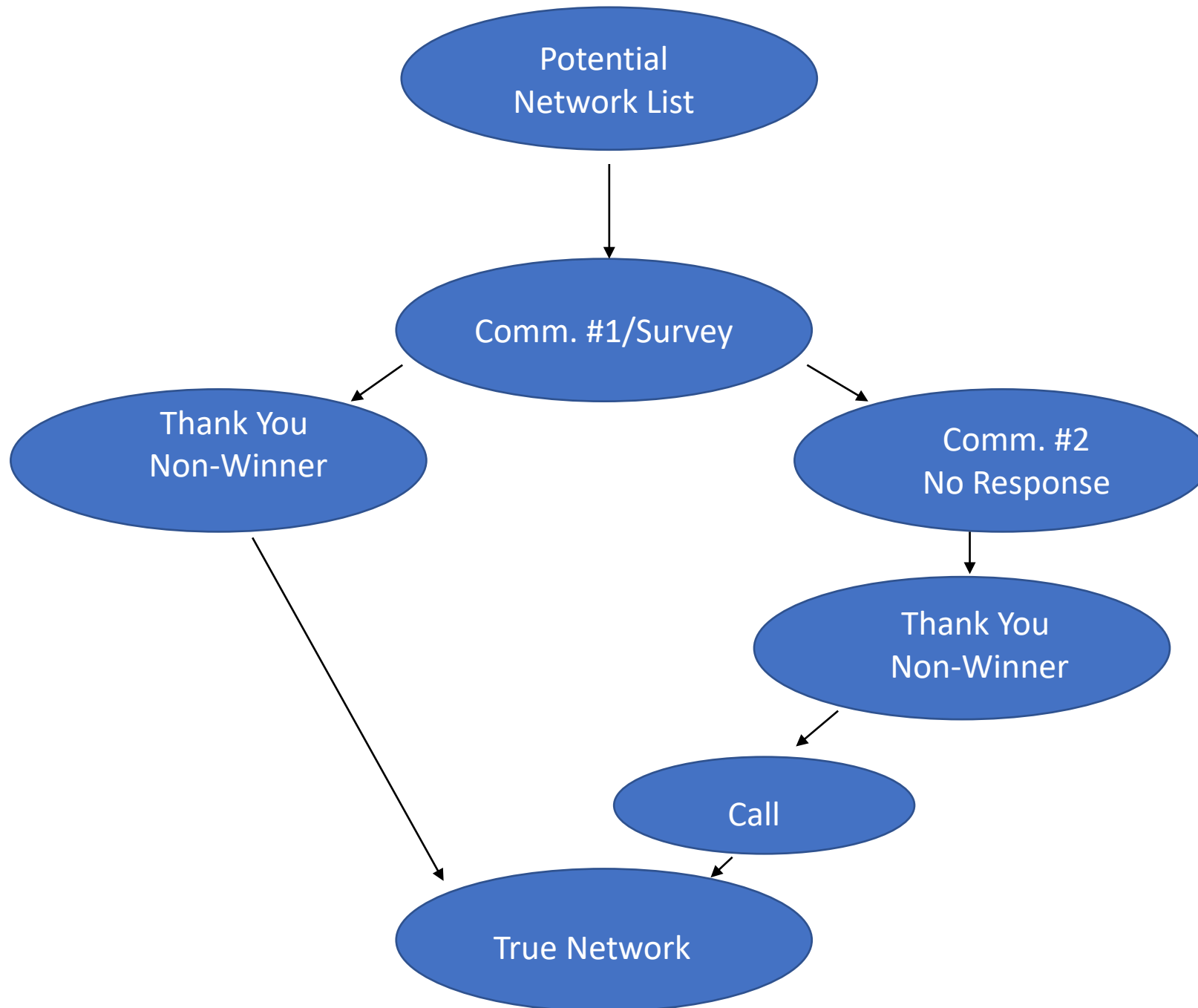
Visits

Client Parties (4X) TEAMIFY HERE!!!!!!!!!!



How Often Should you Focus on Deepening Relationships?

DAILY



It is always my goal to provide my friends with the best service and support possible. To do this, we have recently upgraded our client care system. Attached is a form to update and expand the information I currently have in my database.

Please take a few minutes at your earliest convenience to complete this form and return it to me. To show my appreciation for the time you take in completing this form, we will enter all those returned into a drawing for a \$100 gift certificate from INSERT RESTAURANT NAME .

Don't wait too long to respond. I will be drawing the names on October 15!

I have also created a special FACEBOOK Group just for my clients. This letter serves as an invitation to join the group. Please ask to join the group “ _____”, and we will let you right in. In the group we have regular giveaways, and communication on great things happening around town. It is also a fantastic place to go for all things real estate! Whether it's a recommendation for a handyman, lawn mowing, painter, electrician, or anything regarding your home, as a group we have lots of great people! Just post in the group and others will share the names of their great providers!

At the end of the form, we have included a section for you to add any business you own, or with which you are associated, that you would like to have promoted to the group! We will post your information in the group as well! It would be my pleasure to be able to help your business in that way.

By the way, if you know of someone needing to buy or sell a property, please give me a call at (Insert telephone #).

Thank you in advance for your consideration.

CLIENT SURVEY

NAME: _____ NAME: _____
 BIRTHDAY: _____ BIRTHDAY: _____
 ANNIVERSARY: _____

MAILING ADDRESS: _____

PHONE NUMBERS
 HOME: _____ OFFICE: _____
 MOBILE: _____ DIRECT: _____

EMAIL ADDRESS: _____

Facebook: YES or NO If yes: _____
 LinkedIn: YES or NO If yes: _____
 Instagram: YES or NO If yes: _____

CHILDREN LIVING AT HOME:

NAME: _____ AGE: _____ BIRTHDAY: _____
 NAME: _____ AGE: _____ BIRTHDAY: _____
 NAME: _____ AGE: _____ BIRTHDAY: _____
 NAME: _____ AGE: _____ BIRTHDAY: _____

PETS: _____
 HOBBIES: _____

BUSINESS THAT YOU WOULD LIKE PROMOTED:

NAME: _____ PHONE: _____
 ADDRESS: _____
 BUSINESS TYPE: _____

This Client survey should be a part of every packet/booklet for new clients!!!

Thank you so much for responding to my survey and sending in the information. The winner of the \$100 gift certificates were: _____ .

Please tell them congratulations, when you see them.

I'm sorry that you weren't a winner, but thank you again for your response, and I'll be in touch!

Best

CLIENT SURVEY

NAME: _____ NAME: _____
 BIRTHDAY: _____ BIRTHDAY: _____
 ANNIVERSARY: _____

MAILING ADDRESS: _____

PHONE NUMBERS
 HOME: _____ OFFICE: _____
 MOBILE: _____ DIRECT: _____

EMAIL ADDRESS: _____
 Facebook: YES or NO If yes: _____
 LinkedIn: YES or NO If yes: _____
 Instagram: YES or NO If yes: _____

CHILDREN LIVING AT HOME:
 NAME: _____ AGE: _____ BIRTHDAY: _____
 NAME: _____ AGE: _____ BIRTHDAY: _____
 NAME: _____ AGE: _____ BIRTHDAY: _____
 NAME: _____ AGE: _____ BIRTHDAY: _____

PETS: _____
 HOBBIES: _____

BUSINESS THAT YOU WOULD LIKE PROMOTED:
 NAME: _____ PHONE: _____
 ADDRESS: _____
 BUSINESS TYPE: _____

The offer for the gift certificates is still on the table and your odds of winning have improved. I have already given away A \$100 certificate to those who responded .

The winners were

_____.

Congratulations!

Please take a few minutes to complete the survey.

Please remember to include any businesses that you would like us to promote to people who are new to the area. Now it's your chance.

Another lucky person will be receiving a \$100 gift certificate to _____. Send in your information today!

Best,



Easiest Business Model of All:

Be Good

Be Nice

Stay in Touch

We “Get It” Intellectually
But Not Behaviorally

It is past time to put the protocols in place!!!

CASE STUDY
RE/MAX Energy Yukon, OK
(OKC)

PAST CLIENT/SOI MODEL: 36 Touches per Year

in Network 1160 X 4 X 5% = Target # of Closed Transactions (232)

2023

Network Size: 1160 X 4 (4640) X 5% = 232 (Target)

Total Closed Transactions: 354

**Total Closed from SOI: 232!
(100% efficiency)**

**Top Agent: 207% efficiency
(58 transactions from SOI of 140)**

DRIVERS:

4 Client Events

Video Announcement sent to all in Network (Touch #1)

Phone Call Follow-up (Touch #2)

E-Vite (Touch #3)

Postcard Invite (Touch #4)

EVENT (Touch #5)

Thanks for Coming Video sent to all (Touch #6)

Monthly Postcard Campaign (12 Touches)

4 Events X 6 Touches...24

Monthly Mailer.....12

Total Touches.....36

ACTION ITEMS

1. Create a *closed* Facebook Group for your past clients and referral sources
2. Up your annual SOI Contacts to 36X

12 monthly mailers/emails

www.keepingcurrentmatters.com

4 Client Events per Year

6 touches around each event

Save the Date Video

Printed Invitation

Evite Invitation (sign up)

Phone Call Confirmation (# attendees)
Event

Post Event Thank You Video

Need to Grow your Database?

Leverage FACEBOOK!

How many FB friends do you have?

Identify the FB friends you have that are not already in your SOI, but you feel could be referral sources

“Hi _____, I was wondering if you have a Realtor you use or refer business to. If not, would you consider me?”

IF THEY ANSWER IN THE AFFIRMATIVE, THEN SEND THIS:

“Great! Could you send me your email address and home address? I have some great events coming up this year for my clients and want to make sure you get invited as well!”

Leverage your PHONE!

Hey Brian! Wayne Fredrick here. Just wanted to let you know about an exciting initiative I am launching in my business, and would like to know if you would be a part of it? I am launching a series of client events this year and would like to know if I could put you on the invite list.

If you already have a strong relationship with a Realtor, I completely understand, but if not, would you allow me to include you on the list?

If yes...

Great! Could you do me a favor and send me your email and home address? The next event is coming up quickly, and I want to make sure you are on invite list. Thanks!

IF THEY GIVE YOU THE INFORMATION, THEY HAVE NOW
RAISED THEIR HAND TWICE!

ENROLL THEM IN YOUR PROCESS!

The goal is to become the “hub of the wheel” for all real estate
information!



LERMA'S CLIQUE

Exclusive client based community

referrals - hookups - discounts
contests - giveaways - service

Ryan Lerma - 405-246-8517

Lerma's Clique



+ Invite



Discussion

Featured

Members

Media

Files

Reels



Featured ⓘ



New posts ▾



Cody Bruce

Top Contributor · January 19 at 9:38 PM · 🌐



Anyone have an optometrist they like in the Mustang/Yukon area? Preferably with eyeglasses and contacts in house.



Ryan Lerma and 1 other

4 comments · Seen by 71



Like



Comment



Send

View more answers



Shannon Lee
Dr Poage!



2w Like Reply



Carol Condit
Dr wolfe he's there by Kens Optical



2w Like Reply



Write an answer...



Ryan Lerma

Admin

Group expert

+1



Win a \$100 VISA GIFT CARD!!

Check out attached post!!



Private

Only members can see who's in the g...



Hidden

Only members can find this group.



Oklahoma City, Oklahoma

[Learn more](#)

Chats



Paint & Pour with Ryan Lerma &

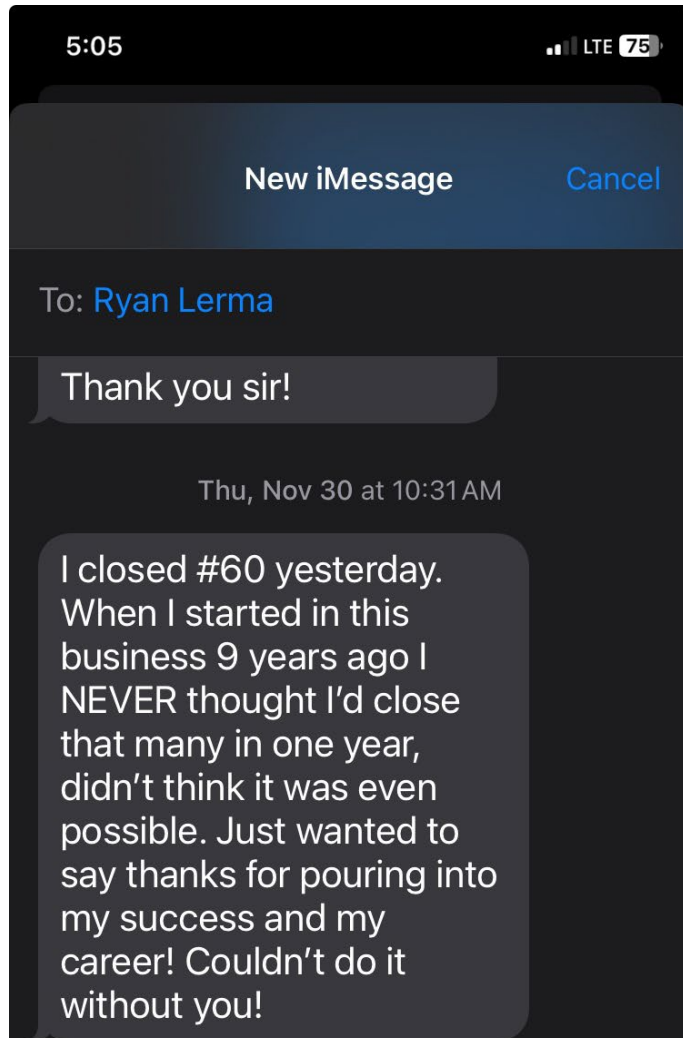
Paint & Pour with Ryan Lerma & RE/M...



2022 Client Appreciation Pie G

2022 Client Appreciation Pie Giveaway

[See all](#)



58/63

**Closed Transactions...
repeat and referral!**

The Isa Connection
Private group · 213 members

Joined ▾

Community home

Rooms

Events

Open Skate Night
Click to join



The Isa Connection



+ Invite ▾

- Discussion
- Members
- Media
- Files

Search and More icons

Write something...

Photo/video Poll

Most Relevant ▾

Tony Isa ...

About

This is a group for Tony's past and future clients to experience some giveaways and have fun!

- Private**
Only members can see who's in the group and what they post.
- Hidden**
Only members can find this group.



The Isa Connection

Tony Isa ·



Hey everyone! We had so much fun at last night's event! Here are some pictures for those who missed it! 😊

Also if you lost your coat there is one at the rink still.



You and 35 others



Like



Comment

5 comments Seen by 188



The Isa Connection

+ Invite

Joined



Tony Isa

Admin

Top Contributor

4h



🌸🌟 Monday Giveaway Alert! 🌟🌸 Valentine's Edition! 🌟🌸
 Hey friends! 🍷 Ready to sprinkle some love this Valentine's Day? We've got a treat for you! 🎉
 We're giving away three breathtaking bouquets crafted by Out of the Wood Florist! 🌹🌿
 And guess what? I will be the Cupid delivering these blooms straight to the lucky winners on Valentine's Day! 📦🌞
 To enter this giveaway, simply drop a comment below telling us who you'd shower with a bouquet of gorgeous flowers if you win! 🥰🌸
 Hurry... See more

Valentine's Giveaway



3 people will win a free bouquet delivered by Tony Isa on Valentines day! Comment below to enter!

Private

Only members can see who's in the group and what they post.

Hidden

Only members can find this group.

[Learn more](#)

Chats



Fall Family Fun with the Isa's
Invited by Tony Isa



Isa Connection BBQ
Anna responded Can't go to Isa Connection BBQ.



Open Skate Night
Kelly responded Can't go to Open Skate Night.

[See all](#)

Recent media



Final Thought:

Disruption **ALWAYS** Creates Opportunity!



February 21st

Going “3 Deep”...

*Uncovering the **Unsaid** in Every Conversation*



Thank You!

For more information please visit
waynefredrick.com

Contact us directly:

Madeline

Admin@stfconsult.com

417-860-4903

Wayne

Wayne@stfconsult.com

417-838-9944

