

Rockstar 101: Business Modeling

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# **Business Modeling:**

# **A Blueprint for Success**

**RE/MAX**  
RIGHT CHOICE

## **DISC Test Profile**

### **Consistency of Action**

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**What's Your Why?**

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**Vision**

**Calculation**

**Implementation**

# Rockstar 101: Business Modeling - Vision

## Categories of Clarification



**Income**



**Health/Vitality**



**Time**



**Relationships**



# Rockstar 101: Business Modeling - Vision

**What needs to happen this year for you to say ‘Wow’  
this was a 10 on a scale of 1 – 10?**



**Income**



**Health/Vitality**



**Time**



**Relationships**

# Rockstar 101: Business Modeling - Vision

What does a 10 on a scale of 1 – 10 look like in 3 years?



**Income**



**Health/Vitality**



**Time**



**Relationships**

# Rockstar 101: Business Modeling - Vision

What does a 10 on a scale of 1 – 10 look like in 5 years?



**Income**



**Health/Vitality**



**Time**



**Relationships**



# Rockstar 101: Business Modeling - Vision

What does a 10 on a scale of 1 – 10 look like in 10 years?



**Income**



**Health/Vitality**



**Time**



**Relationships**

# Rockstar 101: Business Modeling - Calculation

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## Lead Generation Model Prepared for: John J.J. Schmitz

(A) Desired Yearly GCI	<u>\$ 250,000</u>	
(B) Average Commission Rate	<u>2.52%</u>	
(C) Sales Volume to Reach Desired CGI	<u>\$ 9,920,635</u>	(A) ÷ (B)
(D) Average Sales Price	<u>\$ 417,825</u>	
# Transactions Needed to Reach Desired Yearly GCI	<u>24 (23.74)</u>	(C) ÷ (D)

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**Lead Generation Model Prepared for: John J.J. Schmitz (Cont.)**

## ***TRANSACTION PROJECTIONS***

### Network

(E) # of People in Network 250

(F) Projected Network Transactions (E x 5 x .05) 62.5

# Rockstar 101: Business Modeling - Calculation

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## Lead Generation Model Prepared for: John J.J. Schmitz (Cont.)

### Generated Leads

FSBO	<u>1</u> per Week x 50 Weeks	<u>50</u>
Expired	<u>1</u> per Week x 50 Weeks x .75	<u>37.5</u>
Open House	<u>8</u> per Year x 5 x .50	<u>20</u>
Ad/Sign	<u>2</u> per Week x 50 Weeks x .40	<u>40</u>
Purchased Bus.	<u>1</u> per Week x 50 Weeks x .40	<u>20</u>

# Rockstar 101: Business Modeling - Calculation

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## Lead Generation Model Prepared for: John J.J. Schmitz (Cont.)

### Generated Leads (Cont.)

Google	<u>2</u> per Week x 50 Weeks x .40	<u>40</u>
Social Media	<u>0</u> per Week x 50 Weeks x .40	<u>0</u>
(G) Total Generated Leads		<u>207.5</u>
(H) Projected Generated Transactions (G x .05)		<u>10 (10.38)</u>
<b>Total Projected Transactions (F + H)</b>		<b><u>72.5</u></b>



# Rockstar 101: Business Modeling - Implementation



**Go Small to Go Big!**

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**Who's in Your Sphere?**

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RIGHT CHOICE

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**How Do You Feel?**

**RE/MAX**  
RIGHT CHOICE



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**Who Are Your People?**

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## **New Agent Text Message #1 – Outreach**

[Client Name],

I made the decision to go into real estate sales. If you don't already have another real estate agent that you use regularly, would you consider using me?

[-Agent Name]





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## **New Agent Text Message #2 – Data Collection**

That's awesome! Thanks.

Would you do me a favor? Please text me your physical address and your email address so I make sure you are getting the communications I am going to be sending out to my people.

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## **Seasoned Agent Email #1 – Outreach (Part One)**

It is always my goal to provide my friends with the best service and support possible. To do this, I have recently upgraded my 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!

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## **Seasoned Agent Email #1 – Outreach (Part Two)**

I have also created a private 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 know many great people! Just post in the group and others will share the names of their great providers!

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.

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.



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## **Client Survey**

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## **Seasoned Agent Email #2a – Thank You [Non-Winner]**

Thank you so much for responding to my survey and sending in the information. The winner of the \$100 gift certificates were [Insert Winner's Names].

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,

[Agent Name]





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## **Seasoned Agent Email #2b – Non-Responder**

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 [Insert Winner's Name]. 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 [Insert Restaurant Name]. Final drawing takes place [Insert Date Here]. Send in your information today!

Best,

[Agent Name]



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## **Seasoned Agent Phone Call – 2x Non-Responder**

[Client Name]

Great to connect with you! I reached out to all my clients to confirm and update some information as I revamp my client care system. Unfortunately, I didn't receive a response from you. Would you like to still be included in the communications I share with my clients?

Reply = Yes → Ask for the information right then and there.

Reply = No → I am surprised to hear that. Is there anything I did wrong or could have done better?



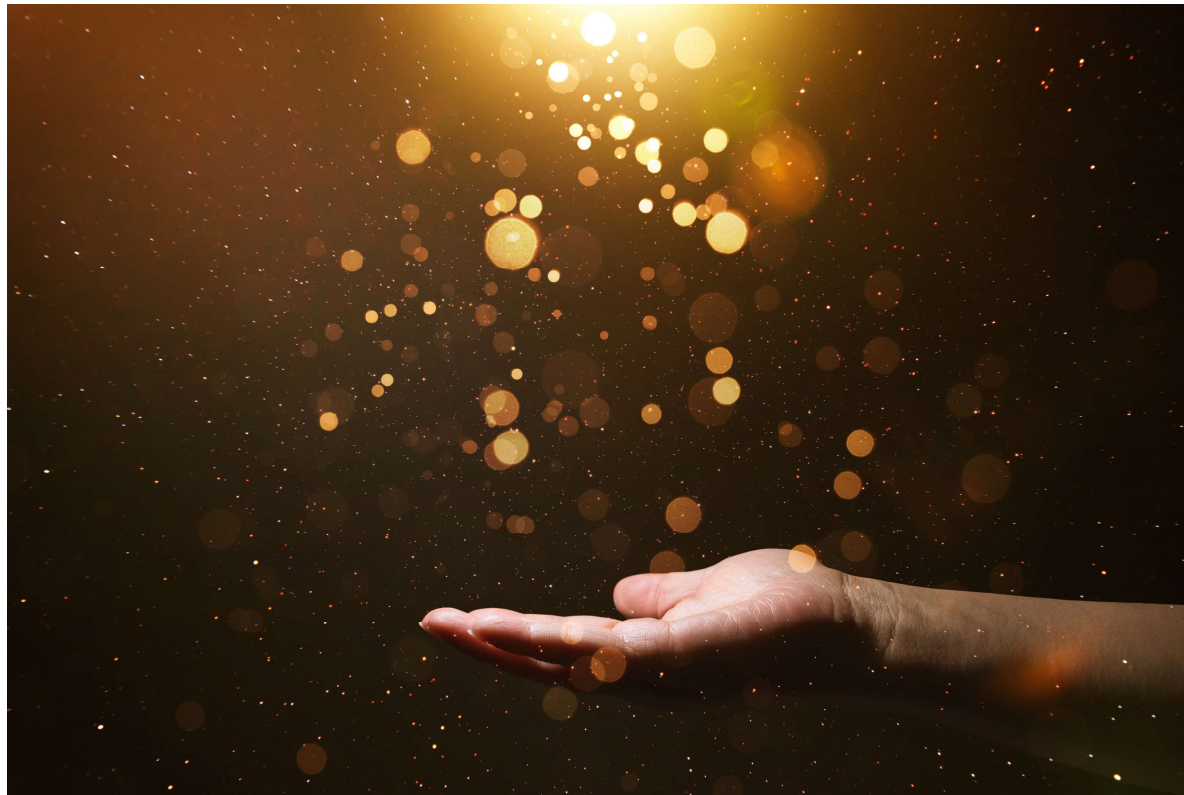
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## Flow Chart



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**36 Contacts per Year.**

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Mail



Email



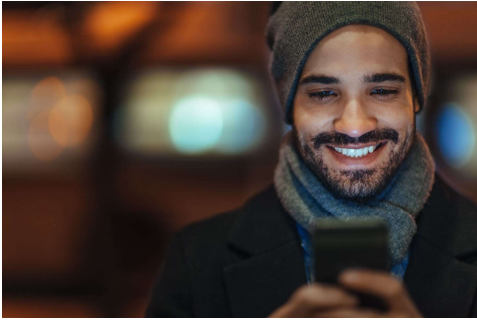
Call



Visit



Text



Event



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**Private Facebook Group**

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## **36 Contacts – Example #1 – Event Model**

4 Events per Year – 1 per Quarter – 6 Contacts per Event

1. Video Announcement
2. Phone Call Follow-Up
3. Evite
4. Postcard Invite
5. Event
6. Thank You Video

Monthly Postcard Campaign – 12 Contacts per Year

Total Contacts →  $24 + 12 = 36$

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## **36 Contacts – Example #2 – Personal Touch Model**

1 Event per Year – 6 Contacts per Event

- |                         |                    |
|-------------------------|--------------------|
| 1. Video Announcement   | 4. Postcard Invite |
| 2. Phone Call Follow-Up | 5. Event           |
| 3. Evite                | 6. Thank You Video |

Mail: Monthly Postcard Campaign – 12 Contacts per Year

Email: Bi-monthly Newsletter Campaign – 6 Contacts per Year

Text: Bi-monthly Check-In Text – 6 Contacts per Year

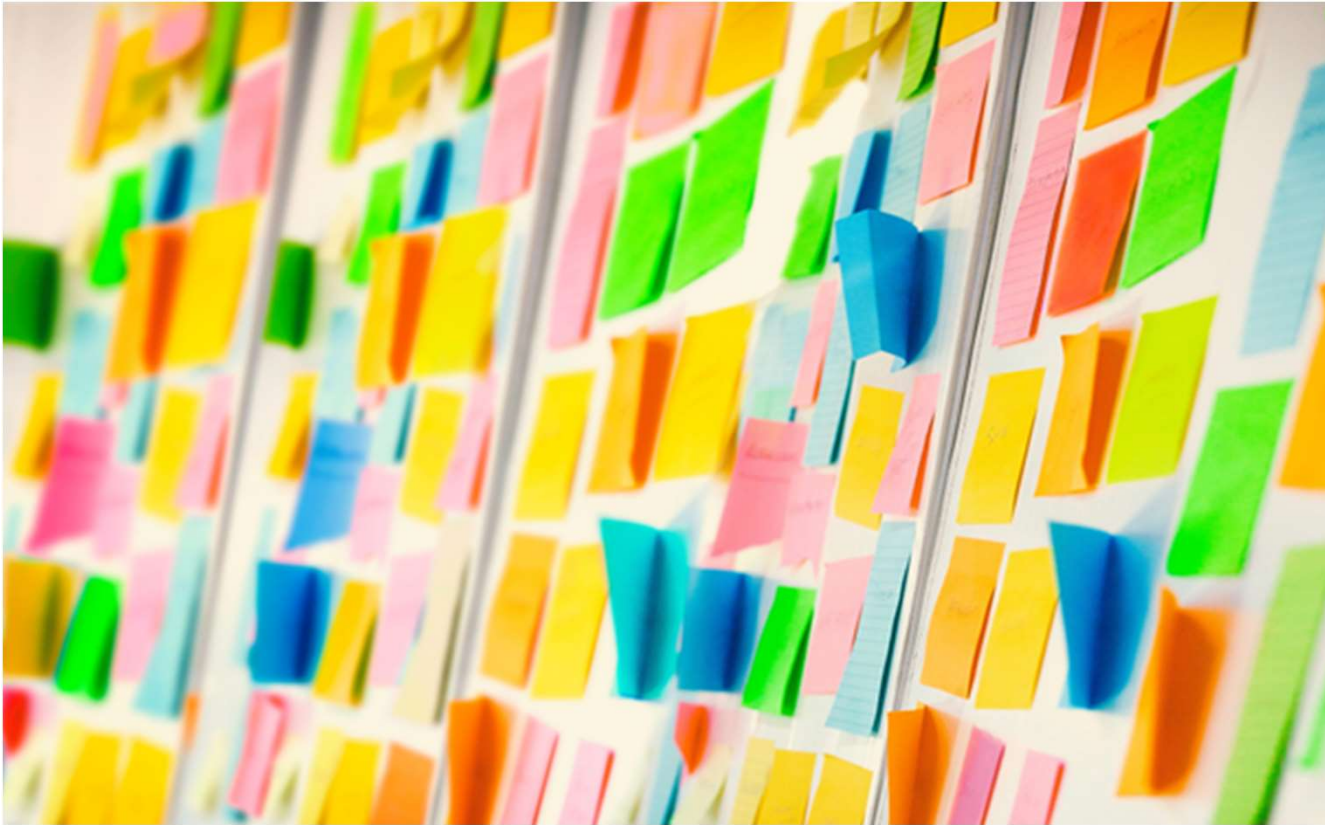
Call: Specific Message (Birthday, House-versary, etc.) – 3 Contacts per Year

Visit: Small Gift – 3 Contacts per Year

Total Contacts →  $6 + 12 + 6 + 6 + 3 + 3 = 36$

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**Plan**

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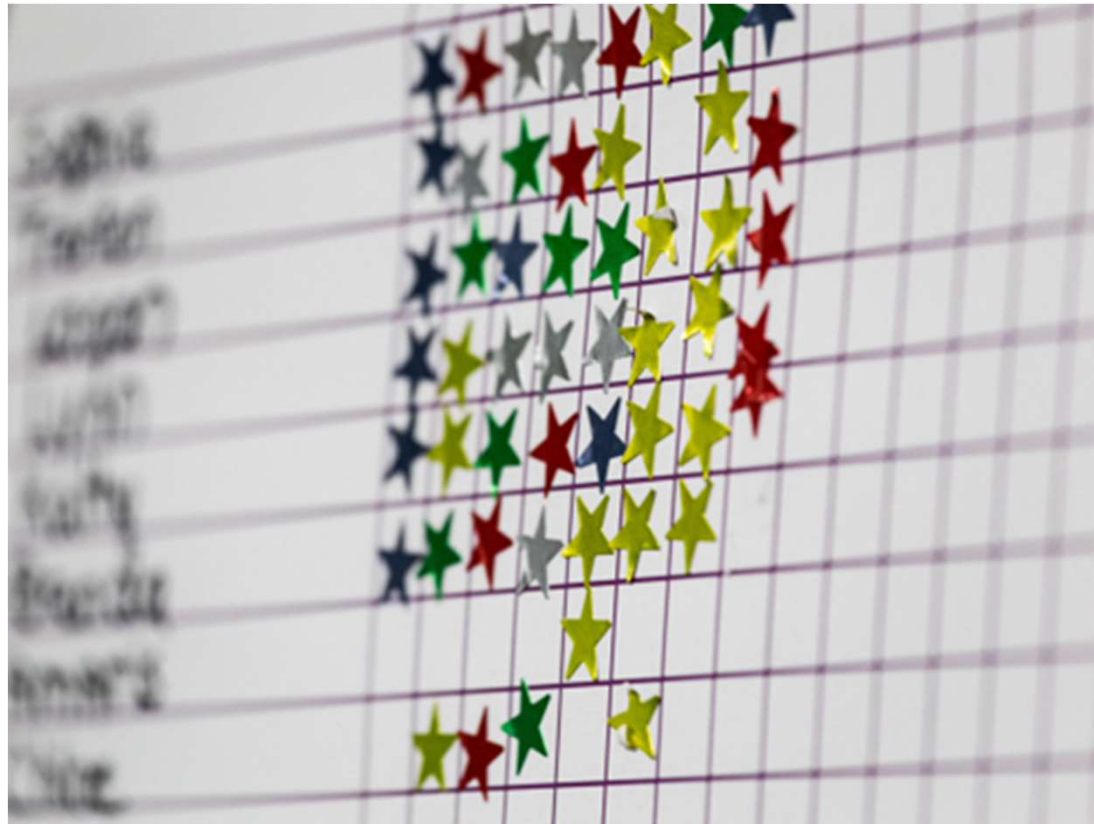
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**Take Action**

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**Track Your Progress**

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**Celebrate Your Wins**

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# Rockstar 101: Business Modeling - Homework

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1. Sphere – Start Identifying Your People

2. Create Your Private Facebook Group

## **Phone Conversations**

Chris Carozza and Scott Wright will be demonstrating the scripts they use for a variety of different real estate phone call scenarios all geared at creating income opportunities.

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**“A journey of a thousand miles starts with a single step.”**

**-Lao Tzu**

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