

WEDNESDAYS

with

WAYNE



LIVE AGENT TRAINING

Online Lead Conversion Strategies

Regardless of geographic area or size of market...

The issues of being an agent are the same:

Financial Models

CONSISTENT Lead Generation

CONSISTENT Lead Conversion

The Biggest Change in the last 5 years...

While real estate is local, what is driving consumer behavior is not



THE
CURRENT MARKETPLACE
IS THE
“NEW NORMAL”



What is the “New Normal”?

Two Distinct “Rails”

ONLINE

Google (Sellers/Verification)

Zillow/Realtor etc. (Buyers)

REFERRAL

(BOTH)

In today's
environment you must
MASTER BOTH RAILS!



YOU ARE ALWAYS COMPETING!

However, your competition is a
nameless, faceless purveyor of
information...

Absent a **STRONG REFERRAL**
(and even **STRONGER**
process)

Consumers go online to gather
information which generates a
“lead”

If the receiving agent's
PROCESS is outstanding, the
consumer will work with that
agent

THE NEW “Mirror Test”

Is your customer experience throughout the process better than what a consumer can experience online?

Fact #1

The goal of any contact is to identify a potential client, not to try and turn everyone into a client

FACT #2....

You can never control the quality of ANY lead from ANY source, you can only control the process you take the consumer through

Fact #3...

Your 10/10 could be a potential
clients 7/10...go for 13/10!



THE GOAL

Never lose a potential client due
to your process!



OVERALL, THE
MARKET HAS
CHANGED
FASTER THAN
THE INDUSTRY...



Consumer Behavior

Welcome to the
"Scrolling Society"



“The Game” has changed...



Online reviews are now carrying
equal or greater weight than personal
referrals



THE DECISION EVERY AGENT FACES IN
THE NEAR FUTURE:

DISCOUNT
OR
BOUTIQUE EXPERIENCE



The 3 Types of Agents

THE PRO... Focused on 2-3 of the possible options for lead generation, know every subtle nuance of the play, and are incredibly consistent at conversion

THE TWEENER... Dabbles in multiple strategies, but execution is sporadic and inconsistent. (Most Agents)

THE ROOKIE... “Everywhere and no where” at the same time, operating out of fear, and “chasing” business

The 4th Type of Agent

The “Old Pro”...the successful agent who is unwilling to adapt their process to the new consumer model

Strategies for Today's Market

Play Time

Pay Time

Prep Time



CLIENTS AREN'T
COMING TO YOU
FOR INFORMATION...

**THEY ARE
COMING FOR:

STRATEGY AND
COMMUNICATION**

“We are drowning in information,
but starved for knowledge.”

--John Naisbitt



Differentiate!

3 Issues:

1. Initial Conversation
2. Materials
3. Follow-up

INITIAL CONVERSATION

The Bad News...

You have to outsmart the other agents

The Good News...

It's not that tough!

Buyer Lead





Buyer Questionnaire

Date: _____

Buyer Name: _____

Address: _____

Phone Number _____ Work (His) _____ Hers _____ Fax _____

How did you hear about the house? Sign Newspaper Homes Internet Neighbor

How long have you been looking? _____

How soon do you need to move? _____

Do you own or rent? _____

(if rent) Must you complete your lease before buying? _____

(if buy) Do you need to sell your home before buying? _____

Areas you are interested in? _____

How many in your family? _____

When you purchase, will you be paying cash or getting a loan? _____

If Loan, have you spoken to a lender?

If yes, whom _____

If no, Suggest your Lender!!!

What do you want your monthly payment to be? _____

Have You signed a contract with any Realtors? _____

Special Requirements? _____



DO:

Answer the phone with your Name and Company

Avoid long awkward silences

Master “answer/ask”

Understand the “give and take” of the conversation

DON'T:

Lead with “Are you working with an agent?”

Lead with “Are you pre-approved?”

NEVER SAY:

“Are you pre-approved?”

ALWAYS SAY:

“When you purchase will you be paying cash or getting a loan?”





Pre-Listing Questionnaire

Name: _____
Address/City/State/Zip: _____
Home Phone: _____ Office: _____ Cell: _____
Is this your principle residence? _____
Are you planning to stay in the area? _____
If not, what is your time frame for being in your new location? _____
Can I send a referral to that city for you? _____

Please tell me a little about your home:

Bedrooms: _____ # Full Baths: _____ # Half Baths: _____
Car Garage: _____ Fireplace/location: _____
Basement: _____ Walkout?: _____ Finished: _____
Formal Dining: _____ Family Room: _____
Age of Home: _____ Sq. Ft.: _____ Central Air? _____
Heat: G E Dryer: G E Utility Rm Location: _____
Exterior: (circle one) All Brick Partial Brick Perm. Siding
School District: _____
Other: _____

Do you have a price in mind? _____ What would that be? _____
Are you going to interview any other Realtor? Y N (if yes) Who are you talking to? _____
How did you hear about me/us? _____
My first appointment will only take 10-15 minutes. What would be a good time for me to come by and take a tour of your home? Date: _____ Time: _____
Great, now if I can go ahead and set a time to go over the marketing analysis and complete the listing. When would be good? Date: _____ Time: _____
May I have directions to your home?



Key Seller Questions:

Do you have a price in mind?

What would that be?

Are you going to be interviewing other Realtors?

Great! Who are you talking to?

How did you hear about me/us?

UNDERSTAND YOUR VALUE: INTERPRETATION NOT INFORMATION



SEE THE FIELD
CONSULTING

— Find **Your** Path —

THE 4 STEP QUALIFICATION PROCESS

D

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I

Desire

(Do they have a
desire to buy/sell?)

Ability

(Can they
buy/sell?)

Assistance

(Would they like some
help?)

Interview

(Could you
interview for the
position?)

If you receive 4 "yeses" you now have a lead!

**Book an appointment for a listing/buyer
consultation!**



SEE THE FIELD
CONSULTING

— Find **Your** Path —

CONVERSATION



VIDEO (name with a face)



MATERIALS



FOLLOW-UP



ACQUISITION



CONSULTATION



CONTRACT

**CREATE A
CONVERSION
PROTOCOL**



SEE THE FIELD
CONSULTING

— Find **Your** Path —

MATERIALS



Buyer's Guide

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RE/MAX
HOUSE OF BROKERS



Seller's Guide

SOLD

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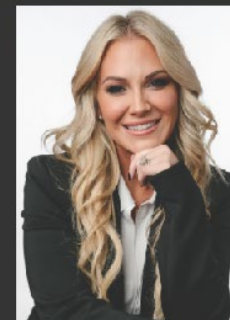
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RE/MAX
HOUSE OF BROKERS




SEE THE FIELD
CONSULTING

Find Your Path

Video Card



Pre-Meeting...

Invoking the “Law of Reciprocity”

Once the meeting is set, overnight or hand deliver a pre-meeting packet to their home address.

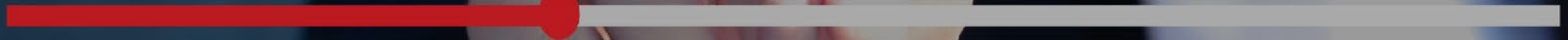
Packet should include:

Handwritten note

Video Card

Appropriate Packet(s)

EMBRACE VIDEO (at every level)



1:03/2:56



The Easiest Business Model of All:

Be ~~Good~~ GREAT!

Be Nice

Stay in Touch

THE BOTTOM LINE...



SEE THE FIELD
CONSULTING

— Find **Your** Path —

Become ELITE!





*See you August 9th
for
“Situational” Dialogue
Mastermind
(ZOOM Meeting)*

Thank You!

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