

WEDNESDAYS with WAYNE

LIVE AGENT TRAINING

Referral vs. Portal...Time To Make a Choice!
Begins in:

10:00
Stop

WEDNESDAYS
with
WAYNE 
LIVE AGENT TRAINING

Referral vs. Portal...Time To Make a Choice!

“In life, change is inevitable,
in business change is vital”

Warren Bennis



The “OLD” Consumer Selection Model:

Level One: Past Business Relationship

Level Two: Ask Friend/Family

Level Three: Access a Portal




The “SHIFT” has Happened!

Portals have become many consumers FIRST MOVE, absent a VERY STRONG relationship with an agent



 realtor.com

 Lands of America™

 FastExpert

 OPCITY

 trulia®

 Zillow
ZillowNet™

 HomeLight



 kv CORE
PLATFORM

 Zillow
Zillow.com™

 IDEAL AGENT®
THE BEST AGENTS AT AN IDEAL COMMISSION®

Google

 CoStar Group™

Opendoor

 SEE THE FIELD
CONSULTING
— Find Your Path —

They have the consumers attention!

Why is this important?

Future business will rely on two “rails”

1. Being able to capitalize on the portal play for new business
2. Keeping your people from going to the portals!



The Food Chain

Past Client

Referral from Past Client

Traditional (OH, EXP, FSBO, Sign Call, Geo Marketing)

Action Portal (Zillow, Homes, Realtor, Google)

Lead Portal (Op-City, Z-Buyer, Sold, Homelight etc)

Curiosity Portal (KVCore, Boomtown etc)

All Levels have different PROTOCOLS and timelines!



The Lead Generation Methods

1. Mailing Expired
2. Calling Expired
3. Door Knocking Expired
4. Mailing to Open House move up
5. Mailing to FSBO
6. Geo Farming
7. Calling Open House move up
8. Calling FSBO
9. Calling Geo Farm
10. Door Knocking Open House move up
11. Door knocking FSBO
12. Door knocking Geo Farm
13. Google Business Page
14. FB Closed page
15. Personal Website
16. IG Reels
17. FB Video
18. IG Video
19. Facebook DM
20. Events
21. Homebuyer Seminar
22. Investor Seminar
23. Call Past Clients
24. Mail Past Clients
25. Personal Notes to Past Clients
26. Personal Videos to Past Clients
27. Past Client Events
28. Past Client “pop by”
29. Calls asking for reviews
30. Emails asking for reviews
31. Text asking for reviews
32. Buying Zillow leads
33. Buying OpCity Leads
34. Buying Homelight Leads
35. Buying Sold.com Leads
36. Buying IdealAgent leads
37. Billboards
38. Radio show
39. Youtube videos
40. Circle Prospect listings
41. Circle prospect Open House
42. Business Networking Group
43. Google Reviews
44. Google Verified
45. Google Local Service Ads
46. KVCore

“Not following up with your prospects is the same as filling up your bathtub without first putting the stopper in the drain”

- Michelle Moore, Selling Simplified

The goal of ANY contact, outgoing or incoming is to IDENTIFY a potential client, NOT to try and turn everyone into a client!

Look at it this way...Not every contact is a Lead!

At the first level, they are humans, not leads!

The process you take them through determines
their status

NEVER violate your process!

BASIC Rules:

Online contacts tend to have ONE or TWO Datapoints

This does NOT constitute a LEAD it only constitutes a contact point(s)

It takes at least 3 out of 4 datapoints to be a lead

Always make initial contact at the STRONGEST datapoint, and with purpose!

If less than 3 datapoints, the goal of initial contact is more datapoints!

Once you've identified, now you must DIFFERENTIATE!

Differentiation at FIRST CONTACT is the largest change in the industry in the last 10 years!

Regardless of how long you've been in the business...

You must adopt a “new agent” mentality!

Why?

The business model has changed...

For EVERYONE!



What is the “new agent” mentality?

A DAILY focus on LEAD GENERATION...

While DAILY practicing the skills of LEAD FOLLOW-UP and CONVERSION





Spending \$500,000,000
this year in positioning



Testing Changes to Lead Processes



Lead Conversion in today's world is not shaped by anything other than the need to be more proactive and process driven than ever before!

Which leads to a question...



What's YOUR Process?

Why don't we do what we know we need to do?

LACK OF PROCESS

LACK OF PRACTICE

LACK OF CONFIDENCE

LACK OF CONSISTENCY



Process



Practice



Confidence



Action



Consistent Action



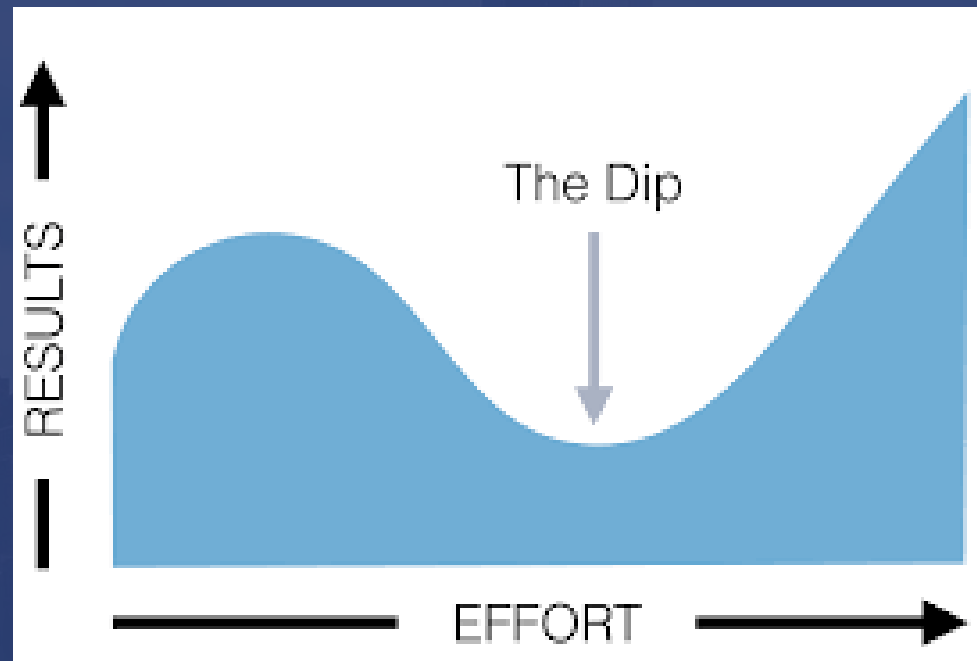
Results



Follow-up CAMPAIGNS



Most people quit, not because of improper activities, but because of improper expectations of the activities



What should you REALLY Expect from a campaign?

10-20% open rate

With AN OFFER, 5% click through rate to your landing page/website

10% conversion on landing page OVER TIME



So...

In order to do a transaction via a “LIST” of potentials

2000 outbound messages

X 10%/20% = 200-400 Opens

X 5% Click Throughs = 10-20 LEADS

X 10% Conversion Rate = 1-2 TRANSACTIONS



In Order to Convert the 10%...

Develop a Conversion/Follow-up Protocol

Initial Contact: Long Form Video 2-3 min

“Thank you for your interest in...” Talk about the area, properties, and YOU!



Follow-Up Protocol

(Every Contact Should Include Buyer and/or Pre-List Packet)

DAY 1: (With Phone Number)

“Hi Mary this is _____ with _____, I received your contact information from (PORTAL NAME) I wanted to let you know that I’m going to be sending you a text message and an email (LONG FORM VIDEO) as well. Please call me. I look forward to visiting with you! Have a great day!

The video text should be short and to the point. “Hi this is _____ with _____, and I wanted you be able to put a name with a face, and look forward to possibly working with you, and to see how I can assist in the home buying/selling process.



Day 1 EMAIL: (No Phone Number)

“Hi Mary this is _____with _____. I see that you were on (PORTAL NAME) and that you are interested in our beautiful area! Please take a look at the attached video! I’m going to be sending you an email as well so that you have my information.



Day 2 (with phone number) VM:

“Hi Mary this is _____ with _____ again. I left you a voicemail and sent you a text message and an email yesterday and wanted to follow up to see if you received it? Please give me a call back! I WOULD LOVE TO SEE HOW I CAN HELP YOU!



Day 2 EMAIL (no phone #):

“Hi Mary this is _____with _____ again. I sent you an email yesterday and wanted to follow up to see if you received it? Please contact me! I WOULD LOVE TO HELP YOU!

Day 3 EMAIL(no phone #):

“Hi Mary this is _____with _____ again. I just wanted to reach out again and let you know that I’m here to help you in the home buying/selling process. Please call me so that we can discuss. I WOULD LOVE TO HELP YOU!



Day 7 EMAIL(no phone #):

“Hi Mary this is _____with _____ again. You contacted me last week regarding your real estate needs. I have repeatedly tried to get in touch with you. Are you open to a quick conversation to see how I might help you? I don’t want to bother you, but certainly don’t want to abandon you either. Please just let me know how you want to proceed...I would LOVE THE OPPORTUNITY TO HELP YOU!



Day 14 EMAIL(no phone #):

“Hi Mary this is _____with _____ again.
Will you please just let me know how you want to proceed?
Did you have a chance to review the materials I sent you?
Are you open to a quick conversation to see how I might
help you? I would LOVE THE OPPORTUNITY TO HELP YOU!



Still No Response?

Target them for 24-48 touches per year. Monthly video market updates or property searches.

Call them MONTHLY (put them back into the 3-day follow up when contact is made).

Make sure you position yourself as the real estate expert.

DON'T OVER-COMPLICATE THIS!

(If no engagement after 12 months...DELETE THEM and MOVE ON)



Now that you know the game...

Still want to play?



When you DO make contact, go “3 DEEP”

Key words in going 3 deep:

What, Why, How

Some examples:

How soon are you looking to make a move?

How much do you think your home is worth?

What is the #1 thing your next home must have?

What needs to happen for you to be able to make a move?

What do you think your property is worth?

How can I help you?

Why are you unsure about hiring an agent?

How many agents are you going to be interviewing?



Things to work on:

- Be prepared for more in-depth conversations with both buyers and sellers on strategy and marketplace
- Don't be “on your heels” Lean into every conversation!
- Begin working on your VALUE as it relates to your client
- Understand why you are being hired...strategy, control and communication
- Design/enhance your presentations and materials

ACTION STEPS



ACTION STEP #1: CLEAN-UP YOUR DATABASE!!!

Less than 4 datapoints?
Acquire or DELETE

4+ datapoints?
ENGAGE!
Like you never have before!!!



ACTION STEP #2

CLOSED FACEBOOK GROUP (SOI ONLY!)

Easy, low effort way to stay engaged with SOI

Value add after initial quality contact

Weekly drawing for increased engagement

Weekly post: Business/Supplier Spotlight



ACTION STEP #3 GOOGLE

Google is the consumers verification portal!

Create Google business page

Become Google verified (**green check mark**)

Purchase Google local service ads

Obtain 2 reviews per week

ANSWER THE PHONE WHEN IT RINGS!



ACTION STEP #4 UPGRADE MATERIALS

Pre-listing Packet
Buyer Packet

Both Printed and PDF





Seller's Guide

Gage Patterson
Real Estate Agent

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gage.patterson@remax.net www.GagePatterson.com

RE/MAX
REAL ESTATE RESULTS




Buyer's Guide

Gage Patterson
Real Estate Agent

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gage.patterson@remax.net www.GagePatterson.com

RE/MAX
REAL ESTATE RESULTS



Buyer & Seller Packets:
For more information go to www.waynefredrick.com



The Buying Process

STEP-BY-STEP

1

FIND A REALTOR YOU CAN TRUST

The first step in the home buying process is to find an experienced REALTOR you can trust and sign a Buyer Agent Agreement. This guarantees that your needs are met professionally and represented to the entire process of buying your home.

2

LOOKING FOR A NEW HOME

The next step is to look at various homes. I am available at any time to help find your dream HOME.

3

YOUR OFFER

When you find your dream home, you should present a competitive offer immediately. I have extensive experience in contract negotiation. I will ensure you get just what you want for a fair price and your best interests in mind.

4

THE CONTRACT

When the seller accepts your offer, you "go under contract." You want to make sure every detail is handled accurately and immediately. I will ensure your home closes properly and on time.

5

INSPECTIONS

Final details are handled and inspections are performed to ensure the property is in good condition. Contract details are further negotiated, and we head to closing.

6

NOW IT IS YOURS

Be prepared to bring certified funds and a copy of your driver's license to the closing. The keys to your new home will take you over the threshold of your new home!

5 TIMES WE NEGOTIATE

We will work through all these together. That is our commitment to you!

1

PRICE

2

TERMS

3

INCLUSIONS

4

POSSESSION

5

CONTINGENCIES

BROKERAGE RELATIONSHIPS

In Our State

Real Estate brokers and their salespersons are required to disclose the type of working relationship they have with buyers in a real estate transaction. There are several types of relationships that are available to you. You should understand these at the time a broker provides specific assistance to you in buying real estate.

Buyer Agent and Seller Agent relationships are commonly referred to as "agency" relationships and carry with them legal duties and responsibilities for the broker, as well as for the buyer and seller.

Buyer's Agent

A Buyer Agent acts solely on behalf of the buyer and owes duties to the buyer which include the utmost good faith, loyalty, and fidelity. The agent will negotiate on behalf of, and act as an advocate for the buyer. The buyer is legally responsible for the actions of the agent when that agent is acting within the scope of the agency. The agent must disclose to sellers all adverse material facts concerning the buyer's financial ability to perform the terms of the transaction and whether the buyer intends to occupy the property. A separate written buyer agreement is required which sets forth the duties and obligations of the parties.

Seller's Agent

A Seller Agent acts solely on behalf of the seller and owes duties to the seller which include the utmost good faith, loyalty, and fidelity. The agent will negotiate on behalf of, and act as an advocate for the seller. The seller is legally responsible for the actions of the agent when that agent is acting within the scope of the agency. The agent must disclose to buyers or tenants all adverse material facts about the property known by the broker. A separate written listing agreement is required which sets forth the duties and obligations of the parties.

INTRODUCTION



Selling your home is one of the most important financial decisions you can make. It can be a tough decision as it's likely your largest investment in your home and selling involves a lot of preparation.

However, if you know what to expect you can avoid common mistakes and ensure that things go as smoothly as possible. We will cover what to consider when selling real estate and the closing process.

Gage Patters

Gage Patters

Closing Day

CLOSING WILL BE HELD AT THE OFFICE OF THE TITLE COMPANY

CLOSING COSTS TO THE SELLER

- MORTGAGE BALANCE & ANY PENALTIES
- ANY UNPAID ASSESSMENTS AGAINST YOUR PROPERTY
- HOME WARRANTY
- TITLE INSURANCE POLICY
- REAL ESTATE AGENT COMMISSION
- PROPERTY TAXES (USUALLY SPLIT WITH BUYER)

WHAT TO BRING

- TWO FORMS OF GOVERNMENT-ISSUED PHOTO IDENTIFICATION
- HOUSE KEYS
- GARAGE KEYS
- MAILBOX KEYS

WHO WILL BE THERE

- A TITLE COMPANY REPRESENTATIVE
- THE SELLER
- THE BUYER
- THE BUYER AGENT

ONCE ALL THE PAPERS ARE SIGNED, THE CLOSING IS OFFICIALLY COMPLETE.

PRE-SHOWING PREP

CHECKLIST

- Install lockbox for the key
The lockbox holds the keys to the home and is typically found at the front door, guarded by a security lock that only licensed agents have access to. This allows real estate agents access to show your home on appointment.
- Stow away valuables
- Remove mail and personal documents
- Remove prescription medications
- Only let scheduled appointments in
- Keep it clean for showings
- Remove trash before each showing
- Avoid cooking strong scented food
- Make sure room is a nice temperature
- Vacate - Seller should not be present

ACTION STEP #5 MAXIMIZE Each Activity

Example:

Start doing two open houses every time rather than one to create more opportunities for conversation

1:00-2:30 and 3:00-4:30

Invite “move up” neighbors if applicable

Have all materials at the ready to allow for all situations/conversations







*See you July 3rd
for*

Maximizing Your SOI...

Be Good, Be Nice, STAY IN TOUCH!

Thank You!

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