

10 ACTION STEPS EVERY NEW AGENT SHOULD TAKE

Whether you have a solid plan or are starting from scratch, these business-generating action items will help you hit the ground running, keep you focused, and enable you to gain traction faster.



01

BUILD A DATABASE

Begin building a list of all the people you've ever done business with, interacted with or paid money to, including:

Your dentist. Your hairdresser. Parents of the children your children played sports with. People from service organizations you belong to. Anyone else you can think of who you've engaged with in a personal or professional manner.

Add these people to your KVcore CRM in your "Sphere" category. Your database provides a group of people you can add value to, and building it creates a great starting point for your growth efforts. Begin sending weekly or monthly newsletters that share what's going on in the community and highlight the current state of the real estate market as well as feature properties.

Consistently adding value to the people who already know you will keep you top-of-mind when the time comes for them to buy or sell.



02

PRIVATE-MESSAGES

Private-message anyone you've ever bought anything from or have ever supported in their own business ventures or fundraisers they were participating in.

"I love being a part of and supporting our community. Thank you for the opportunity to do so! As I build my real estate business, I'm simply asking that you keep me top of mind and mention my name if you hear of someone who is thinking of buying or selling. Thank you!!"

These are people you've already organically supported, and the law of reciprocity — which states that people feel compelled to respond in kind when someone does something to help them — will likely prompt them to do just what you've asked of them.

Let them know that you're in the real estate business, and ask them to support your efforts.

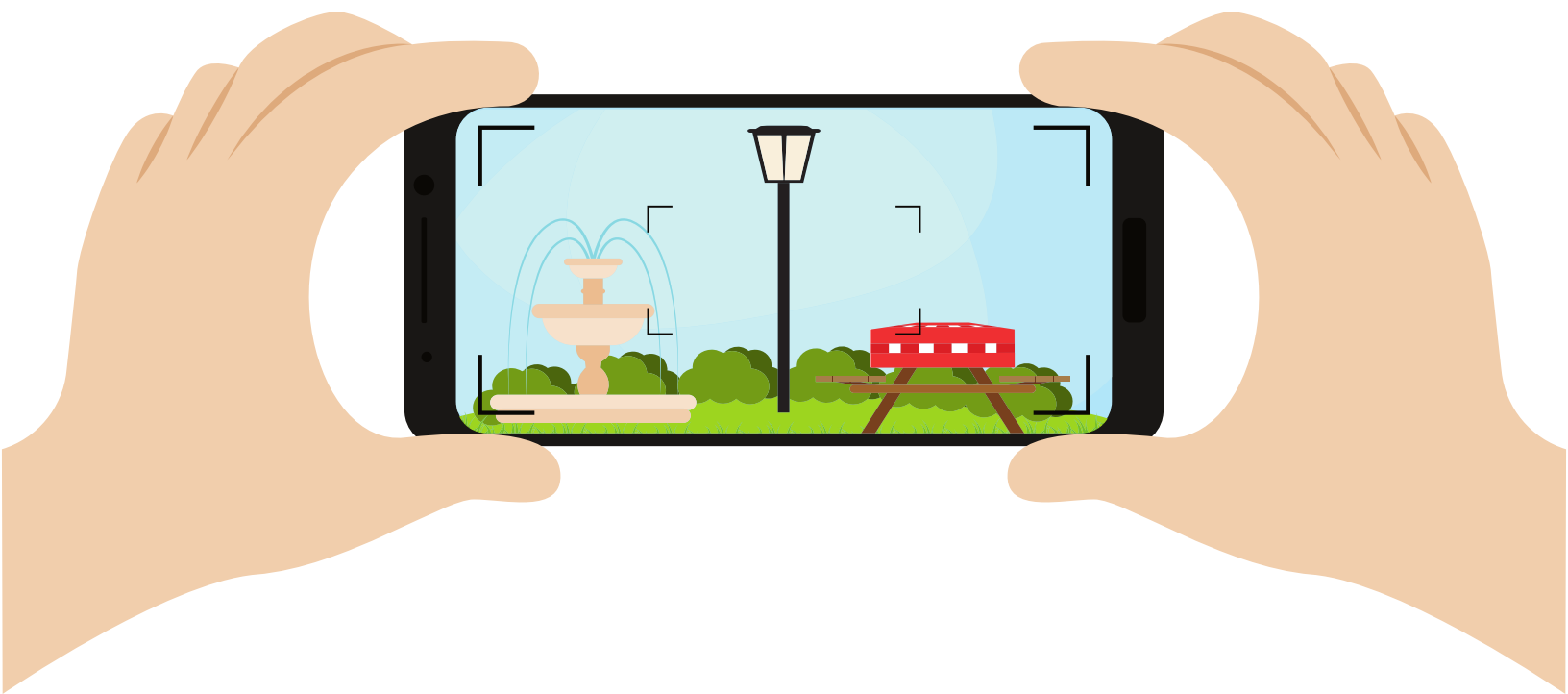


03

DOCUMENT YOUR JOURNEY

Social media makes it easy for you to share your day with your audience by giving them an inside look at your work. Take them along as you preview houses and give them a look inside the houses to generate excitement about your process.

This kind of content will help you find business opportunities without directly asking people if they want to buy or sell. It also leads to referrals as you immediately come to mind when they hear of friends, family or co-workers preparing to buy or sell.



04

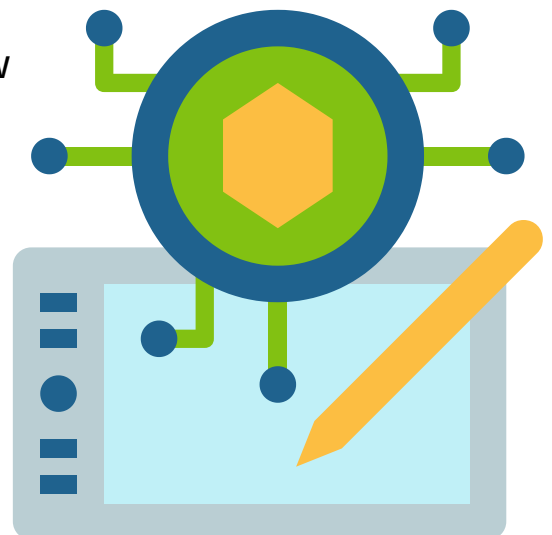
MARKET TO AGENTS IN FEEDER MARKETS

We all have feeder markets, or places that people routinely move out of when they move to our areas. Identify the top-producing agents in the feeder market and send them handwritten notes.

Here is an example of what these notes should look like. The front of the note says: “I love to pay referrals ...” Inside, write this (by hand) to a group of top-producing agents in your feeder market:

I'd love to be a resource for your clients who are moving to (their city), and I'd love to pay you a 30 percent referral fee for sending them my way. Thanks for keeping me in mind and I look forward to serving your clients with the level of service they're accustomed to receiving from you.

Include your business card inside, follow and engage with them on social media to build a relationship. These agents can become a source of consistent referrals.



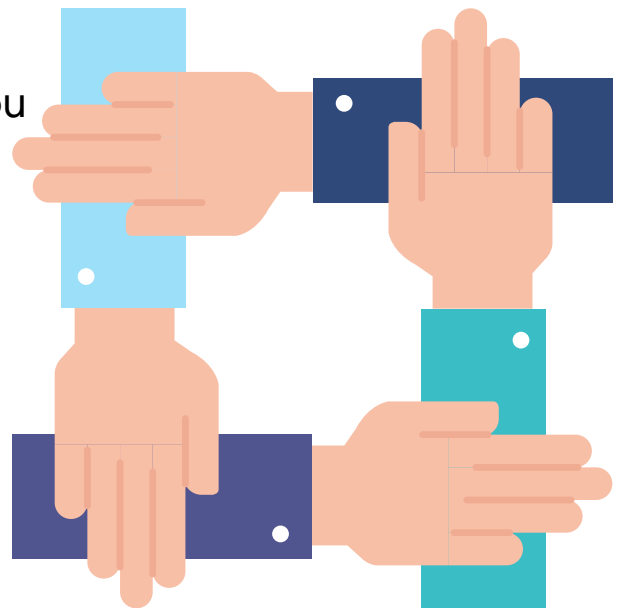
05

JOIN A NETWORKING GROUP

Probably every chamber of commerce in America has some kind of lead-sharing group program like Business Networking International, where people work together sharing referrals. Members gain admission to the weekly meeting by bringing a referral to one of the people around the table.

If you don't already have one in your area, you can create one yourself. Bring together a home inspector, an insurance agent, a lender, a title company, a handyman and anyone else you can think of who is dealing with potential sellers or buyers.

It's a great way to start building a network of people who will help you grow your own business while you help them build their own.



06

ATTEND CONFERENCES

Now that everything is reopening after COVID, go to events where you'll interact with people who are in your industry or related industries.

Intentionally sit next to different people at these events, introduce herself, follow up with them, and build a network of people who can deliver referrals to you.

The advantage to these conferences is that they'll generate lots of ideas, and you'll be in the same room with others who are looking to grow their own businesses. You'll also be in a position to receive referrals and send referrals to your new network of like-minded professionals.



07

HOST OPEN HOUSES

Because real estate is a contact business, your best opportunities will occur when you're face to face with potential sellers and buyers.

Hosting an open house will get you in front of people so even if you don't have any listings of your own, ask a fellow agent in your office for permission to host an open house on her behalf.

You will meet people at open houses, but the growth is in the follow-up. Send a video via text right after the open house thanking them for attending, send a handwritten thank you note to each person that attends, "friend" them on social media, and add each person to your database.

Set them up on a program that automatically emails them properties meeting their criteria. Your consistent follow-up with open house attendees will generate business.



08

CHOOSE A FARM

The core fundamental of successful real estate agents is that they have a neighborhood or area they farm and are the expert for that area. Choose a neighborhood and learn everything you can about it:

Recent sales

Price-per-square foot

Days on the market

Specific properties for sale

Current sales compared to last year

Become the person that people think of when they think of a certain neighborhood and if you've already built a farm in one neighborhood, consider building another. Use direct mail, phone calls, circle prospecting, and attending neighborhood events to meet the people who live there and then build value for them on a consistent basis.

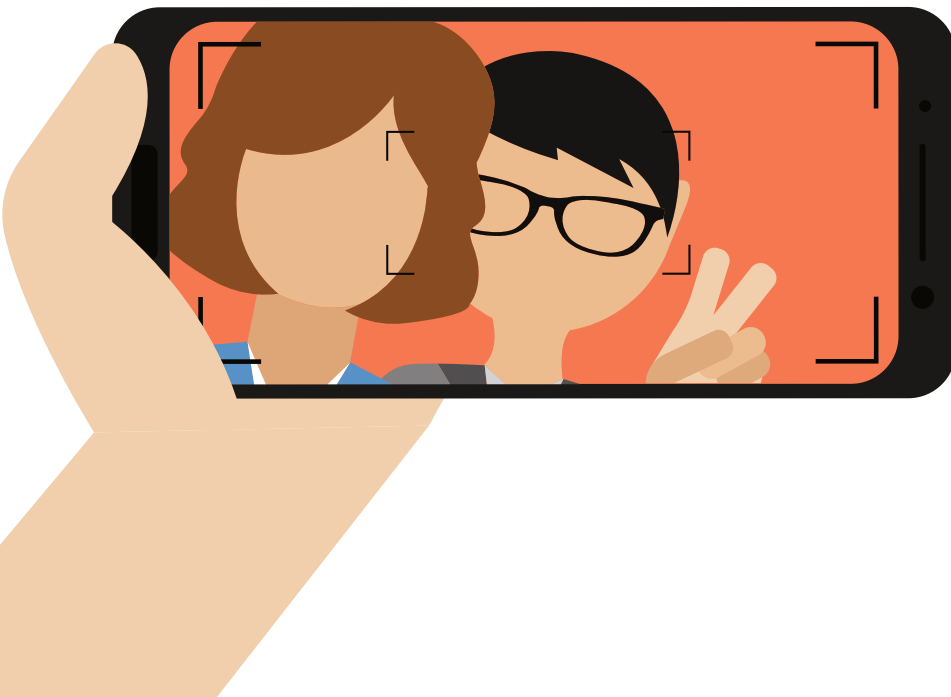


09

GET COMFORTABLE ON CAMERA

Video has become one of the biggest drivers of real estate leads and brand recognition. People want to know you and they want to know what it's like to live in your area...and video is a great way to relay that information to them. Start with your favorite neighborhoods, amenities, restaurants, attractions. What do you love about living there? Chances are other people want to know those things too as they consider relocating.

These do not have to be professionally produced videos, in fact, it's better if they aren't! People crave authenticity and they want to work with real people so don't be afraid to show your real self.



10

TAKE ACTION AND HAVE CONVERSATIONS

Industry averages show that it takes about 50 real estate related conversations on average to close one sale, so ask yourself whether you've had 50 conversations. If you're looking to close two transactions each month, plan for 100 conversations.

Take action. Real estate is a contact business, so if you want more transactions then have more conversations.

