The Perfect
Real Estate Assistant

Session 13

Agent Session

Lead Generation/Database Systems

Coach:

Monica Reynolds

Vice President – KW MAPS Coaching

Monica@kw.com

Customer Service:

fasttrack@kw.com

Phone:512-439-8684

Session 13-Agent Session: Lead Generation/Database Systems

Objectives for Today's Session

1. Analyze your lead sources.
2. Develop production tracking systems.
3. Create your goals using the 411 and GPS.
4. Teach your assistant the importance of leads and their cost.
5. Teach your assistant the importance of source tracking.
6. The importance of your database.

Guidelines for this course:

1. Join MAPS on Facebook to stay up to date on all MAPS events and programs: https://www.facebook.com/mapscoaching

2. Only paid participants may listen and contribute.

3. To ask a question or make a comment, please use the "Chat" Box.

4. If you would like to speak on the call, please wait until the end of the session to raise your hand. The coaches will call on you know when they are ready for comments.

5. Complete all assignments prior to call. Be PREPARED!

Notice

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Agenda for Today's Session

Get Ready!

Complete the questions on this page as a warm-up to prepare for your coaching session.

Where do your leads come from? Why?

____

What sources of business should you add?

____

What is your conversion rate of buyer leads to deals?

____

Do you know your numbers?

____

Are you using the 411 and GPS to set goals?

____

What is the importance of your Database?

____

Thoughts on Lead Generation

1. Lead Generation is EVERY DAY!
2. Lead Follow-up – must be in your schedule
3. Five Sources of business
4. Manualize your systems for lead generation
5. Track your ROI
6. Know your numbers
7. No Interruptions
8. Executive Assistant supports you in your lead generation
9. Track all sources of appointments

BUILDING 5 REFERRAL SOURCES OF BUSINESS

The easiest and best part of real estate is when the cash register rings...the phone rings and someone is giving you a referral.

Why does someone give you a referral?

1. They trust you to take care of the referral.
2. You ask for them.
3. They know you are the best.
4. They are committed to you and your success.

There are 5 categories of referrals. It is important not to just throw them all into one group.

Why separate them?

1. So you can have a clear picture of what is working.
2. So you can monitor where you are weak and improve.
3. So you can increase percentages each year and have a benchmark.

Here are the 5 referral sources of business

1. PAST CLIENT
2. AGENT
3. TEAM
4. VENDOR
5. COI

Sources of Business

1. Past Clients
2. Center of Influence
3. Expired
4. Past Expired

5. FSBO
6. Just Listed
7. Just Sold
8. Internet
9. Investors
10. Non-Owner Occupied
11. Agent Referral
12. Client Referral
13. For Rent
14. Probate Attorney
15. Divorce Attorney
16. Chamber of Commerce
17. Open Houses
18. Property Managers/Companies
19. Insurance Agent/Company
20. Professional Tip Club
21. Toastmasters/Rotary
22. Charities
23. Schools
24. Short Sale Attorney
25. Lender
26. Title Rep
27. Other Affiliates
28. Assistant
29. Neighborhood Farm
30. Facebook/Social Media
31. Doctors
32. Dentist
33. Door knocking

34. Baby Boomers/Downsizing
35. Retirement Communities
36. Probates
37. Radio
38. TV
39. Dave Ramsey
40. Command/KW referral group

Other Sources:

____

____

____

____

Sources of Business (marketing examples)

Source #1 -- Past Client and Center of Influence

Goal: To maintain 35-37% repeat and referral business

Marketing plan:

a. 26 emails per year
b. 4 phone calls per year/1 per quarter
c. 4 mailings
d. Thanksgiving Card
e. Christmas Card
f. 2 Live Client Events
g. Referral program
h. Charity events
i. Top 50/100 Clients

   * be sure to connect on social media for your events

Estimated Cost: $________________

Source #2 -- Expireds

Goal: To have 20% of business come from Expireds/Past Expireds

Marketing Plan:

a. Series of 4 letters in 2 weeks
b. Series of same 4 letters for another 2 weeks
c. Phone call at 7:30 a.m. for new expireds and repeat calls afternoon and early evening
d. Call every day for 1 week
e. Send Expired Package

f. Door-knock with Expired Package
g. Create an "Expired Monthly File"

Estimated Cost: $____________________

Source #3 -

Goal:

Marketing plan:

a.
b.
c.
d.

Estimated Cost: $___________________

Source #4 -

Goal:

Marketing plan:

a.
b.
c.
d.

Estimated Cost: $____________________

Source #5

Goal:

Marketing plan:

a.

b.

c.

d.

e.

Estimated Cost: $______________________

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Assistant / Agent Team Referral System

GOAL:

To generate one listing or one buyer lead per month from your assistant.
To generate one listing lead from your buyer agent. (Affiliates can also be included)

WHEN:

The first day a new assistant or agent joins your team. Include this as part of your orientation handbook and checklist.

ACCOUNTABILITY:

Monthly goal for each person to contribute leads for the team and add to the weekly accountability form.

System for new assistants and agents to start their database and add to yours

1st Week

1. Get a legal pad (or your iPad) and list everyone you know. Also ask your friends and family for names.
2. Set a goal to have at least a minimum of 1000 names.

2nd Week

1. Look at your list and now research phone numbers, emails, and addresses.
2. Look at your iPhone /cell phone "contact list" …who should be added from that source?

3rd Week

1. That information now goes into the database. (The source is your initials.)

4th Week

1. Send a letter with your business card.

5th Week

1. Call each of your "potential clients" from the list.

a. Leave a message if not available.
b. Send an email after each call or message with the link to your website.

Setting Goals with the 4-1-1

Why should you set goals?

A goal is an endpoint, a finish line. And what do we do when we cross the finish line? We stop.

The thing you must be careful about with goal setting is to avoid letting your goals become ceilings to your future achievement. A much better path is to set goals that place the finish line far, far away and then allow you to pause to catch your breath or celebrate your progress along the way.

Big Goals - goals that we aspire to achieve someday - keep our feet moving and lead us to our highest possible potential.

Be SMART About Your Goals

No matter what your goals are, they will be more effective if they are "SMART." This is the first step to working smarter, not harder:

S - Specific: Be tangible and precise in stating your goals. General goals are not compelling.
M - Measurable: Set goals that are quantifiable. You need to be able to know if a goal is accomplished.
A - Action Oriented - The best goals drive you to act and do something concrete.
R - Realistic: Make your goals realistic but not pessimistic. The most empowering goals require a stretch to achieve them. Ask yourself what the probability of accomplishing each goal is. A fifty-fifty chance is best - neither too difficult nor too easy.
T - Time Bound: You must have a clear time limit or deadline for getting goals done.

The Format of the 4-1-1

The 4-1-1 process is a practical system that drives your goal setting and helps you structure your time, resulting in greater accomplishments. The 4-1-1 Action Goal Worksheet is formatted to guide you as you define goals for 1 year, 1 month, and 4 weeks in the categories of Job, Business, Personal Finance, and Personal.

Annual Goals

You should set aside 1 to 3 days each year to think about and crystallize these one-year goals.

Again, you must get clear on your Big Rocks. From these, identify 5 - 7 key goals that you must achieve to feel that you have had a successful year. These are written in terms of "gauges." Gauges are those goals that act as measures of your intended results (e.g., "I want to double my last year's production.").

Annual goals should reflect each of the key areas of your life. There can be many categories, but we have found the following categories to be most useful:

- Job - What will you do?
- Business - What will your business or team do?

- Personal Financial - What improvements do you desire in your net worth (reduced liabilities, increased investments, increased assets, etc.)?
- Personal - What do you desire to have happen personally (health, family, spiritual, educational, etc.)?

Monthly Goals

You should set aside 1 to 3 hours each month to rethink and further refine your monthly goals.

Focus on your methods of achievement: How will you position yourself in pursuit of your annual goals? Begin by breaking your annual goals down into their monthly increments. In addition, write down the key activities that will lead to those monthly results.

When deciding your monthly goals, remember to put first things first. Goals that other goals hinge on have higher priority. You should have no more than 5 to 7 monthly goals. Do not plan any more than one month ahead.

Weekly Goals

You should set aside ½–1 hour each week to form goals for the coming week.

Plan one week at a time, taking into account what was accomplished the week before. Weekly goals are all "levers"—actions or activities. Levers are those goals that are the mechanisms or specific how-to's of achievement (e.g., "I will contact 10 people each day."). These weekly goals are the steps you will take toward your monthly and annual goals. Levers are the means to the ends.

Your weekly goals, like all your monthly and annual goals, are not a to-do list, but rather a have-to-do list. Decide what you must do that week to achieve your monthly goals, again remembering to put first things first. And limit your number of weekly goals to no more than 6–8 key, measurable activities.

Questions to Ask

Before you start filling out your 4-1-1, you should focus on the goals that matter most to you. Here are some things to address:

- What is it that you want to accomplish?
- Start with the end in mind. Be specific about what you want; vague goals will yield inconsistent results.
- How are you going to achieve your goals?
- You should have a clear idea of what strategies and activities will help you realize your goals. If you are unsure, consult with someone who can help you get clarity.
- When are you going to accomplish these things?

MY 411

Transfer your one-year GPS as well as any personal yearly goals to your 411. The 411 stands for four weeks, one month and one year. This will be where you keep track of annual, monthly, and weekly big rocks. Analyzing your year using the focusing question, fill in your monthly goals and then what you will accomplish this week to stay on track with your monthly achievements. Review and update your 411 on a weekly basis.

My Annual Goals

Personal	Business
1.	1.
2.	2.
3.	3.

My Monthly Goals

Personal	Business
1.	1.
2.	2.
3.	3.

My Weekly Goals

Week 1	Week 2	Week 3	Week 4
Personal	**Personal**	**Personal**	**Personal**
1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.
Business	**Business**	**Business**	**Business**
1.	1.	1.	1.
2.	2.	2.	2.
3.	3.	3.	3.

GPS Business Plan Worksheet Example

Name: Monica Reynolds Real Estate

Date: January 10, 20_ _

Goal: 289 Closed Transactions for 20_ _

Priority 1: 20 Listings Taken Per Month

***Strategies** to Achieve Priority 1:*

1. Prospecting – Calling expireds, cancelled listings, calling around just listed- just sold listings. Calling FSBOs in our area. 16 listings = 30 appointments = 3000 contacts per month
2. Database – Establish 33 touch for database including monthly email from Monica and quarterly calls. One client appreciation event per quarter.
3. Marketing – Continue radio ad campaigns updating content monthly. Also continue radio show with a goal of 1 real estate related guest per month.
4. Senior Transition Program – Target sales/marketing reps at senior living homes for their future residents who have homes to sell. Monthly seminars at different facilities educating people about our program. All agent cards from seminars and trainings to the database.
5. Agent Referrals – Continue sending monthly emails to agent database. Add all agent cards from seminars and trainings to the database.

Priority 2: 7 Buyer Sales per Month

***Strategies** to Achieve Priority 2:*

1. Sign Calls – Have lead buyers' agent return all calls immediately. Have calls sent via text and email. Each call to be printed, put in follow-up folder & called every day-2x a day until a connection is made

2. Internet Inquiries – If a phone number is given, follow the same procedure as the sign calls. Also, implement 10 days of pain, email drip and keep running it until a connection is made.

3. Open Houses – Minimum of 1 open house per week from the buyer team. Agent to door knock and call through the neighborhood prior to the open house date.

4. Dave Ramsey – Call/email immediately upon receipt of the lead. Keep calling/emailing 2x per day until connection is made. Go back through all old leads every week, continuing to incubate and move them forward.

5. Skills – Role-play with buyers' agents 3x per week working on lead follow-up, buyers consult, buyer conversion and buyer plan of action. Also address customer service topics, issues, situations, during team meetings.

Priority 3: Deliver Outstanding Customer Experience

***Strategies** to Achieve Priority 3:*

1. Hire Talent – Continue attending all Career Visioning events in our area. Continue to be on the lookout for talent and top grading when necessary.

2. Training – Team meeting every Tuesday with an emphasis on training, skills and looking at what we can do to improve our customer service.

3. Read – Every month have the team read and discuss a new book on the subject of customer service and motivation.

4. Improve Systems – Continue to look at how we can improve our systems to enhance the customers' experience and anticipate their needs, wants and questions.

5. Reviews – Have a goal of 10 positive customer reviews each month. There will be a prize/contest each week as a result of the reviews

GPS 1-3-5

The 1 Main Objective

The 3 Goals to Achieve the Objective

5 STRATEGIES FOR EACH GOAL

Goal #1 **Goal #2** **Goal #3**

Strategies

WHAT IS A DATABASE?

1. A computerized record keeping system.
2. As real estate agents this is our only tangible asset.
   - It is the foundation of your business.
3. Your database is what you spend your career creating.
   - It is your legacy.

DATABASE GOALS

1. 15,000 "completes" in your database
2. Systematic system to grow your database
3. Systematic system for contacting and nurturing
4. Systematic marketing plans

> ***"The size of your real estate sales business will be in direct proportion to the size and quality of your database."***
>
> ***- Gary Keller The Millionaire Real Estate Agent***

MREA: Four Laws of a Database

- Build a database
- Feed it everyday
- Communicate with it systematically
- Service every lead that comes your way

1.The statistics on how agents recapture past clients:

a. 67% of real estate clients never want to use the same agent again.

b. 34% start new relationships.

c. 18% don't need you again and don't send referrals.

d. 12% disappear.

e. Everyone single person will know of 5 people who want to buy or sell real estate. Will your clients call you and tell you about their friend, neighbor, co-worker, etc.?

2.Your database is the best source of referral business.

a. Who are your ________________________________

b. How do you take care of them?

c. How many should you have?

d. Do you have an agent referral business?

- ➢ Do you go to seminars?
- ➢ Do you go to company sales retreats?
- ➢ Do you go to N.A.R. events?

- Do you know the agents in your surrounding cities?
- Do you know the agents across your state?

3. How do you stay connected to your database?

a. How often do you need to connect with them each year?

b. What are the best methods to stay connected to your database?

4. Database Do's and Don'ts...

a. Know how to use it.

b. Find one that you like.

c. Don't purge without reason.

d. Don't make it complicated.

Database Checklist

1.Record all potential clients' information in database.

Name	
Address	
Phone/Cell/Work	
Email: All Parties	
Source	
Date	
Have	
Want	
Remarks	
Personality Style	

1. Record all current clients' information in database.

a. Repeat table above

b. **$$$** Create a field. What is that client worth? 5 deals...$5000 average commission...$25,000

2.Mail 4 times a year.

a. First-quarter Happy New Year mailing... (real estate update/review of last year)

b. Second quarter mailing- (investment opportunities, interest rates, just sold/just listed list, community real estate update, property tax reminders)

c. Third quarter - Yearly update

d. Fourth quarter - Thanksgiving Card, Holiday Card

3. Call once a quarter

a. Divide number of clients with days you are going to work this quarter.

b. Example: 500 people in your database, 60 working days per quarter, 8 contacts per day.

c. Call the database each morning and make notes.

d. Call Saturday morning if you are behind.

4. Send out 12 emails per year...one a month.

Keep brief

Send a video

Send link to website

Send new listing

Send new interest rates

Send newsletter

Send testimonial/review

Send affiliate information

Send new sold

Send new real estate law

Send real estate tax reminders

Send an interesting article or feature

ASSESS YOUR DATABANK

A. Mets __________

B. Non-Mets __________

C. Number of completes __________

D. Number of Categories __________

E. Number of Completes from Each Team Member __________

F. What is Missing? ____

____

G. What is a Mystery? ____

____

What Is a MET?

• **Definition** - A 'met' is anyone you knew… and who knows you. It can also be anyone whose contact details you have and knows that you are in real estate. A met is someone who would recognize your name and, with the new CASL laws in mind, someone you have permission to send things to.

• **Make Contact** – By email, letter, social media

• **Apply Proper Tags and Smart Plan -** SmartPlans are designed to automate and trigger activities for agents such as lead follow up, send a birthday card, make a call, send a market report. The tags (sources) are created for your contacts to allow you to organize your database in any way you choose.

TAKE CARE OF YOUR DATABASE

1. Hire college intern each year to clean up database. Fill in missing information by research and calling.

2. Research all the major franchises, top 100 agents, email, phone, address etc.

3. At every Mega Camp, Family Reunion and any education events bring business cards and have your QR Code ready to go. Set goal to come back with a minimum of 500 contacts.

4. When the team attends events, do a contest for the most cards/contacts collected.

5. All the real estate publications of an article with a significant agent, tear out pages and give to assistant to enter information.

6. All emails received from agents soliciting our business, send email to assistant to enter information.

7. Make sure all the top groups, teams, and agents of your brokerage are entered in database.

8. Make sure top teams from the Wall Street Journal are entered and researched.

9. Quarterly, ask for team to provide agents they have met randomly for our database. Set goal that they bring at least 20 agents each quarter to the database.

10. Send Thanksgiving card and Christmas card.

11. Assistant to monitor goals and transactions.

12. Assistant to record on Referral Goal Board.

Tip: Be sure to create and actively work an agent database for referrals and recruiting…Command is great for this

How to Call Your Old or Forgotten Leads!

HINT…They're in your Database!

Harvard did a study in 2012 and found if you call a lead in 6 times in 6 days, they have a 90% chance of picking up!

If you have a database of 1,000 leads and you don't know their history, start by picking a handful. Let's say you call 100 leads and get maybe 20 pickups. You set appropriate tasks for the ones you talk to.

Then for the other 80, you are going to leave a voice mail. On Day 2 you are going to call the SAME LIST!

This is how you will see results and start getting callbacks. Many people don't see results from calling old databases because they only call them once and then wait a while for that second call.

Now you call these 80 and another 20 pickups, and you leave voicemail #2 for the other 60.

Then guess what you are going to do on day 3?! Call those 60 people you have left on your list! This is the same list that you started with, and throughout the week the list will keep getting smaller.

What you will find is a lot of people will start calling you back on the 4th day. If you start on a Monday, that means Thursday, Friday and possibly the following Monday you will start receiving callbacks.

VOICEMAIL CONVERSATIONS

For the voicemails, you are not going to leave the same voicemail each time.
Your first voicemail is going to be somewhat general to pique their interest.
"Hey there, it is _______ from the ________ Group. I saw you were interested in Real Estate and I would love to help."

Voicemails #2-4 you are going to leave a short value add with a specific call to action.
"Hey there, this is ________ call me back. We do typically sell homes 1/3rd faster than other competitive Realtors. So, call me back so I can save you time on the market. My number is … call me today by 5."

For the last voicemail you are going to say something like:
"Hey there, it's _______, I have left you a bunch of voicemails. I'm not sure if you are just super busy or not interested. But would you let me know, either way, I don't want to pester you, yet I do want to help you if you want help. So just let me know either way what I can do for you."

When you do this, **you will see that you will have a 90% pickup or call back ratio**. It is much better to go small and focus on the list for 5 to 6 days than to try and call all 1,000 leads here and there sporadically.
Think about if you only had a call from a sporadic number how urgent are you going to be to call them back?
But if you have the same number calling you in a short period of time, after a few calls you are going to be curious to what they are calling about and either pick it up or call them back.
That is your strategy to reconnect with that old database! So, go out next week and pick a list and stick to it for 6 days.

Make sure always to prioritize new leads first! But if you follow this strategy in a few weeks, you will have your database all sorted out!

GOLDEN LETTER

Date

Greetings! (insert database name, neighbor, homeowner or leave blank)

Would you be willing to sell your home to one of my approved buyers? This is [name] with [team name if applicable at] Keller Williams [market center]. I am reaching out to you, because I have the following buyers ready to purchase a home that meets the following criteria.

Buyer #1. (Description and price range)

Buyer #2. (Description and price range)

Buyer #3. (Description and price range)

If you are interested in selling or would like to know what your house is worth, please give me a call at [phone number]. I look forward to hearing from you.

Warmest Regards,

[Name]

[Team Name if applicable]

[Cell]

[Email]

[Market Center DBA]

[Market Center Phone Number]

[Market Center Address]

Note to agent: Do not share information that violates Fair Housing rules.

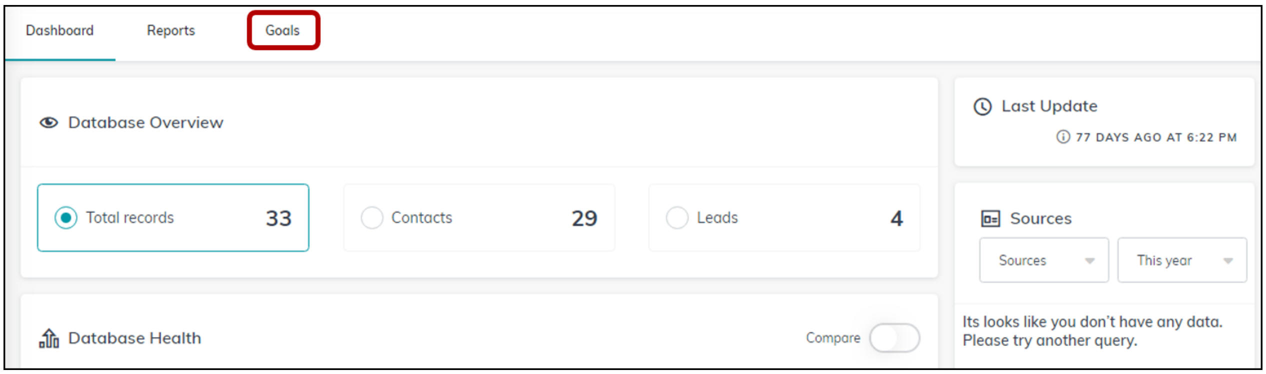
Do not put the area the buyers are looking for. If you do this, you may not get as many responses. This is designed to identify those interested in selling as well as finding your buyer a home that may not be on the market. Keep the descriptions short and parallel. You want people to look at the letter and think it will be quick, easy read. Be sure you are following all advertising rules for your area. Consult your MC if you have questions.

Hand sign with a non-black pen. Consider making your own stationary with a header and footer. If you include your market center information in the footer, you may not need to include everything below your signature. Consider writing the address on the envelope by hand to increase open rates.

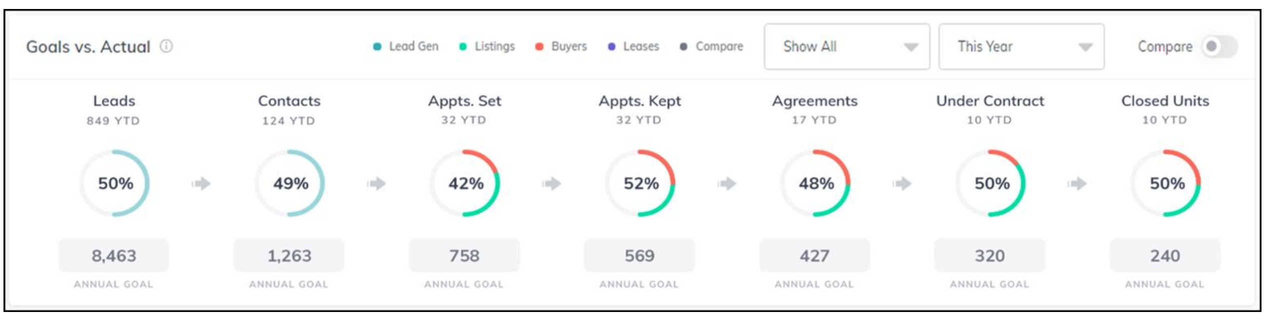
You can set your goals and activities in Command!

Once you set your goals, the activities you do in Command will contribute to help you track your progress, whether you are working with leads and contacts, or using Opportunities to track and manage your active or potential deals.

1. Log in to http://agent.kw.com, with your KW login credentials.
2. Choose the **Reports icon**, on the left side of the page.
3. At the top of the page, click **Goals**.



Goals Vs Actuals



The color code reference, at the top of the report, shows you a breakdown of the type of business that is driving your actuals:

● Lead Gen ● Listings ● Buyers ● Leases ● Compare

At the top of the report, you can see each of your conversion rate goals and track your progress. Each of the conversion radials track specific actions in Command:

Leads - the leads tracker will increase when a lead comes into the system automatically or is manually entered.

What Your Assistant Will Learn Over the Next 2 Calls …

1. The value of a lead and how much a lead is worth

2. The value of a lead and how they can help

3. Expired System and how to create an expired package

4. FSBO System and how to create a FSBO package

5. Open House System

6. Buyer System and package

7. Working with vendors/vendor form and tracking system

Policy and Procedures Tab Suggestions
1. 2. 3.

What I Learned Today …

____

____

____

____

Session 13: Homework Assignment

1.____

2.____

3.____