

CASE STUDY

Jacob Weaver's playbook for becoming a \$1M agent



Summer 2018 story how Flipt has helped Jacob Weaver, an independent real estate broker associate in Seattle to build recognition in a new area, realized over \$70K ROI after 2 years, and helped to build relationships and a pipeline to achieve the goal of earning \$1M in annual commissions.

CHALLENGES

“My ultimate goal was to never go back to my day job” - says Jacob Weaver.

“I used postcards to start my real estate business, but the response rate was really low. It started with a 3% response rate and went down from there. 50 other companies were doing the same thing.

When we started using Flipt we wanted to get more prospects for the investment side of our business. Flipt is a great tool to connect with future home sellers of all kinds. I tend to use it specifically in neighborhoods with a lot of broken down inventory that I know I can convert into an investment project or in the neighborhoods with a higher price point. That works pretty well. **I stopped using postcards 11 months ago.**



Jacob Weaver,
Dale Walters Real
Estate

Independent real estate broker associate in Seattle.

With the understanding that every client has a unique set of goals, Jacob Weaver uses a variety of tools and strategies to find the perfect solution for clients' situation.

In Real Estate since 2015. 25-30 transactions a year. Size: \$100K - \$2M



With Flipt I sometimes have more inquiries that I can handle, but I'd rather have this issue than not having enough inquiries. Whenever business is slow I end up going back to the Flipt database and just start making calls. Something always pops.”

KENYON ST LISTING STORY.

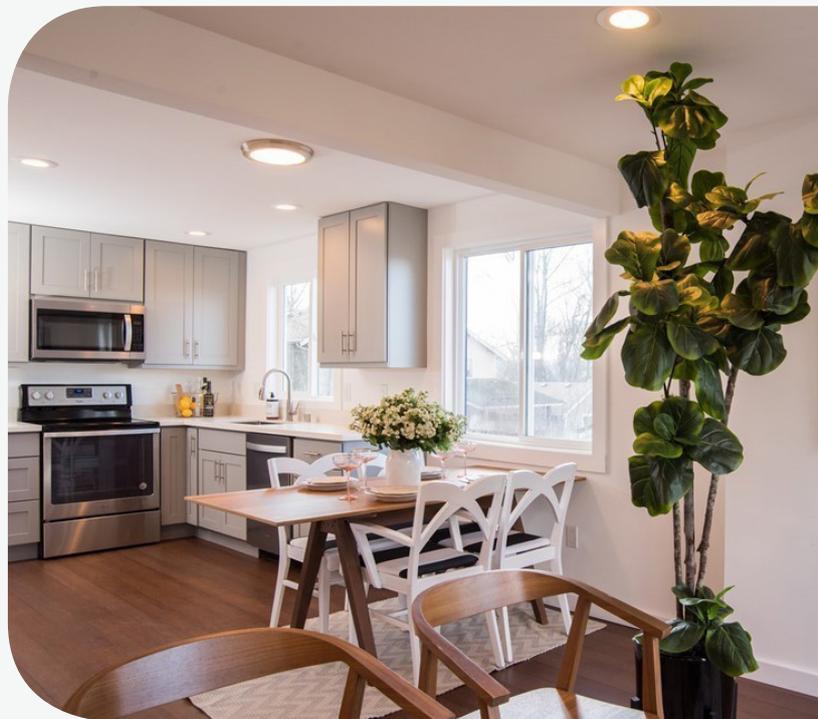
Jacob reached out right away. The next day the owner got back to Jacob through text, which is very common for new prospects. They feel more comfortable communicating via text message at first.

3 Commission checks from 1 FlIPT inquiry

The owner was moving to California with her daughter and needed to sell her house. The house was in a pretty bad shape. The selling price was really low, so Jacob decided to take it on as an investment project.

Jacob's team connected the owner with a Sacramento broker within their investment network (**and made \$2,000 on that referral!**), who took care of her and helped her find a place in California in parallel while they were closing on the transaction in Seattle (**2nd check!**). Jacob's team also helped her to coordinate all the moving services, dump services, and released all cash prior to the transaction so she had the resources that she needed before they actually closed.

“Seattle is hammered by brokers and investors. So I think the unique perspective or angle that I bring to the table wins me real estate deals. Most of the time with a new prospect I just talk about the things that I know might help in their specific situation.”



RESULTS, ROI AND FUTURE PLANS

Jacob bought KENYON ST property for \$170,000 and sold it for \$555,000 after a 6-month rehab (**3rd check**).

“We get about 10 very strong prospects a month. Definitely better than competitors. They are consistent, never get worse.

But listings take time. It takes

10 to 13 touches

to make a connection, to get a real conversation. We started getting our first results after 2 years of using Flipt. Flipt is definitely for the long term. My goal for the next 365 days is to break a \$1M in commissions with Flipt’s help.”

Goal for 2018-2019: Break a \$1M in Commissions with Flipt’s help.

Flipt also does **a lot of branding** for me. Last time I had an open house in a new neighborhood, a lot of people showed up who were familiar with my name. That was kind of interesting. I tracked it back to Flipt because I wasn’t doing any other marketing activities at the time.

Flipt team is always keeping me onboard, answering questions, providing background value that I’m not seeing from other platforms. Today Flipt showed me how to track listings. It was disheartening to see how many listings I missed and helped me to see more value.”

Get Quote

Hurry up! We only allow 5 spots per zip code.

HOW FLIPT WORKS

Flipt connects real estate experts with likely home sellers.

Our AI technology uses social and housing data to identify homeowners going through life-changing events (getting married, divorced, going to have kids, are about to have an empty nest, or are looking to retire) in your area at the early stage of their selling decision before they visit the large portals.

Flipt displays your ad on a network of 4 million mobile apps like NY Times, Facebook, and many more in US & Canada.

Flipt was built by a former broker-owner, so it's very simple for an agent to use and takes less than 10 minutes to set up.

Gain a competitive advantage to grow your listings business with our predictive marketing technology.

Watch a **1 minute video**



[Get Quote](#)

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Ask us anything!