AHA’S

- Mega Agent Expansion—it’s possible! Expansion Systems Orientation
- Have systems in place
- Create the experience in your market. Sell the experience, not just the home.
- Build a bench—agent and admin. Implement Recruit-Select.
- Fail FAST!
- Become a coach outside your own business
- Put pressure on your lead generation lever
- How to keep talent if you aren’t ready to hire? ISA?
- Build a BIG plan
- Raise your financial thermostat
- Every hire should be able to take your job. Grow from within.
- Mindset. Move forward.
- 80% of Market Centers will be home to expansion teams

TOPICS

- Successes

Database

- Sharp and correct
- 1,920 people in the database to net $1 million
- Start a new database called 1920
  - Start with an 8 x 8
  - Start moving with 100 per week
  - Hire someone to help
- Growing
- Referrals
  - Take care of your database

Leverage through admins
KW MAPS Mastery coaching

Mindset

Time blocking
- Be conscience of time, all the time
- If you are late, change your mindset
- Be honest with yourself

Nothing changes until something moves

Lead generation levers

Expired listings
- Postcard
- Text with a video of yourself telling how you can solve their problems
- Then call
- Email for video: carolyncarnes@kw.com

Senior communities

Client parties

Lender relationships

Mobile responsive website
- Increased conversions

Open houses

Door knocking
- Meet the neighborhood prior to the listing
- Show the sellers active prospecting

Hire an ISA then move to Buyers Agent

Listing Admin and Closing Coordinator
Start your own networking group
  • Pegg board
  • Started with 12

Client appreciation parties
  • Vendor sponsors

Facebook
  • Watch Facebook for drop-bys
  • Segment friends list

Hiring an ISA
  • 2 appointments a day
  • Cold call just listed/just sold
  • 100 contacts per day, plus follow-up
  • Added 400 to database in 4 months
    • 6 months and fewer calls, 2 per month
    • Over 6 months, 1 call per month
    • Invite to client parties
  • 5 – 6 hours per day
  • Use a 4-1-1
  • Salary plus 5% split ($2,700 monthly, plus 5%; about $3,500) per month
  • Plan to transition out of salary
  • Calls with team leader to start
  • Saturday is a great day for calling
  • Debt collectors are a good source for ISAs
  • Ad on Craigslist
    • Looking for “phone animal” (yes, you are going to cold-call)

Other ISA comp plans
  • $1,000 salary per month + 10% GCI
    • 5 hours a day/4 appointments per week
• $2,000 salary per month + 10% GCI
• $1,200 salary; after 3 months, transition to buyers assistant
• $2,500 salary per month + 5% GCI
• 2 ISAs work 4-hour shifts for $280 per week
• No salary ISA with a 25% split

Take Tim Heyl’s training
  • Virtual ISA at myoutdesk.com

Coaching

Run a business like a business

Leveraging

Hire the right people
  • Follow Recruit-Select process

Working your database
  • Relationship building

Focus on the people in your business
  • Use the 4-1-1 to motivate

Facebook advertising
  • Boosted open house post
  • Tie in charity
  • Konversion program
  • Create a Facebook page for a community
    • Post community events

Networking while learning

Senior marketing
  • Help with scaling down
Probate sales

- Probate data-email for info: debra@debraschwartz.com

**CHALLENGES**

Leverage

- Trust issues—hard to let go
- If you are a business, you have to let it go

Lack of structure

- Need to create clarity

Time blocking

Do not advertise personal cell phone

- Route all calls go to the office

ShowingTime.com (software) handles calls for listings and showings

- Call routing
- About $60 per month
- Feedback form goes to showing agent for feedback
- Live-person answers
- Mobile app
- Schedule showings
- Or Showings.com—centralized showing service
- Potential problem—Feedback forms may not be filled out by showing agents
- Great tool for listing presentations with stats
- Some MLSs provide this software though dues

Deselecting a team member

- Right time—anxiety with working

Financials in order

- Have a P&L
Experiencing new competition
- Influx of new agents coming into the business

How to handle splits per team member
- Some allow team members keep their own production
- Check MLS rules
- How does it affect Cap amounts?

Leverage
- Share schedule

Balance is when your family knows you are home

Generating more leads
- Mojo Dialer
  - Buy data—expireds/FSBOs
- Landvoice
- Vulcan 7
- Facebook ads
- Join the Facebook Group – GotObjections - Lead Generation Scripts and Objections
  - Deals section for vendors
- ReTechulous.com
  - Build capture pages
  - Use Facebook advertising for pages
  - $1 per day for ad creating leads
  - Place leads on a drip campaign
- Buyer.com
  - Lead aggregator website
- First-time home owner happy hour
  - Don’t talk about real estate
  - People want to know who they do business with
Master 33 Touch before adding more leads to your database

Train ISA and Showing Assistant

Train both as an ISA first

Tim Heyl training for ISAs

Leverage your lenders to pay for advertising

Some states require broker license to start a team

Database management

- Hire someone to help

Lead generate daily

Growing your downline

- HappyGrasshopper.com to set agents on campaign
- Women’s Council

Expansion—ESO

- If you want great people, they are hard to find. Talk to more people.
- Commitment is a goal with consequence
- Having an assistant helps keep you level
- Choose a different lead generation lever for each day of the week
- Read the book: *Demographic Cliff*
- Be aware of what’s going on in the market
- Be prepared for a downturn
  - Live on 50%
  - Pay yourself by payroll to cover personal expenses
  - Get GREAT at prospecting
  - Get in with REO now
  - Learn about short sales
  - Read SHIFT. Make your team read SHIFT.
· KWU—new shift modules
· Build market share
· Build your downline
· Buy real estate in the downturn
· Call investors
· Reduce expenses
· CDPE Training
· Tap into baby boomers to create investment club to buy
· Consult someone out of the business if they are not working out on your team
· Reposition investors that purchased during last downturn