

THE PROPERTY SHOP REALTY

Get Your Business In Gear

Overview

This class gives you ideas and suggestions to get your business off the ground and create leads to help grow your business.

**It is suggested to complete the Forms, MLS, Listing Agent and Buyer's Agent class prior to trying the ideas presented.

Sphere of Influence

- ▣ Create a list of everyone you know. Include Friends, Family, Business Associates, Neighbors, and other contacts
- ▣ Send them your business card and request referrals
- ▣ Call and follow up that they got your business card
- ▣ Ask for feedback

Marketing

- ▣ Title agencies have a representatives who can help you create marketing ideas and campaigns
- ▣ Send a monthly newsletter to your sphere of influence
- ▣ Pick a neighborhood and become the Neighborhood Expert. Mail them information regularly – this is called farming
- ▣ Be sure any mailings, promotions or advertising you do has the required disclosures

Goals

- ▣ As a Realtor you are now a business owner and should treat your real estate career like a business
- ▣ Set Goals and Create a business plan
- ▣ Find a mentor that can help guide you and keep you motivated to succeed
- ▣ Regularly review and update your goals and business plan

Growing Your Business

Below are some ideas to help your business grow:

- ▣ Get comfortable using the MLS and showing properties
- ▣ Complete all training classes
- ▣ Wear your name tag everywhere
- ▣ Preview properties
- ▣ Attend Realtor tours
- ▣ Hold Open Houses (ask other agents who have listings)

Growing Your Business...cont.

- ▣ Never be afraid to ask for a referral
- ▣ Get a website (there are many available for a small monthly fee)
- ▣ Keep your business cards with you at all times
- ▣ Be sure you have a Professional team. Your Loan Officer, Escrow Officer and Inspectors are a reflection of you and your business. They are also a great lead source
- ▣ Sign up for Floor Time with the office

Special Notes

- ▣ All marketing material is required to have the Federal Fair Housing Logo
- ▣ The Property Shop Realty, Your Name and Contact information should be on all material
- ▣ Review everything for accuracy – errors are a reflection on you

Motto: The harder you work....The luckier you get.