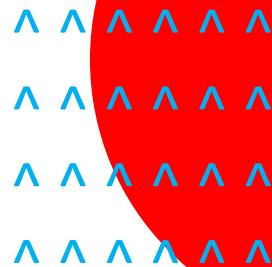


Cut Your Expenses & Make 20 Contacts Daily



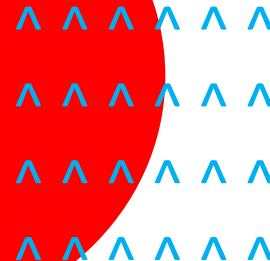
01

Start Snapshot Insights
- Economics of Choice
- "Set Power"

Expense Management

1. Perspective on expense management
2. Measure your market
3. Size your business
4. Cut the fat
5. Make the most of what you have
6. The bottom line
7. My action plan

MAIN IDEAS





PERSPECTIVE ON EXPENSE MANAGEMENT

Protect Your Margin

- When the market shifts, your margin becomes your biggest issue.
- Protecting your margin = saving your business.
- It's time to cut back on expenses.

"Unless it's nailed down... it goes."

~ Gary Keller

Perspective On Expense Management

Who Will Be Affected?

Can I really thrive in a down market?

No... and Yes!

In the short term, everyone in an affected market will feel the downturn equally. But by cutting expenses fast, anyone can thrive in the long term.

MEASURE YOUR MARKET

Watch Your Pipeline



1. How many closings are in the pipeline for the next two months?
2. What is your projected income from your closed transactions?
3. What will be your average monthly income based on your sixty-day projection?



MEASURE YOUR MARKET

Size Your Business

Your Personal Expenses

- ✓ Your lifestyle may need some adjustments—it's not the time for extensive vacations, redecorating your home, or buying a new car.
- ✓ Categorize all your personal expenses so you know exactly where your money is going.

Adjust your lifestyle costs to just below your projected income. That way you can be pleasantly surprised if you have extra.

Cut the Fat

Take Stock & Look for Results

Keep one question uppermost in your mind:

How does this expense help produce a buyer or a seller lead?

If the answer is “I don’t know,” or worse, “It doesn’t,” it is an expense that must be cut.

“For every dollar we invest, we expect a multiple return.”

~ Pat Kiker

Greenwood Village, CO

CUT THE FAT

The Big Two: Payroll & Lead Generation

The quickest way to cut expenses is to cut back on payroll. However, your staff is an investment. Before de-hiring, try to slim down the payroll.

1. Cut hours.
2. Combine positions.
3. Offer a bonus rather than salary increase.
4. Offer a package.
5. Listen to what your staff wants.



CUT THE FAT

The Big Two: Payroll & Lead Generation

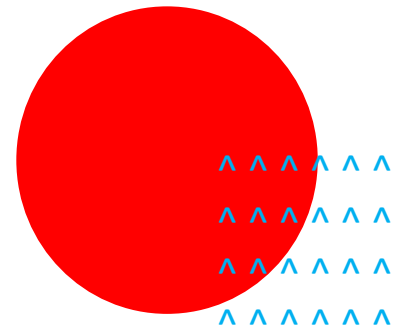
In a shifting market, your lead generation should be focused on prospecting and enhanced by marketing.

Prospecting

- Network!
- Lead Generate.
- Prospect FSBOs & Expireds.
- Hold More Open Houses.
- Get Involved in the Community.
- Megas - Personally Reengage.

Marketing

- Market for a Direct Response.
- Drive Customers to Speak with You, Rather than Just Build Your Brand.
- Follow Up Your Marketing with Personal Contact.



CUT THE FAT

What Not to Cut

Not everything must go! Think long term. . . some people and services are worth keeping.

 Don't cut customer service.

Expenses that impact your reach with customers are more important than ever.

 Don't cut training & coaching.

This is an investment that will actually help you make money - and can more than pay for itself.

IMPACT SCHEDULE

Weekly Schedule for _____
 Activity for the Week Beginning _____

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Prospecting		
6:00 AM								SOI	2@1	2 Hours
7:00 AM									2@1	2 Hours
8:00 AM	YouTube - Welcome to KW Command	YouTube - Review the New KW Kelle		YouTube - Your Marketing Profile				Open House	2@3	4 Hours
9:00 AM	Marketing Monday & SOI	SOI	Farm	Social Media	New Home Friday	PYN	PYN	Follow Up	5@1	5 Hours
10:00 AM		PC Group Coaching								Research & Development
11:00 AM							Virtual Open House	Virtual Open House	Computer	3@1
12:00 PM									Preview	2@1
1:00 PM		Preview Resale	Preview New							
2:00 PM								Training		
3:00 PM	Follow-Up	Follow-Up	Follow-Up	Follow-Up	Follow-Up			Shift	1@1	1 Hour
4:00 PM										
5:00 PM								Role Play		
6:00 PM										
7:00 PM								Preparation		
8:00 PM										

Minimum - 20 Days x 5 = 100

20 -40

20 -40

Maximum - 40 Days x 7 = 280

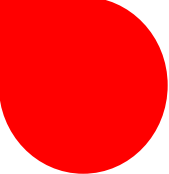
IMPACT SCHEDULE

Weekly Schedule for _____

Activity for the Week Beginning _____

Schedule - Week = 32

Time	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Prospecting			
								SOI/Circle	3@4	12 Hours	
6:00 AM					OFF			Door Knock	2@2	4 Hours	
7:00 AM									Farm Open House	1@4	4 Hours
8:00 AM	Role Play	Role Play		Role Play					Open House	3@4	12 Hours
9:00 AM	SOI	SOI	Circle Call	Farming		OFF	Door Knocking	Door Knocking	Research & Development		
10:00 AM									Preview	1@2	2 Hours
11:00 AM											
12:00 PM											
1:00 PM	Training					OFF	Open House	Open House	Training		
2:00 PM		Preview Properties							Training	1@2	2 Hours
3:00 PM											
4:00 PM						OFF			Role Play		
5:00 PM											
6:00 PM									15	3@1.5	1.5 Hours
7:00 PM						OFF		Prep for Next Week	Preparation		
8:00 PM									Prep	1@1	1 Hour



Know Your Numbers

Total Active Residential Listings
Compared to Last Year at this Time

Average List Price
List Your Cities/Areas

Average Market Time
Compared to Last Year at this Time

List Price vs. Sales Price Ratio
Compared to Last Year

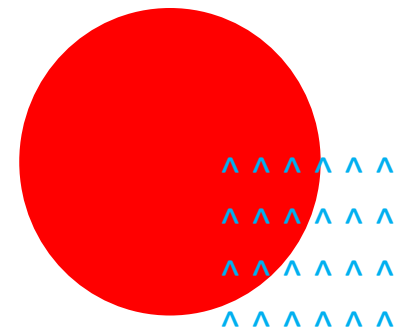
Number of Sales Year-to-Date

Average Sale Price
List Your Cities/Areas

Compared to Last Year

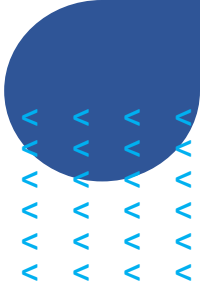
Overall Appreciation or Depreciation

Where Do You Find Your SOI?



- M Personal Friends And their personal friends...
- M School Connections Teachers, classmates, fraternity & sorority members, alumni, etc.
- M Business Connections Former employers or employees, fellow employees, customers, clients, competitors, etc.
- M Organization Contacts Members of church, clubs, military or navel groups, your men's & women's associations, farm organizations, ethnic groups, Chamber of Commerce.
- T From My Public Activities Co-workers in civic and religious organizations, charities, etc.
- T Trades People, Etc. My past and present grocer, butcher, home delivery people, pharmacist, news dealer, plumber, auto dealer, service personnel, physician, dentist, hairdresser, manicurist, pest control, pool man, yard man.
- T Through Sports & Hobbies Contacts through hunting, fishing, bowling, photography, collecting, stamps, gym.
- T Because of My Home Owner or builder and subcontractors and their employees, neighbors, bus driver, mailman.
- T Through My Family's Contacts Spouse's friends, school and college teachers (school, music, swimming, dancing, classmates, etc. Their relatives (parents, children, etc.)

Don't forget to put a business card in every bill you send.



Date: _____

Name: _____

How are you doing? _____

How's the family? _____

How are things at home? _____

Anything I can do to help? _____

Update Information:

Kids/Ages/Grades: _____

Things to talk about: _____

Item to send for follow-up: _____

Starting Your 200 Home Farm

Questions To Ask About Your Potential Area

- Is there a 6-7% minimum turnover rate for the community? If not, it is unlikely that you will be able to get enough sales to support your business unless the answer to the next question is a high percentage.
- How long have the occupants lived in their homes? If there are a nice percentage of homeowners who have lived in the area in the range of three to six years, this could be an excellent opportunity to catch these homeowners before their next transition. Statistically, homeowners relocate after living in their homes around six years, giving you nearly ready to move customers.
- Are there any agents who have considerable market share in that community? This is your direct competition. For example - if there were 50 sales in a neighborhood of 500 people and one agent sold 25 of them - this would be very serious competition and it may not be a wise investment of your time and marketing dollars to pursue this area.
- What are the current sales trends in the community? Prices going up? Down? What is the ratio of listings versus sales? What is the average time on the market for sales? This information tells you how hard you will have to work to market the listings you get before you get paid. Carefully look at the conditions in the neighborhood before you invest your time and money.
- What is the percentage of renters versus homeowners in the neighborhood? If the area is saturated with renters, you can solicit first time homebuyers - bear in mind that the rental rates for the area should be close to the average mortgage payment for the community. Many renters could be under qualified and unable to afford to purchase. It can be time consuming to discover who qualifies and who doesn't. On the other side, you can also solicit the absentee owners - this is a bit more costly requiring direct mail as your primary source of contact.
- Who are the people living here? The demographic information about a community will tell you how many seniors, young families, single people, income groups, etc. are living there. Not necessarily where, but it will provide enough information to get a feel for the area. Will you enjoy working with the different groups of people? Each type of homeowner has different motivations for moving and if you market well, you can reach them effectively.

Top 10 Giveaways

1. Letter of Assurance
2. Protect Your Family
3. Neighborhood News
4. Market Snapshot
5. Meal Plan
6. Quarantine Bingo
7. Natural Remedies
8. Top Games
9. Answers???
10. Upcoming Events

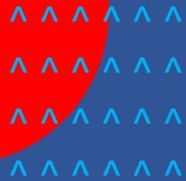
Reach Your SOI

Promote Local Businesses

- Appliance Repair
- Appraiser
- Barbecue Repair
- Cabinetry
- Cleaning Service
- Concrete
- Countertops
- Deck Repair
- Design & Organization
- Doors
- Electrician
- Epoxy Floors
- Estate Sales
- Flooring
- Foundation Repair
- General Contractors
- Inspections
- Handyman Services
- Home Warranty
- HVAC Services
- Landscapers
- Movers
- Painters
- Pest Control
- Pool Services & Repairs
- Plumber
- Restoration Services
- Roof Repair
- Septic
- Stucco Repair
- Stairs & Railings
- Window Repair & Replacement
- Window Coverings

Database Customizing

- A. Buyers
- B. Sellers
- C. Neighbors
- D. Investors
- E. FSBOs
(accelerate frequency)
- F. Expireds
(accelerate frequency)
- G. Allied Resources
- H. Network Groups
(Social/Work)
- I. Cross-Sale Agents
(Broker Tour)
- J. Advocates
- K. Core Advocates
- L. Current Professional Services
- M. Web Leads
- N. IVR Leads
- O. Geographic, Social, Niche Farms
- P. Social Media
(Facebook, Instagram, YouTube)
- Q. Referral Agents
(Command)



Top 10 Reasons a Buyer Should Buy a New Home.

1. Home buyer gets to be involved in the design.
2. Floor plan is designed for you and your family and your lifestyle.
3. Everything is new and selected by the buyer.
4. More energy efficiency saves thousands of dollars over time.
5. New homes cost less to run and maintain.



Top 10 Reasons a Buyer Should Buy a New Home.

6. Superior safety codes and design.
7. Advanced technology and energy saving appliances.
8. Quicker home appreciation over the first five years.
9. Special financing incentives.
10. Periodic inspection and code checks.



The Shift

Weekly Topics

#1. Mindset - Get Your Head in the Game and Protect Your Money (Bulletproofing)

#2. Cut Your Expenses and Make 20 Contacts Daily. Start Snapshot Insights – Economics of Choice – “Set Power”

#3. Leverage Your People, Vendors & SOI
Community Care Program – Protect Your Family

#4. Lead Generate Daily Through Command. \$5/day = \$150/month. 10 Leads or More. Investment Opportunities – Build Wealth

#5. Lead Capture with Instagram and Facebook

#6. Seller Pricing Strategies – Use Keller Mortgage in Comments for Free Closing Costs. Coach Seller to Buy-Down Rate. Pre-Inspect the Home – “Certified”

#7. Seller Showing & Staging. Virtual Open Houses Daily. Circle Call to Let Neighbors Know. Visualizer.

#8. Create Urgency with Buyer – Virtual Consultation. Divvy – Lease Buyouts – Non-Owner Occupied.

#9. Distress Property.

#10. Command Your Customers for Life with Smart Plans.