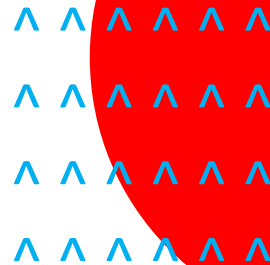


# Lead Generate Daily Through Command



01

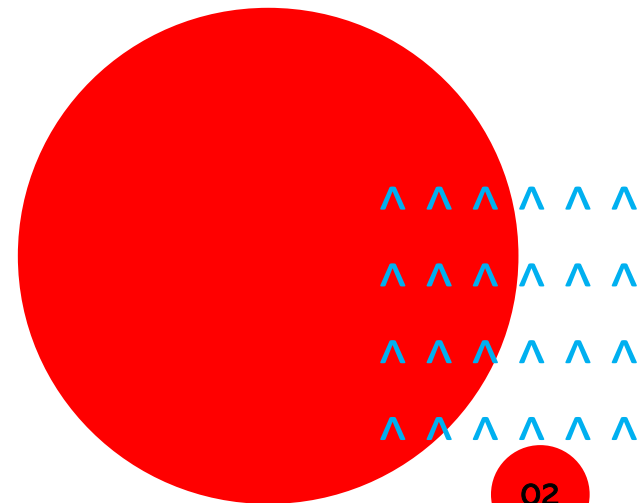
Investment Opportunities  
Build Wealth

# PERSPECTIVE

- The Market has Shifted in Many Areas
- Amount of Leads has Diminished
- Lead Generation is Your Business

*Fewer leads, fewer showings, and increased days-on-the-market—the minute these signs show up, take notice. Don't ignore them and don't wait to act.*

*From SHIFT:  
How Top Real Estate Agents Tackle Tough Times*



# Perspective

## Know the Facts

- Buyers & Sellers use Agents
- Agents - Over 2 million in 2019

## Transactions for 2019

- Existing Home Sales - 5.34 million units
- New Home Sales - 8.189 million units
- Total 13.53 million transactions or 27.06 sides

## Projections for 2020

- Existing Home Sales - rise modestly to 5.6 million units, a 4% increase.
- New Home Sales - expected to rise 750,000 an 11% increase that puts them at a 13-year high.
- Total 13.53 million transactions or 27.06 sides

# OUTWIT, OUTPLAY, OUTLAST

To Master Lead Generation

1. Study
2. Practice
3. Time on Task



**OUTWIT...**

**OUTPLAY...**

**OUTLAST...**

## **Study Topics**

- New developments in the community
- Homes on the market – preview them
- Selling & negotiating techniques
- Financing options
- Building/Construction
- Home inspections
- Home appraising

*Study topics continued ...*

**OUTWIT...**

**OUTPLAY...**

**OUTLAST...**

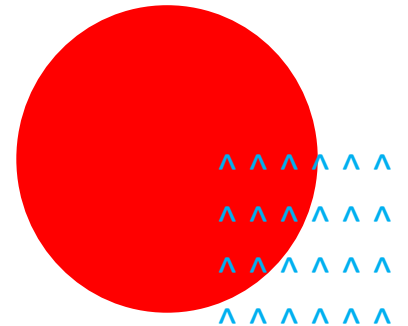
## **Study Topics**

- Local and national media messages
- Industry-specific news and information
  - NAR
  - Inman News
  - REAL Trends
  - [www.activerain.com](http://www.activerain.com)
- Real estate investing
- Technology—computer, phone, Internet, blog

# OUTWIT, OUTPLAY, OUTLAST

## Study Your Own Market Numbers

- Number of homes sold
- Number of homes on the market
- Number of homes pending
- Number of expired listings
- Average number of days on market
- Average list price of those that sold
- Average sales price
- Months of inventory
- Average interest rates

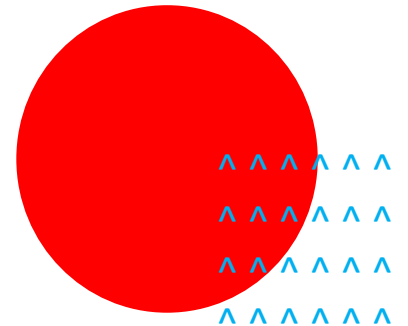


# OUTWIT, OUTPLAY, OUTLAST

In the Market



What price range is most active  
in your market?





# OUTWIT, OUTPLAY, OUTLAST

## Confront the Media

1. Real estate is a local business; media is national.
2. The facts about your local market are what's important.
3. Be the local economist & be the media
4. Reframe negative messages.

*Would-be buyers & sellers are looking to you for perspective & solutions. Every day, you face profound opportunities to assure them that the sky is not falling.  
~ Mary Tennant*





# OUTWIT, OUTPLAY, OUTLAST

## Practice

For 30 minutes to one hour each day, study the practice scripts & dialogues.

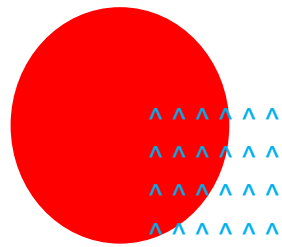
### Benefits -

- Confidence
- Excitement
- Desire to have conversation & make presentations

# Outwit

# Outplay

# Outlast



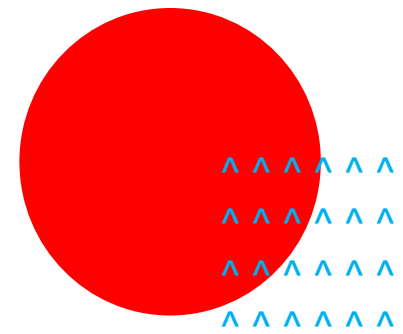
## Practice Scripts

- Listen to others
- Write them down
- Keep them with you to practice & use

## Time Block for Practice

## Record & Critique

# Outwit, Outplay, Outlast



## Time on Task

For 3 hours each day focus on lead generation

- Time block three hours every workday before noon
- No skipping—if you erase you must replace
- Allow no interruptions (unless they are truly emergencies)

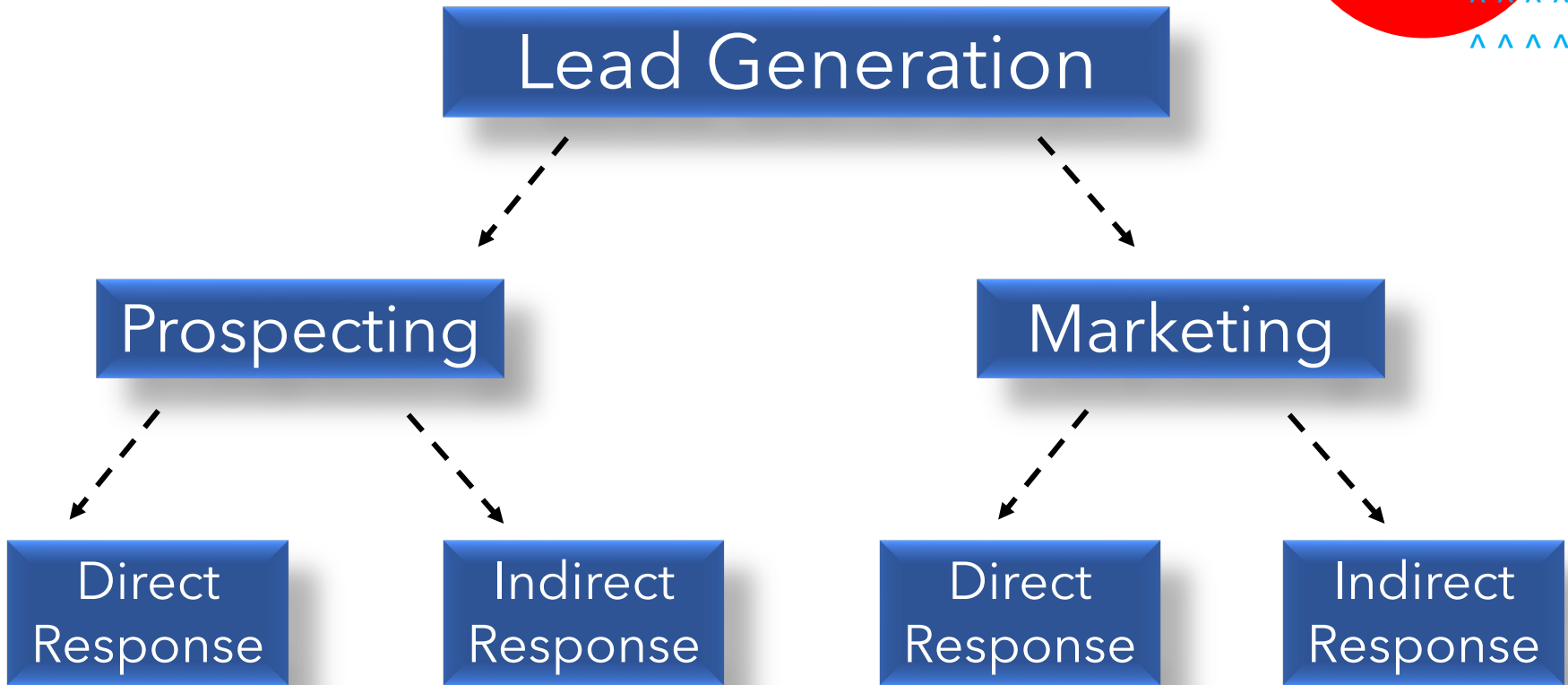
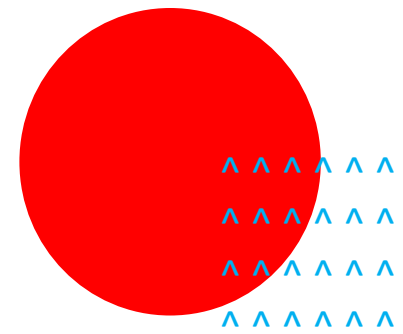
# Outwit, Outplay, Outlast



## Set Lead Generation Goals

- Number of calls
- Number of contacts
- Number of additions to your database
- Number of appointments with buyers
- Number of appointments with sellers

# Find the Motivated

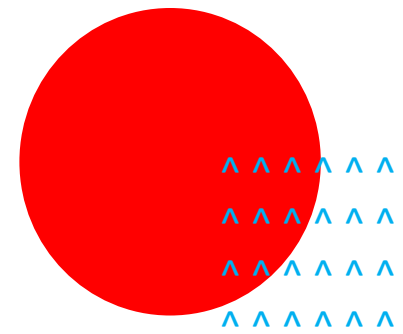


# FIND THE MOTIVATED

## Prospecting Offers for Direct Response

- Are you thinking of moving?
- Do you want me to help you get the home of your dreams?
- Are you considering selling your home?
- Do you want me to handle the sale of your home?

# Find The Motivated

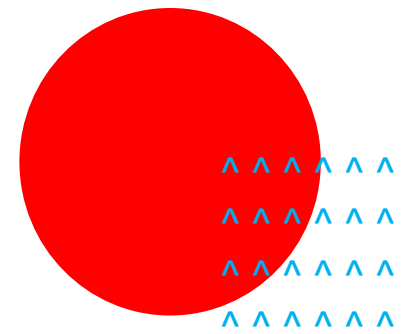


## Prospecting Offers for Indirect Response

- I'm doing a survey in the area. Would you mind if I ask you a few questions?
- I just sold a home down the street and there were lots of interested buyers. Do you know of anyone else who might be interested in selling their home?
- I create a newsletter with great information about real estate trends in your area. May I send it to you?



# Find The Motivated



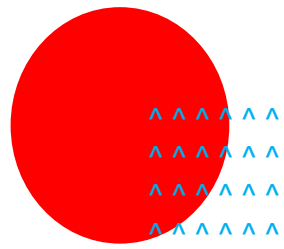
## Marketing Offers for Direct Response

- If you want to sell your home NOW, call me.
- Are you looking for your dream home? Call me.

## Marketing Offers for Indirect Response

- Would you like to know the value of your home? Visit my website...
- Get access to my list of best buys! Call this toll-free number...

# Find the Motivated



## Indirect Response + Direct Response

### The One-Two Punch

- Indirect (begin with this Indirect Response)  
*I just sold a home down the street. Do you know of anyone else who may be interested in selling their home? No; well thank you anyway.*
- Direct (follow up with this Direct Response)  
*Before I leave, do you mind if I ask another question? Are you considering selling YOUR home?*

# PROSPECTING VS. MARKETING CHECKLIST

## PROSPECTING (PROACTIVE & DIRECT)

### Circle Three

- I. Telemarketing
  - F\$ A. FSBO
  - F\$ B. Expires
  - F\$ C. Just Solds
  - F\$ D. Just Listed
  - F\$ E. Past Clients
  - F\$ F. Allied Resources
  - F\$ G. Geographic Farm Area
  - F\$ H. Apartments
  - F\$ I. Corporations
  - F\$ J. Builders
  - F\$ K. Banks
  - F\$ L. 3rd-Party Companies
  - F\$ M. Sphere of Influence
  
- II. Face-to-Face
  - F\$ A. Door-to-Door Canvassing
  - F\$ B. Open Houses
  - F\$ C. Client Parties
  - F\$ D. Networking Events
  - F\$ E. Allied Resources
  - F\$ F. Social Functions & Community Events
  - F\$ G. Seminars
  - F\$ H. Booth at Events
  - F\$ I. Teaching & Speaking Opportunities
  - F\$ J. Personal Meetings (meals, pop-bys, etc)

## MARKETING (PROACTIVE & INDIRECT)

### Circle One

- I. Advertising
  - F\$ A. Newspaper
  - F\$ B. Personal Vehicles
  - F\$ C. Radio
  - F\$ D. Magazines
  - F\$ E. Bus Stop Benches
  - F\$ F. Billboards
  - F\$ G. Yellow Pages
  - F\$ H. Television
  - F\$ I. Grocery Carts
  - F\$ J. Moving Vans
  
- II. Promotional Items
  - F\$ A. Magnets, Calendars, etc.
  
- III. Internet Websites
- IV. Direct Mail
  - F\$ A. Postcard Campaign
  - F\$ B. Newsletter Campaign
  - F\$ C. Just Sold/Listing Cards
  - F\$ D. Special Events Cards
  
- V. IVR& Computer Retrieval Programs
  - F\$ A. Broadcast
  - F\$ B. Voice
  - F\$ C. Email
  
- VI. Signs, Directional Signs, Brochure Boxes Opportunities
  - F\$ A. Magnets, Calendars, etc.
  
- VII. Name Badges, Logo Shirts, Car Signs
- VIII. News Releases, Advice Columns
- IX. Farming
  - F\$ A. Geographic
  - F\$ B. Demographic
  
- X. Sponsorship
  - F\$ A. Little League
  - F\$ B. Community Events
  - F\$ C. Charities

**FIRST USE YOUR TIME,  
THEN YOUR MONEY**

# CASH FLOW QUADRANT

Before putting any of Rich Dad's get rich strategies into action, you need to figure out where you are, for if you don't know where you are you can't know where you're going. To help you get your bearings, I've devised a diagram made up of four quadrants. You inhabit at least one of these quadrants; which of them depends on where your cash comes from. The diagram is called the **CASHFLOW** Quadrant. It looks like this:



Here are what each letter in the quadrant represents:

- ▶ Employee
- ▶ Self-employed worker
- ▶ Business owner
- ▶ Investor

Where you are in the CASHFLOW Quadrant is determined by how you generate income.

Employees earn income by working for other people. Self-employed people earn income by working for themselves-they own their jobs.

Business owners earn income from the businesses they own. Investors earn income from their investments-from money generating more money. Think about how you generate most of your income. In which quadrant do you primarily fall? Knowing the answer will help you chart your course into the future.

# Different Types of Buyers

Name the EIGHT different types of buyers and what you could give them of benefit. Develop a plan for each.

TYPE	GIVEAWAY/BENEFIT
1. <u>Investor</u>	1. _____
2. <u>1<sup>st</sup>-Time Home Buyer</u>	2. _____
3. <u>Move-Up</u>	3. _____
4. <u>Luxury Buyer</u>	4. _____
5. <u>Active Adult</u>	5. _____
6. <u>New Home Buyer</u>	6. _____
7. <u>Military Buyer</u>	7. _____
8. <u>2<sup>nd</sup> Home Buyer</u>	8. _____

# Circle Call Around Pending

