

BEST HOMES of Michigan

Is it possible to become the #1 agent in your area in 1 year?

The answer is definitely yes! There are 36 tasks offered here. Anyone who commits to accomplishing these tasks will be the #1 agent in their area. As a broker, I have watched many agents succeed, but many fail and ultimately leave the real estate industry. Those who failed did so because they would not perform any of the tasks on this list. On the other hand, I have seen the agents who are willing to do these tasks become very successful.

It may take up to one year to accomplish this entire list. Will you commit to that? If you complete every item on this list you will NEVER need to market or advertise your services again. Clients will seek you out for the rest of your career.



1) PHOTO: Visit a professional photographer and get several digital photos with various poses of yourself both full length and bust. Dress professionally. Make sure to present the “business” you! Use a white and/or black background for easy use in your marketing materials.

2) PRINTED MATERIALS: Order professional business cards, presentation folders and note cards. Include your name, photo and any logo on everything you print. Keeping your design consistent will establish your brand. Order business cards.

3) ROAD SIGNS: Order road signs that look better than the average ones being used in your area. Consider including your picture on the sign.

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4) DIRECTIONAL SIGNS: Order inexpensive directional signs that include your name. Not only do they help direct traffic to your listings, they also multiply your name recognition around town. "Another home offered by..." sends a strong message associating you with successful home marketing.

5) TECH: Choose and set up your smart-phone so that everything you need to operate your business is in your hand. Keep up-to-date with useful apps.

6) EMAIL: Have two email addresses. One for friends and one for business..

7) LIST: Build a list of your family and friends located in your service area including their street address, phone and email address. As you build your business, add new clients and customers to your list.

8) PERSONAL NOTES: Twice a year, send out a personal note card that includes 2 business cards to everyone on your friends list. People forget. Remind everyone that you are in the real estate business and ask them to pass your card along to any of their friends who may need your services.

9) MEET WITH PEOPLE: Commit to 20 hours per week (4 hours per day) to face-to-face marketing for one year (that doesn't include time just "thinking about it", I mean actually doing it). Your marketing time will decrease as time required to manage your business increases.

10) SCHEDULE: Focus your workload like a professional - 8 am to 5 pm weekdays and "on-call" during off-hours. To keep your work/life in balance, commit only two evenings per week and a half-day on Saturdays to show homes, and handle listing presentations.

11) KNOW AREA OFFICIALS: Walk into city hall or your township office and get brochures of their calendar of events. While there, try to meet any elected official. Elected people are always running for office, and are happy to meet someone new who can vote for them. They know many people and a referral from them will mean a lot. Get their business card. Chat with them. Ask them what they like about the community. If you are inclined towards hospitality, offer to host a "coffee date" for any local official or candidate. This will give them a chance to meet constituents in your neighborhood, as well as give you a chance to get to know your neighbors better. This is a win-win for you and for them!

12) KNOW AREA BUSINESSES: Walk into your local Chamber of Commerce. Become a member. Get a calendar of events, social gatherings and a list of members. Ask how the Chamber promotes local business and how to benefit from your relationship with them. They are in business to promote your business - let them.

13) CAMERA: Invest in a mobile phone with high quality camera and lens. Take photos of the best places to visit in your area (including Welcome to City sign, historical buildings, school accomplishment banners, etc.). Use these photos in your advertising/social media.

14) READ: Buy and read every Malcolm Gladwell book (social behavior), every Brian Tracy and Zig Zeigler book (salesmanship) you can get your hands on. Buy and read at least one new book each month about business success, selling and motivation.

15) FREEBIES: When appropriate, offer every person you talk with a free copy of a CMA or RPR report of their property. Offer FSBOs

Here's the short list - to be the #1 agent in your area, you MUST:

1) Meet new people

2) Qualify them as clients

3) Continually refine your presentation and data collection systems

16) BUY LOCAL: Support your local economy. Handle all of your business, from grocery shopping, to restaurants, to hardware shops locally. And take time to build relationships with owners, managers and staff. Eat out often at various restaurants in your area. Talk to wait staff, managers and any person who looks willing to engage in conversation. Ask them what they like about the town, what they like about their home and let them know they are talking to a real estate agent... "here's my card."

17) PROMOTE OTHERS: When talking to area business people, explain that your success is built by promoting ALL the good things in the area - including their business. Ask permission to promote their business through social media as you promote yours. Ask if there is any coupon or special they are offering that you can share. Get their business card (make sure it has an email address) and promise to share a link with them showing how you are promoting their business. All businesses need promotion. Any help with that is always appreciated.

18) HANG OUT: After leaving a restaurant, set a goal of walking into five surrounding businesses and ask the manager the same thing. Always ask fellow business owners, "How can I help you succeed"...so that your business can succeed with theirs.

19) KILL YOUR WEBSITE: If you're like most agents, what you do and what you offer is very much the same as other agents. Unless you have a very unique system, do not invest in a website.

20) SOCIAL MEDIA: Instead of a website, use whatever social media your target audience is using. Facebook, Pinterest, Twitter, Instagram, Tiktok, etc. all have very specific audiences. Don't use social media to promote your business, use it to promote your community and your interests. It's NOT about blasting information out. Instead, it is about creating conversation with a multitude of like-minded individuals. When listing a house in your area, don't try to "sell" the house. Instead, share something like: "Want to see inside 123 Main Street? It's gorgeous!" Then post plenty of photos and a link to your MLS listing.

21) AUTO-EMAIL: Invest in a good auto-email system like SalesNexus or Constant Contact. Every email address you gather when meeting new people should be added to that system. With an auto-emailer, you can set up a series of emails that are automatically sent over a long period of time. With one button, you can schedule a year's worth of emails. Very easy.

22) REFERRALS: Send a personal thank-you note to every person who referred business to you. Make sure to recognize them for the referral and promise to take extra good care of the person they referred.

23) TOUR: Know EVERY home that's for sale in your area, and leave business cards everywhere you tour. Get your clients through every home you can and leave your business card. Seeing your business card multiple times after showings sends sellers a strong message. If their listing expires, they might call you. Remember the old saying -

24) MARKETING – GO BIG:

Remember, there is a difference between advertising and marketing. Advertising is all about *response*. It is something you can measure. Marketing is about building name/face recognition. Never invest your marketing dollars in anything that only *might be seen*. Rent a local billboard in a well-traveled part of your service area. Include your picture, company name, social media and telephone information.

25) MARKETING – ADD VALUE:

Make sure any marketing material will add value to the person receiving it. Give them a reason to keep it. A refrigerator magnet with your name won't cut it. Try a refrigerator magnet that includes a list of the area pizza shops and their telephone numbers with your, "Presented by..." information.

26) SIZEUP THE COMPETITION:

Determine who the busiest competitors are in your market. Using MLS data and statistics, determine what you're better at. At every listing appointment, explain what the differences are between you and your competitor - and say it with a smile.

27) PRINTED PRESENTATION:

Present to your clients a professional presentation folder which includes all the information they need. Include a CMA, your bio, good general information about the market and copies of the forms you are going to present.

28) VERBAL PRESENTATION:

Memorize your presentation thoroughly. Have a few variations or verbal trails memorized to adapt for specific client types (And you will know what those types are because you've been reading Gladwell and Tracey).

29) KNOW YOURSELF: Decide and memorize the 10 reasons you are a better agent than anyone else (both as a reminder to clients and yourself).

30) FSBO: Walk through every FSBO open house. Offer a CMA or RPR report and ask them if their house doesn't sell, would they consider using a Realtor - and make sure you are in front of them when that time comes.

31) EVALUATE YOURSELF: Measure your listing success (Lead conversion rate). If less than 90% of your listing presentations are actually converting into business - change and improve your presentation until it does.

32) SET GOALS: Know your lifelong, annual, monthly and weekly goals. Lifelong goals are based on personal values. Every client and agent you deal with should experience your personal goals - i.e. honesty, care and professionalism. "A good reputation is more desirable than great riches." If you plan to be in business for the rest of your life, protect your reputation. It is the guiding principle for everything else you do. Annual goals - casting a vision for what you want to accomplish within the next year is also important for success. While income plays into this goal, it has more to do with how you plan to use the money you've earned. We all pay our bills monthly, so it is appropriate to set monthly financial goals. Know the answer to these three questions: 1) How much money do I want/need to earn each month? Start with a reasonable number, don't pick a lofty amount if you've never earned that much before. 2) What is the average commission you earn per sale? 3) How many listing/buyer appointments turn into actual closings? Then, work the math. Trust the math. Math never lies. Weekly goals should be based on activities that generate enough listing/buyer appointments. What activities do you need to engage in this week to generate enough

for me. Using your auto-emailer, clients should receive an email from you every week. By the time their home sells, they will feel like you're best friends!

34) CHAMBER: Attend every Chamber of Commerce event - but not to meet new people. Use that time to chat with "old friends" you've met while visiting area restaurants and businesses.

35) YOUR FIRST HIRE: As soon as possible, hire an administrative assistant. Their pay would be based on a percentage of your commissions and not an hourly wage. They would have four jobs: 1) Make sure the phone is always answered on the first ring 2) Chase down feedback and make sure the client receives it. 3) Coordinate closing documentation (they will handle closing coordination for your closings and your second hire: a buyer's agent). 4) Build and maintain a database of EVERY home address in your area. It's important to keep track of everyone you meet and when they plan to move next.

36) YOUR SECOND HIRE: Once you've established a regular inventory of properties for sale, it's time to hire a buyer's agent. Pay all their MLS fees, and setup costs (like business cards, etc.) and expect 50% of their commissions. Multiply your income by multiplying feet-on-the-ground.

If you've done everything in this list, you will have - in one year - met over 2,500 new people in your area plus you have hundreds of new social media friends who know who you are and what you do. You will have an incredible amount of Market Intelligence. You will know every WHO, WHAT, WHERE and WHEN in your market and you'll be ready when they decide to sell their home. To be the #1 agent in any area, you must 1) Meet new people, 2) Qualify and determine whether they are potential home buyers and sellers, and 3) Continually refine your presentation and improve your data collection system to collect leads and convert them into clients.

At the end of that one year, take a vacation - you've earned it. When you return you will have more business than you need - and be set for the rest of your life.