

Niche your business. Most real estate agents attempt to work with anyone & everyone because they are afraid that niching their business will limit it. This leads to scattered lead generation efforts, ineffective marketing and, ironically, less clientele/income. In order to help real estate agents make their lead generation efforts more efficient, create more effective marketing, and increase their clientele/income, in this step, I share a simple formula to help them choose a specific buyer & seller to target, find out what their desired futures are, and create taglines that communicate they are the real estate agent who can help them achieve it.

Create your schedule. Most real estate agents don't have set work hours and are unaware of how to most powerfully organize them. This leads to working more than necessary and less clientele/income. Based on a 40 hour work week, in this step, I share the most effective and efficient way to organize that week, including the most powerful lead generation strategy to use, as well as the best calendar to schedule it all in.

Brand your marketing. Most real estate agents not only don't niche their business but their marketing materials don't support a powerful lead generation strategy. Even if they're nicely done, their marketing messaging and methodologies are usually generic. In order to be more effective and efficient, in this step, I share the 7 marketing pieces real estate agents need to support my suggested lead generation strategy as well as how to most powerfully brand them.

Manage your relationships. Most real estate agents don't effectively & efficiently manage their relationships because most CRM (Customer Relationship Management) systems are too complex. This leads to loss of time & business. In order to help real estate agents save time & increase business, in this step, I share a simple CRM that supports my recommended schedule.

Structure your appointments. Most real estate agents don't set appointments with buyers and, even if they do, similar to their listing appointments, they aren't as efficient or effective as they could be. This leads to wasting time and loss of business. In this step, I share 3 powerful tools that will support real estate agents in setting, conducting, and closing their appointments.

Generate your leads. Most real estate agents don't effectively & efficiently generate leads due to passive lead generation plans & lack of accountability. This leads to loss of business, period. In order to increase clientele/income, in this step, I share a proactive lead generation plan that supports my suggested lead generation strategy & some startling research about accountability.

Close your clients. Most real estate agents don't effectively & efficiently close their clients because they don't have a powerful client-to-close process that is easy to access, track, & support. In this final step, I share a unique way for real estate agents to integrate their client-to-close process into their website, CRM, & calendar such that it will support their clients & themselves in expediting the achievement of their desired futures.