

# THE REAL ESTATE PLAYBOOK

 remindermedia



# FOR SALE BY OWNER

## (FSBO)

### DEFINITION

A FSBO (pronounced Fizzbow) is a situation where a homeowner sells their own property without agent representation. "FSBO" is also used to refer to the property itself.

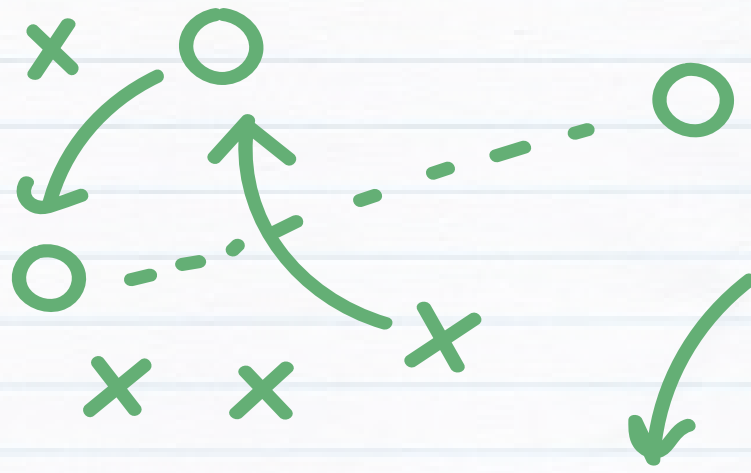
The main reason sellers go at it alone is that they don't want to pay a commission to an agent. However, they may not know what an agent truly brings to the table, assuming instead that the only thing a REALTOR® does is stick a sign in the yard and put the listing on the internet.

Despite seller reluctance, FSBOs make for great leads because you know these prospects actually have properties to sell immediately.



**FSBO**

# FOR SALE BY OWNER



## TALKING POINTS

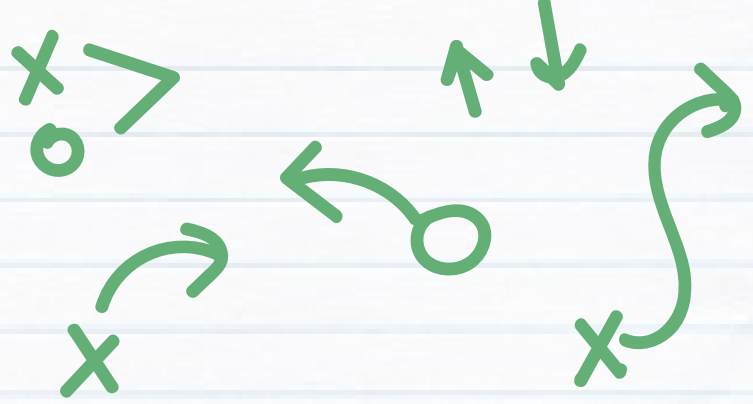
- The average selling price of a FSBO is \$185,000. The average selling price of a home sold with an agent is \$245,000 (NAR).
- Sellers are looking to save money when they go without a REALTOR®, but when they use one, their houses sell for more money—over 30% more. This increase pays for the commission several times over.
- 50% of FSBOs are owned by sellers who know the buyer, but these sellers can still benefit from using a REALTOR®. As an agent, you can capture these FSBO transactions by offering to take a reduced commission and handle all of the contract and administration work.
- **Over 80% of FSBO sellers will end up going with an agent.** Use this stat when door knocking, and let them know that you just want to be top of mind when that time comes. Give them something to remember you by—American Lifestyle magazine.



## LEAD SOURCES

1. Zillow
2. Trulia
3. Craigslist
4. ForSaleByOwner.com
5. MLS
6. FSBO Yard Signs

# FOR SALE BY OWNER



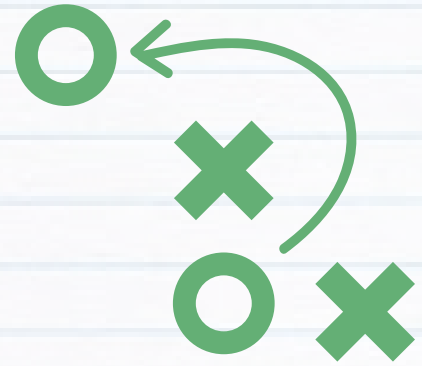
*An agent should be working 50 FSBO leads at any given time.*

*The two best ways to work leads are over the phone and face-to-face door knocking.*

## PHONE STRATEGY

- Call every lead at least 9 times.
- Call FSBOs on Mondays, and ask them what kind of traffic they got at their property over the weekend. Place emphasis on this pain point. Chances are they had little to no traffic, and this gives you the opportunity to talk about your open house process.
- Lead the conversation by asking if they'd be willing to pay a partial commission if you brought them a buyer.

# FOR SALE BY OWNER



## MARKETING WITH AMERICAN LIFESTYLE MAGAZINE



**DRIVE TO THE  
FSBO'S HOME**



**INTRODUCE  
YOURSELF**



**GIVE YOUR MAGAZINE  
AS A TAKEAWAY**

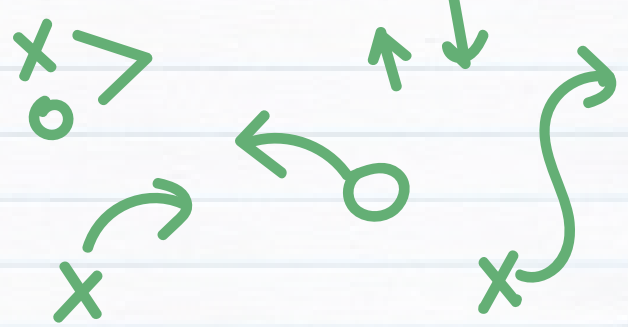
- Owners trying to sell their homes themselves get a lot of attention from agents. When you use your magazine as a leave-behind, it blows all those other agents' business cards out of the water.
- While thoughtless marketing material often lands in the trash, American Lifestyle magazine lands on the coffee table.
- American Lifestyle magazine gives you a tangible way to show homeowners that you're doing something they can't do themselves.



CHECK OUT OUR **ABOVE  
THE NOISE** EPISODE:

[PROSPECTING FSBOs WITH YOUR MAGAZINE](#)

# FOR SALE BY OWNER



## MARKETING WITH AMERICAN LIFESTYLE'S DIGITAL EDITION



*Stay top of mind with a much larger audience by sending out American Lifestyle's digital edition.*

*It's a great way to stay top of mind with all of the prospects you meet when you door knock.*

### **Make sure that you are collecting email addresses from every person you contact.**

- People are willing to give out their email addresses, and, even if you don't bring them on as a client, you can stay top of mind and earn referrals or future transactions by placing them on an email drip.

### **American Lifestyle's digital edition is unlike any other email drip.**

- Instead of industry updates, market analysis, and new listings, they get stunning visual content they actually look forward to receiving. You give them something of value, and it triggers reciprocity down the line.

# EXPIRED LISTINGS

## DEFINITION

All listing agreements have expiration dates. Agents have a finite amount of time to sell a home, and if they can't get the job done, the listing expires and the seller has the option to renew the contract or enlist the services of another agent. You want to be that other agent.

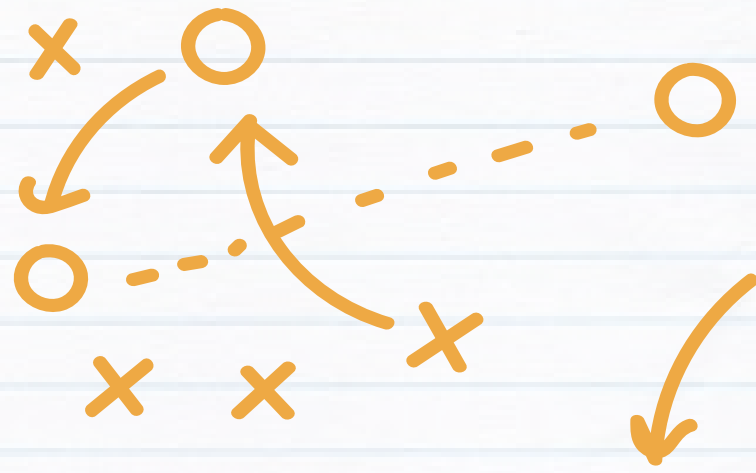
Remember: sellers probably have a bad taste in their mouths if their house didn't sell. This isn't helped by the fact that they are probably getting barraged by prospecting calls from other agents looking to swoop in and pick up the contract.

Expired listing owners are ready to move. Unfortunately, such listings are also hotly sought. You have to be able to rise above the competition, and stand out from other agents.

- **Only 28% of expired owners will relist with the same agent**
- **35% will leave their home off of the market for a month or more** (*Statistics indicate that most of these will relist with another agent within 90-days*)
- **37% will relist with a new agent within 30-days**
- **Most that relist will do so with the first or second agent that contacts them.** (*The REDX*)



# EXPIRED LISTINGS



*The prospect wants their house to sell, so try to focus on their future plans.*

*Find out where they want to go, and tell them how you will help them get there.*

## TALKING POINTS

- Tell them something they don't know. One primary pain point can be you telling them why you think their house didn't sell.
- You never want to disparage a colleague, but ask them how the last agent marketed the house and point out the flaws in their approach. From there, go on to describe what you would do differently.

## LEAD SOURCES

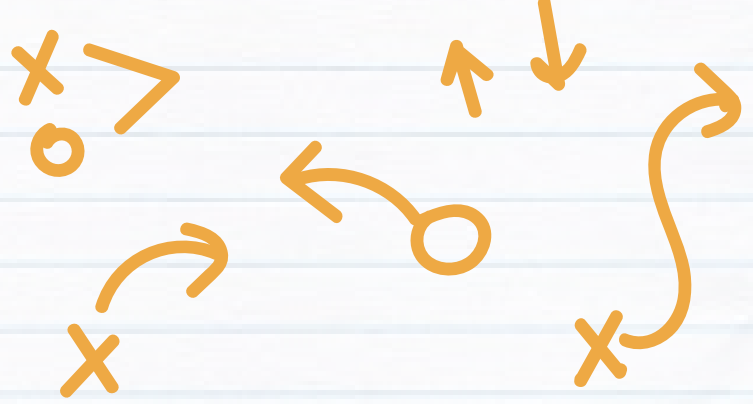
1. MLS
2. Expired Listing System (*Vulcan 7 or REDX*)



AN AGENT SHOULD BE WORKING  
**50 EXPIRED LISTING LEADS AT**  
ANY GIVEN TIME.



# EXPIRED LISTINGS



## PHONE STRATEGY

- Call every expired listing at least 12 times in an effort to make contact.
- Block out at least 3 hours a week to dial expired listings.

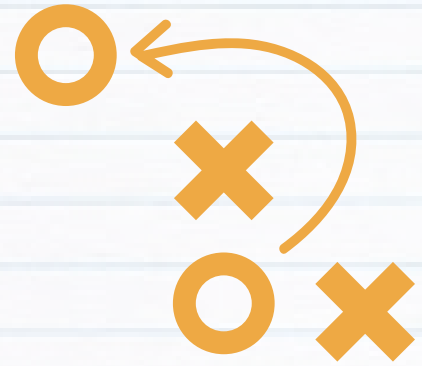
*Callers can hear your smile through the phone, and it's important to stay chipper even though you'll be hearing a lot of no's.*

**SMILE  
AND DIAL**

## DOOR KNOCKING

- For every house you drive to, knock on at least 20 doors in the immediate area.
- Body language is critical. When you show confidence, you will inspire the prospect's confidence in you.
- No door knock is a waste of time. Use every interaction to build your database.
- Get as many email addresses as possible.

# EXPIRED LISTINGS



## MARKETING WITH AMERICAN LIFESTYLE MAGAZINE

- Use promo copies of your magazine instead of business cards.
- A few of your stats in the Front Inside Cover letter to help convince people of your value.
- American Lifestyle magazine gives you a tangible way to show the homeowner that you're doing something they can't do themselves – advertising their home in a custom magazine.



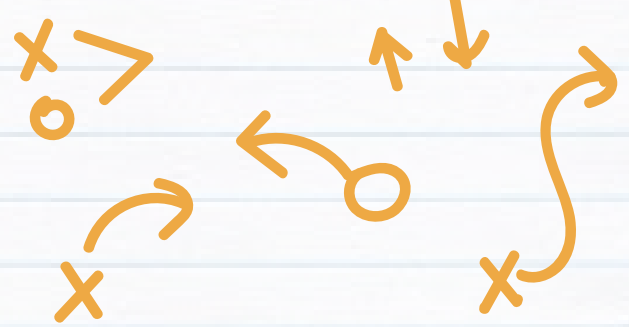
**YOUR SECRET WEAPON**



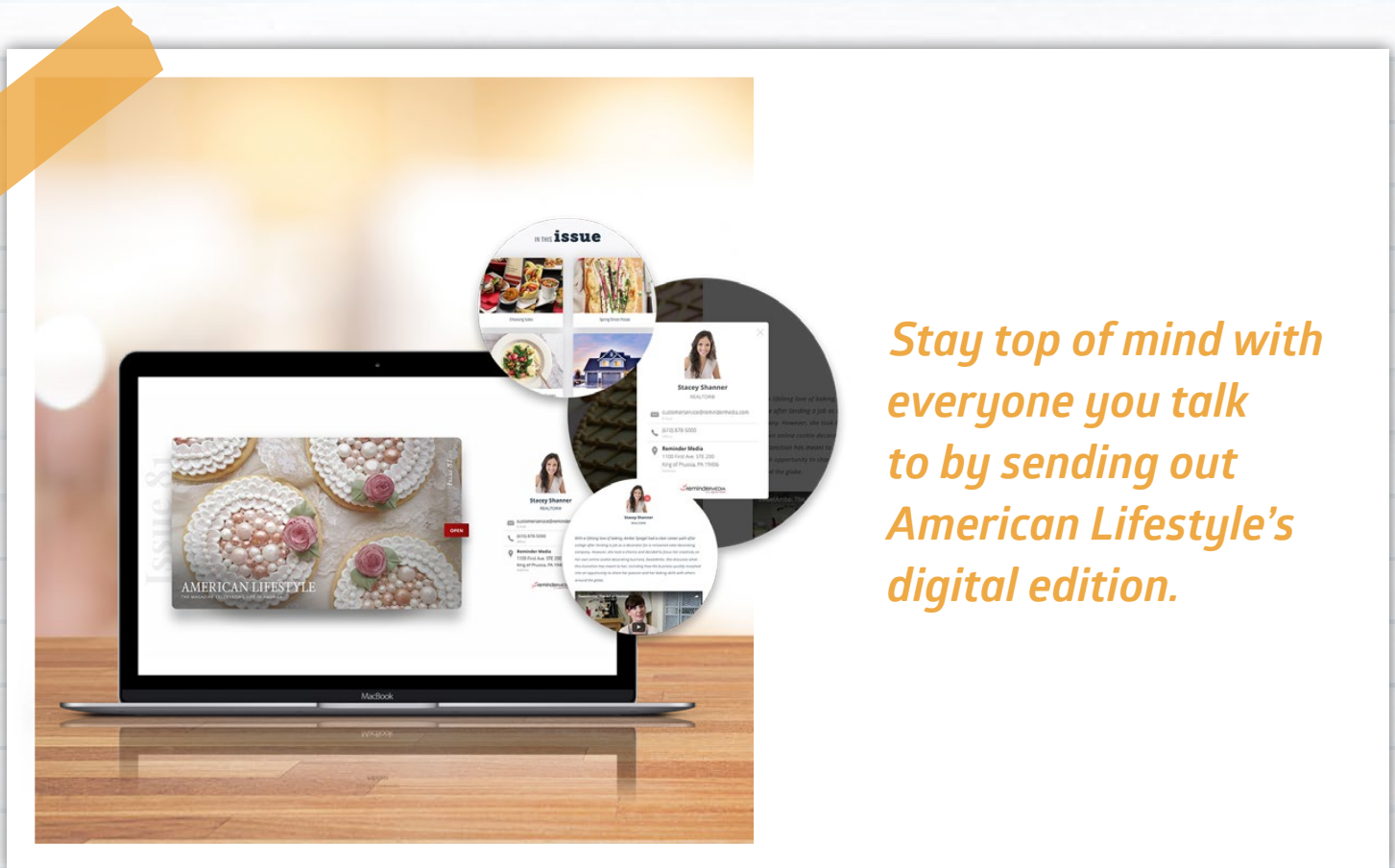
CHECK OUT OUR **ABOVE THE NOISE** EPISODE:

[HOW YOUR MAGAZINE CAN CLOSE EXPIRED LISTINGS](#)

# EXPIRED LISTINGS



## MARKETING WITH AMERICAN LIFESTYLE'S DIGITAL EDITION



*Stay top of mind with everyone you talk to by sending out American Lifestyle's digital edition.*

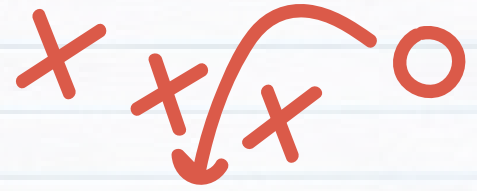
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### **American Lifestyle digital edition is unlike any other email drip.**

- Instead of industry updates, marketing analyses, and new listings, they get stunning visual content they actually look forward to receiving. You give them something of value, and it triggers reciprocity down the line.

# GEO FARM



## DEFINITION

Your geo farm, or your geo core, is the area where you need to focus your marketing. At ReminderMedia, we coach our agents to specifically define their turf. Depending on the layout of your area, your geo farm can be an entire town or a zip code. If you operate in a major metropolitan area, it might just be a certain neighborhood.

Regardless of how many square miles you cover, you need to do everything in your power to become a real estate celebrity in the eyes of everyone in your farm. The wonderful part about taking ownership of a specific area or niche is that your exposure can grow exponentially. If you follow the initial steps outlined in this guide, you can build the momentum necessary to create a flywheel.



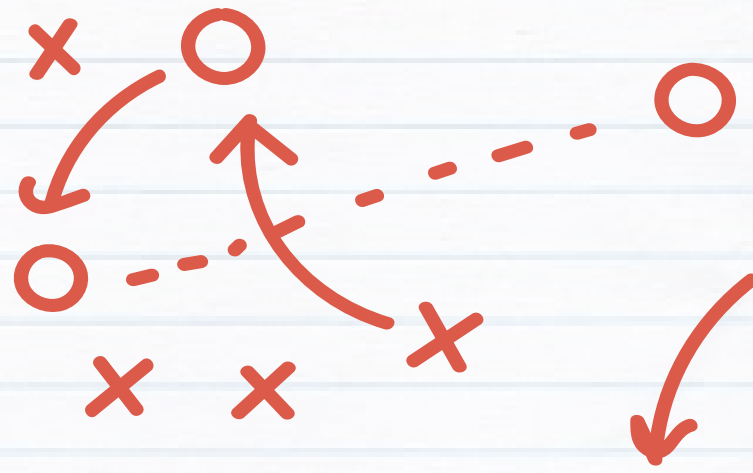
**BECOME A  
REAL ESTATE CELEBRITY**



CHECK OUT OUR  
**REMINDERMEDIA** BLOG:

[WHAT EVERY REAL ESTATE AGENT NEEDS TO KNOW  
ABOUT NICHE MARKETING](#)

# GEO FARM



## TALKING POINTS

- There won't be many specific pain points because, frankly, the majority of people won't be looking to buy or sell a home.

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*The fact of the matter is, out of every 50 homes that you market to as part of your farm for one year, one will turn into a client.*

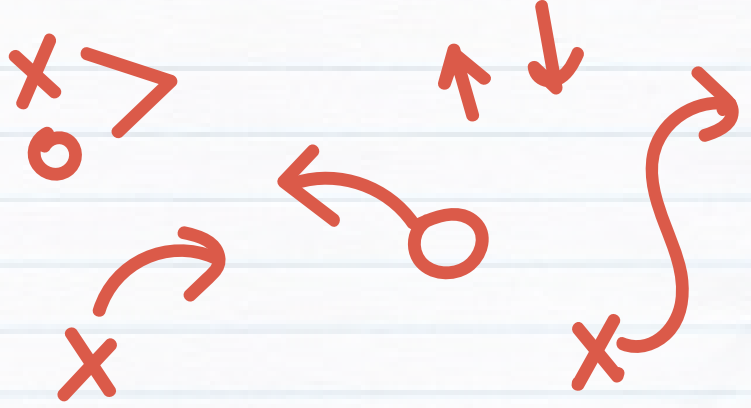
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- So when it comes to your marketing, you have to provide value, and that won't always come in the form of real estate services. Send them a postcard or an email newsletter. When you are planting the seeds that will grow into your farm, your goal should be to achieve top-of-mind awareness with every single member of your farm. You have to earn mind-share. Make sure every piece has your contact information and a unique CTA to track results.
- The goal is to convert contacts to prospects to clients for your business. By providing value, prospects willingly provide more detailed contact information that you can leverage to work them into a lead.
- When you earn mind-share, you become the go-to agent in your farm. You want to become industry synonymous. When someone in your sphere thinks about real estate, the end goal is for YOU to be the next thing that crosses their mind.

## LEAD SOURCES

1. Phone Book/WhitePages.com
2. MLS
3. Residential Mailing List (Experian)

# GEO FARM



## STRATEGY

Before you send anything, you need to make a determination about what kind of farm you want to create. The key to successful farming is spending your money in the right places.

Inefficient farming methods can become expensive very quickly.

First, you want to determine whether you want to own a geo farm or a niche farm.

**1. Geo Farm** – A group of prospects that are targeted based on the area in which they live.

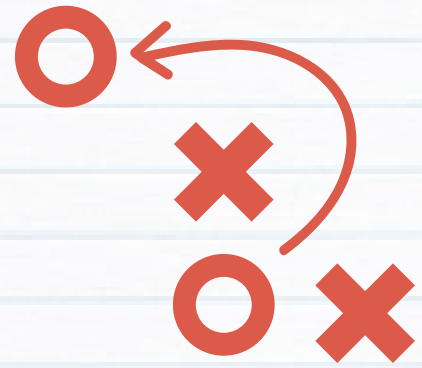
**2. Niche Farm** – A group of prospects targeted based on a consumer characteristic.

*Example: Luxury homes, senior downsizing, first-time homebuyers*

Once you have made that determination, you need to think about how to provide value. Don't engage exclusively in lottery marketing, because if a person isn't looking to sell their home, they won't have any use for marketing that is geared around real estate. Here is a list of creative ways to market to your farm that garners mass appeal.

1. Home values
2. Neighborhood fun facts
3. Home maintenance
4. Holiday tips
5. Recipes
6. A list of upcoming community events
7. Highlight members of the community
8. Coupons to local businesses
9. Seasonal safety tips
10. Real estate myths
11. List of popular restaurants
12. Your personal value proposition
13. Who you are and why you're a real estate agent
14. Client testimonials
15. Favorite outdoor activities
16. Hidden gems of the tricounty area
17. History of the community
18. Healthy living content
19. Requests for a free subscription of your magazine and digital edition

# GEO FARM



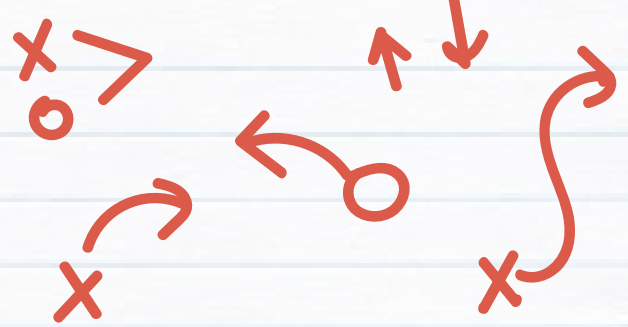
***START OUT WITH AT LEAST 200 ADDRESSES.***

*Track the arrival of your direct mail piece. A day or two after your collateral makes its way to mailboxes, you need to door knock the houses you mailed to.*

## **SOME TIPS FOR YOUR DOOR-KNOCKING CAMPAIGN.**

- Go into the door-knocking campaign with the goal of driving brand awareness. You don't have to worry about closing anyone, so that takes a lot of pressure out of the interaction.
- Reference the direct mail piece you sent out. Try to get a feel for whether or not they can recall receiving it. This will give you a general glimpse into whether or not it was effective.
- From the beginning, establish the amount of time you will take. When you tell a prospect that you're only going to be there for 2 minutes and then miraculously proceed to actually stay for only 2 minutes, you end your first face-to-face interaction by building trust.

# GEO FARM



## DOOR TO DOOR

- Spend your time prospecting, not driving.
- Never knock on just one door. If you drive across town to pitch one person, you're putting a lot of eggs in one basket. But if you use that initial meeting as an icebreaker with neighbors, you can build some momentum and capture more leads.
- Map your market. On any given day, work a handful of addresses that are geographically close together.
- Body language and tonality are critical. You must be confident when you door knock. Whatever energy you emit will be felt by your prospect.
- Know your percentages. Don't quit after knocking on 10 doors. It might take you 50 doors to actually get a deal.



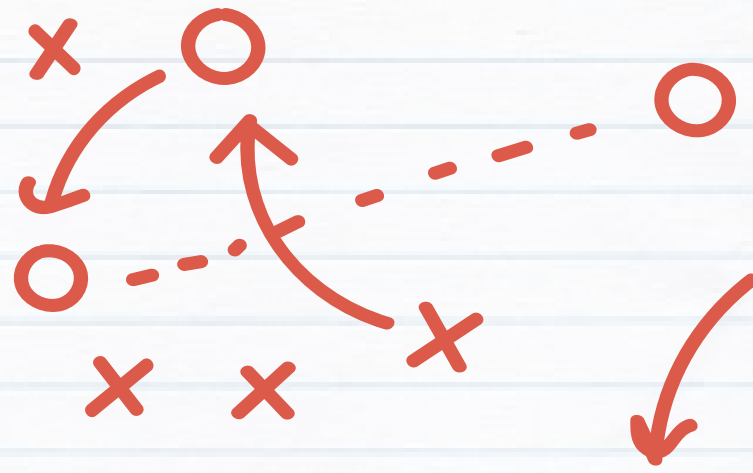
### **DOOR KNOCK IN NEIGHBORHOODS WHERE YOU OR YOUR COMPANY HAS SOLD RECENTLY.**

Use the statistic that at least 2 more homes are either sold or put on the market after a home in the neighborhood sells, and then ask prospects if their house was one of those two.

- Don't only look for people who are ready to buy or sell. Take advantage of your door-knocking campaign to build your database, and then market to them over time.
- Ask, "Are you living in your dream home?" If they say no, then ask questions about what their dream home would be. This will give you the opportunity to understand the potential clients' needs and to inquire when they'd be ready to upgrade/move.
- Collect email addresses.



# GEO FARM



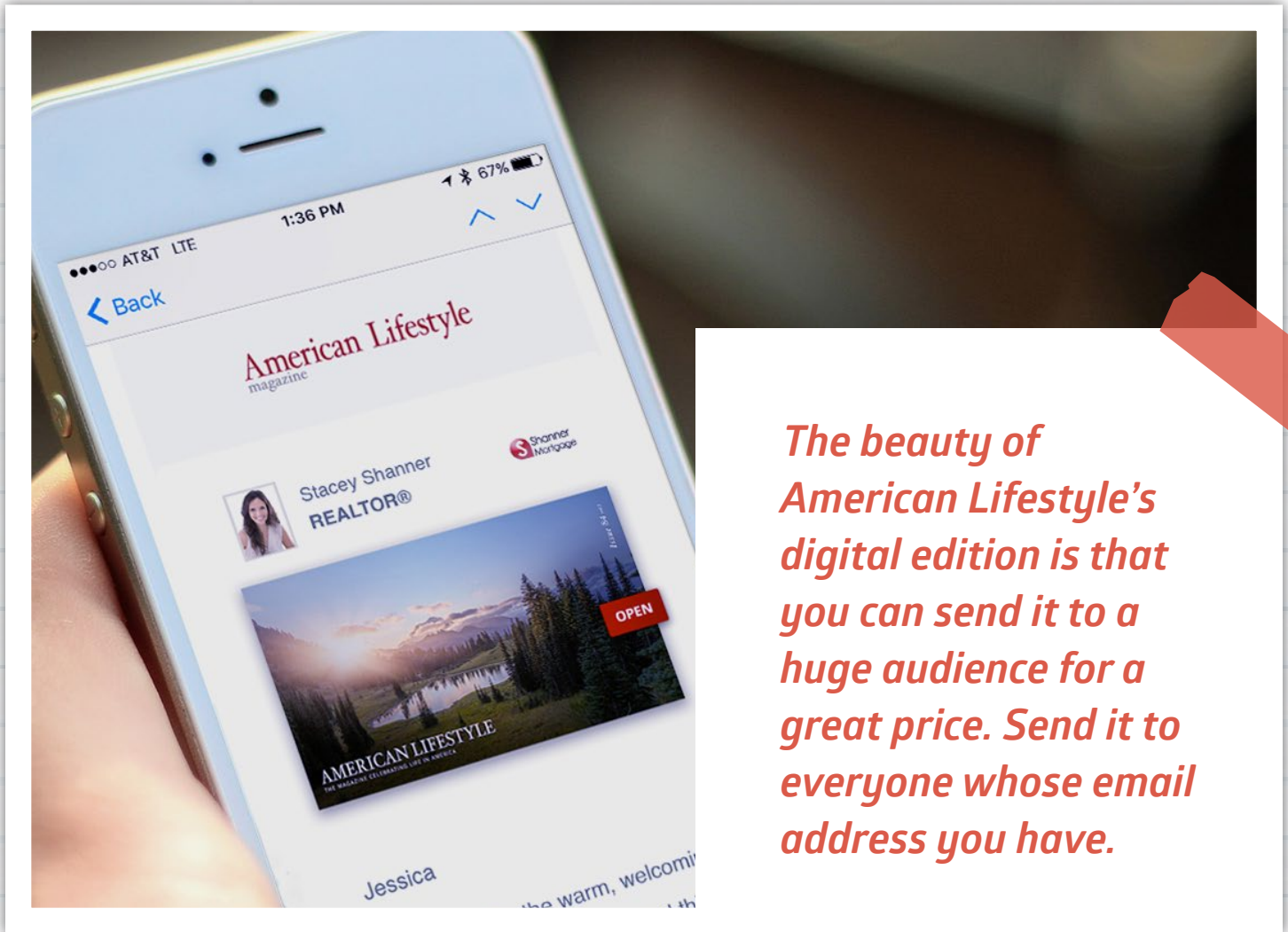
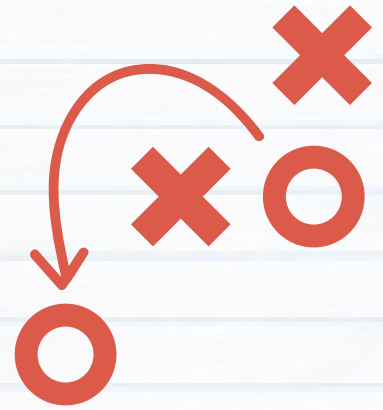
## FOLLOW UP ON ALM

### MARKETING WITH AMERICAN LIFESTYLE MAGAZINE

- Unless you are working in a luxury market (homes of \$600,000 or more), using American Lifestyle magazine for farming might not be the most cost effective initial outreach.
- Instead of sending the magazine as your initial mailing piece, use a postcard.
- Then apply qualifiers to the people you talk to after you work your door-knocking campaign.
- Once you make a determination about who is interested, start sending the magazine to warm leads.
- Make sure to drive as much ROI as possible by following up on the magazine.
- Use the magazine as a leave behind when door knocking and ask people if they want to be put on your mailing list.

# GEO FARM

## MARKETING WITH AMERICAN LIFESTYLE'S DIGITAL EDITION



*The beauty of American Lifestyle's digital edition is that you can send it to a huge audience for a great price. Send it to everyone whose email address you have.*

- Once you have acquired the contact information from everyone in your farm by using the tactics listed above, you should email the digital edition to every single person who gave you their email address.
- Mechanize your outreach so that you call a predetermined amount of people after every digital edition delivery. Rotate the contacts you reach out to so you diversify your coverage and stay top of mind with everyone in your farm.

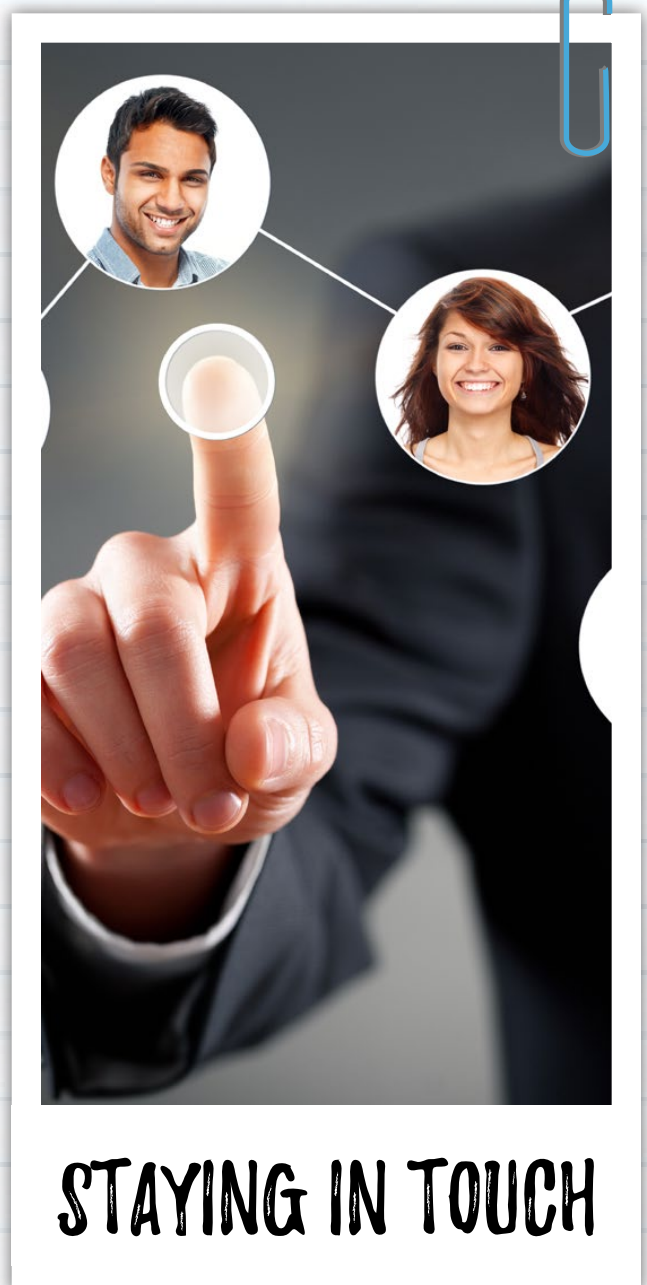


# PAST CLIENTS

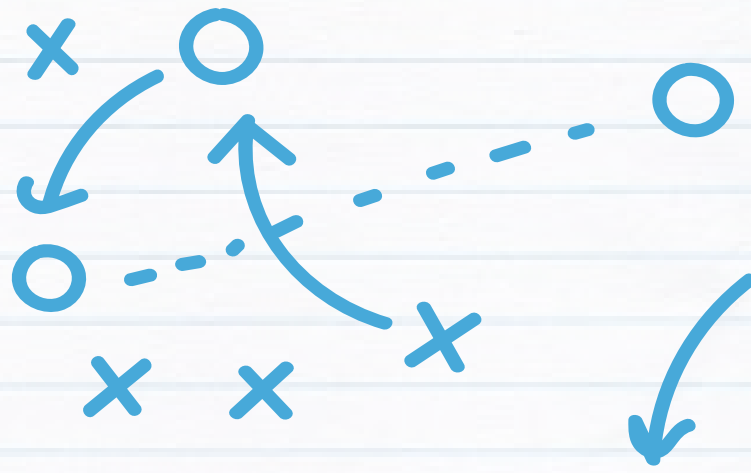
## DEFINITION

Past clients are pretty self-explanatory. They are the folks with whom you have already done business. While the definition is simple, sometimes staying in touch with this part of your sphere can be difficult, especially as your business grows over the years and your list of past clients grows along with it.

Any service-based sales professional has been told that they need to stay in touch with their past clients, yet it constantly falls by the wayside. ReminderMedia's products are effective methods of past client follow-up because recipients engage with them. Plenty of salespeople use the magazine exclusively for their past clients. In doing so, they stay top of mind.



## PAST CLIENTS

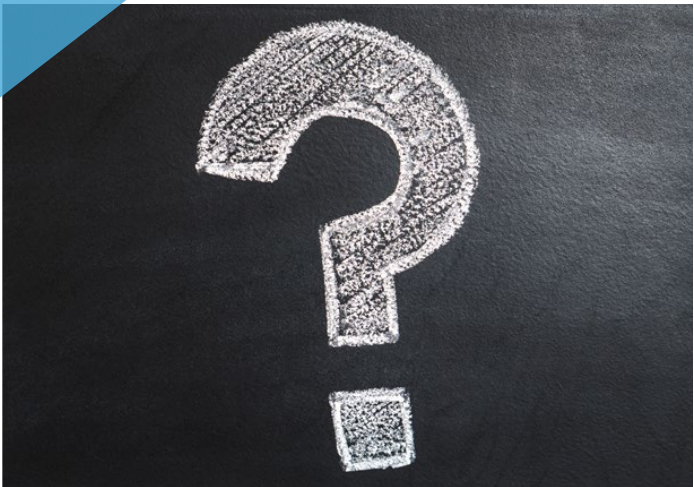


### SOMETHING FOR AGENTS TO REMEMBER

- For real estate, 84 percent of sellers said they would definitely or probably recommend their real estate agent to others, yet only 29 percent actually do. Most sellers don't recommend their past agents because the agent fails to stay top of mind—so they end up forgotten. 70 percent of home sellers only contacted one agent before selecting the one to assist with their home sale, and if you are favorably remembered by a client you've already served, you're going to get that initial call.
- A cardinal sin of sales is forgetting about past clients. Salespeople bend over backwards to bring a prospect on board, but once the transaction is over, they no longer see an immediate profit to be made. They fail to realize that acquiring a new client is anywhere from 5 to 25 times more expensive than retaining an old one.

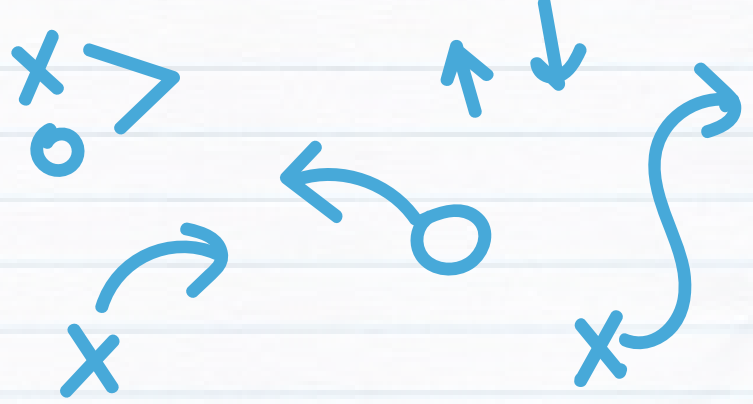
### LEAD SOURCES

1. CRM



*70% of people  
forget the name of  
their agent one year  
after the transaction.*

# PAST CLIENTS



## STRATEGY

- Make sure to gather as much information from your clients as possible before the transaction is over. If you sold them a home, then you probably know their address, but if you sold their home, it can be easy to lose track of where they ended up.
- Remember: if you do a good job of staying in touch with the people you've already served, you can build an entire business around them. It's not just about capturing repeat business when past clients go to buy or sell another home, it's about leveraging those past clients for their power as a referral source. **You must ask your clients for referrals. It can obviously be a bit awkward, but many agents leave money on the table by never explicitly asking.**

*Gather the following information before the transaction is complete:*

1. Name
2. Address
3. Phone number
4. Email address
5. Facebook
6. Twitter
7. Instagram
8. LinkedIn

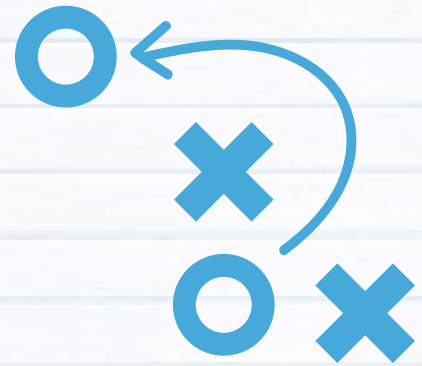
- When it comes to social media, you want to friend request, follow, connect, etc., on all of these platforms before the transaction is over, when they are far more likely to reciprocate. From there, make note of their personal interests in your CRM.

*Items to take note of:*

- *Hobbies*
- *Family members*
- *Careers*
- *Travel choices*
- *Charitable causes*
- *Pets*
- *Sports teams*
- *Their neighborhood*

- Use those notes to create meaningful interactions on social media, especially by using Social Media Shares to curate pertinent content.

# PAST CLIENTS



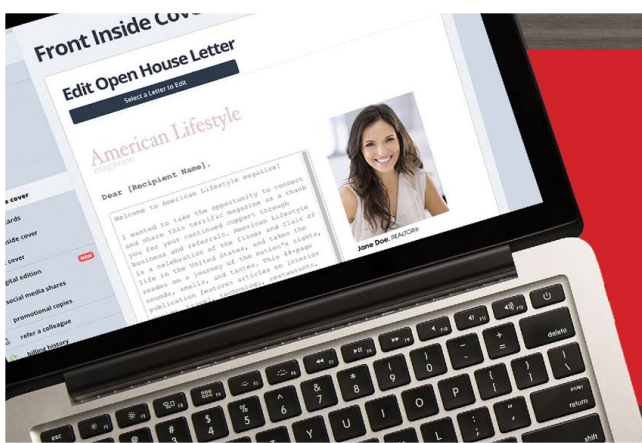
*When you stay in touch with past clients, you turn them into an unpaid advertising team that will sing your praises and send you clients.*

- The average home buying/selling process takes over 16 months, from the time a person begins entertaining the idea to the time they're moved in. Despite that length, most prospects choose their agent in only 3 days. That's because when people are ready to hire an agent, the first thing they do is recall the superior service of a past transaction or reach out to someone for a referral.
- Sending out ReminderMedia's products is the perfect touchpoint method. Not only do you provide the industry's best direct mail piece but you also create opportunities for further contact. The magazine garners much more business if you mechanize strategic follow up calls behind it. Use the magazine as a catalyst for your quarterly phone calls.
- You stay top of mind with past clients and your brand lives in the home, making you the first REALTOR® that comes to mind when an acquaintance of the recipient asks for a referral.

# PAST CLIENTS



## MARKETING WITH AMERICAN LIFESTYLE MAGAZINE



**MAKE IT PERSONAL  
EDIT YOUR LETTER**

*Write a Front Inside Cover letter that is directed specifically at past clients. Make sure it mentions the importance of referrals to your business.*

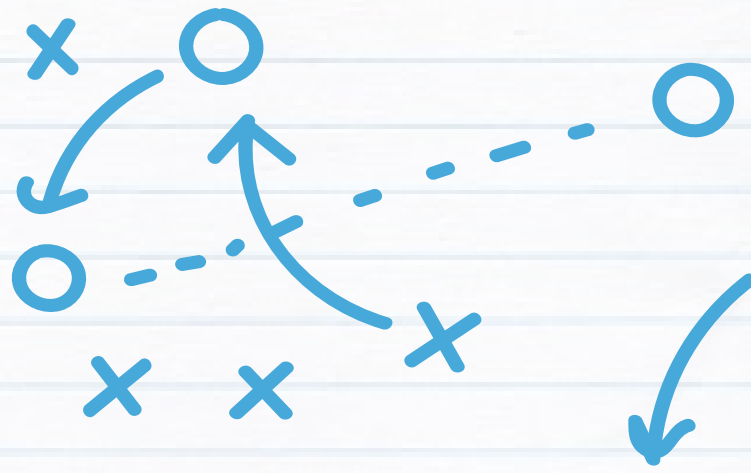


CHECK OUT OUR **ABOVE  
THE NOISE** EPISODE:

[WHEN TO WRITE A PERSONAL LETTER FOR ALM](#)

- Send the magazine to every single one of your past clients, unless they move out of your market.
- Set a follow-up schedule around the magazine to ensure that you are talking to past clients quarterly (or at least twice a year). Use the magazine content as an icebreaker and a way to spark reciprocity.
- If you run into the luxurious problem of having too many past clients and don't want to be sending out hundreds of magazines every two months, you can alternate your mailings. Three mailings a year will go to one group of past clients, and three mailings will go to another.

# PAST CLIENTS



## MARKETING WITH AMERICAN LIFESTYLE'S DIGITAL EDITION



*Fold the content into your social media presence to maintain a solid 80/20 content balance.*

- Send the digital edition to every past client you've ever had regardless of what market they moved to.
- Continue to send out personal emails based on which prospects open the digital edition.





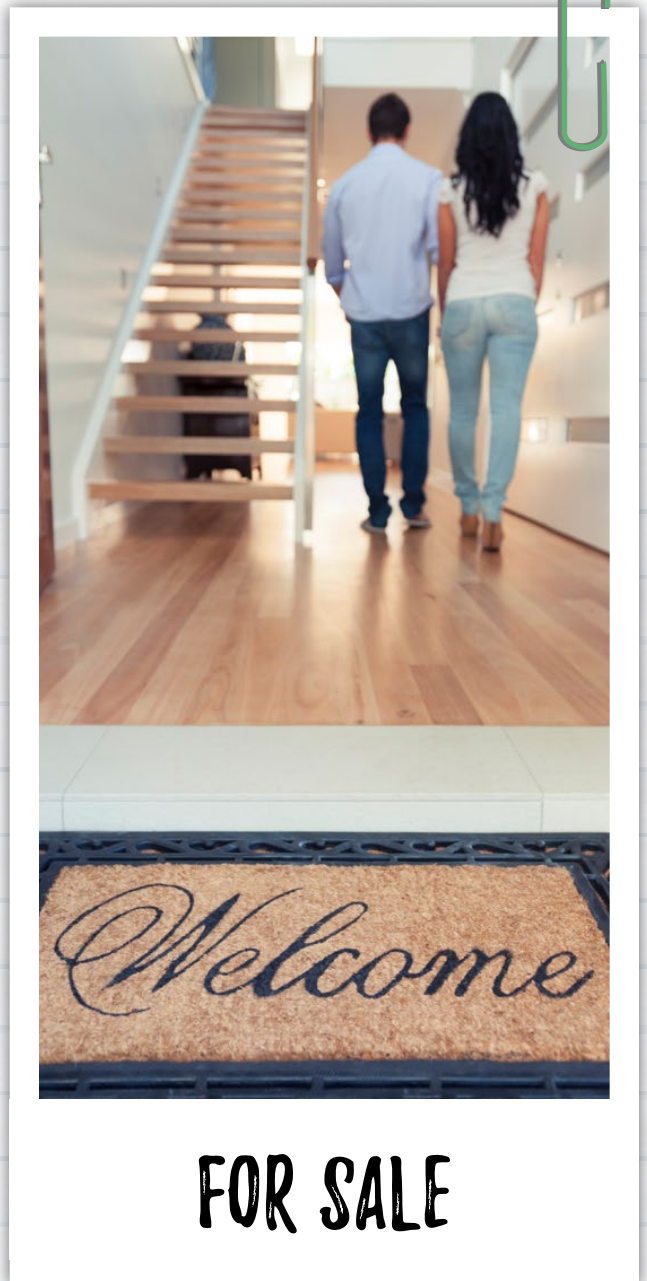
# OPEN HOUSES

## DEFINITION

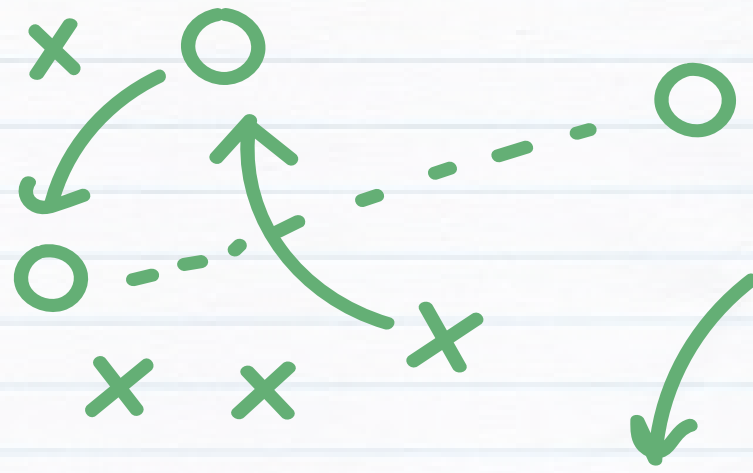
Open houses are a period of time when a home is open to potential buyers. Instead of a formal showing, where a buyer has one-on-one time with the real estate agent, there can be a ton of people moving through the home at the same time.

Some agents feel that open houses are a bit outdated—that they’ve become a perfunctory event carried out to please the seller. If an agent is connected with enough buyer sources that they can go without an open house, by all means, it might make sense for them to skip it. If an agent can leverage these events properly, though, not only can a potential buyer walk through the door, but the event can also be a huge lead source.

At the very least, open houses give you a chance to expand your brand and get your name further out into the community. If you are a new agent trying to build some momentum for your business, consider hosting open houses for more seasoned agents. Veteran REALTORS® typically don’t like the idea of spending a Saturday at an open house, so fill in for them with the understanding that you can collect any buyer leads that come from attendees.



# OPEN HOUSES



**47%** of home buyers  
attend open houses during  
their home search.

## TALKING POINTS

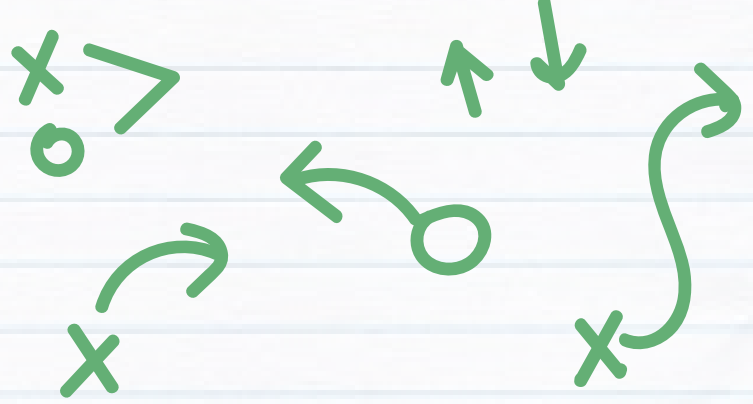
- Most open house leads will be buyers. Some might also have a home to sell, which can net you two transactions.
- If you are outgoing and knowledgeable, people will be far more likely to work with you in the future. While it can be difficult to memorize every talking point about a property, having all the answers readily available speaks volumes about the kind of service you provide.
- Remember: you want listings. So if you can't answer a single question at an open house, anyone who asks is not likely going to choose you to represent them. If you did a poor job representing the home in which they met you, they're not going to hire you to sell theirs.
- When people come to open houses, their very presence states their need. While you want to sell the home you're in, you always want to think about every listing you have on your roster.

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***Mediocre agents sit through open houses—top producers work them.***

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# OPEN HOUSES



## STRATEGY

The trick to throwing a good open house lies in preparation and promotion.

- 1. Signs** – A yard sign is a tried-and-true method of getting people in the door. Even in the digital age, a well-placed sign can increase traffic many times over.
  - Invest in high-quality yard signs that you can use over and over again. These will just be directional signs with your branding.
  - Supplement your reusable signs with a few that are specific to a particular open house.

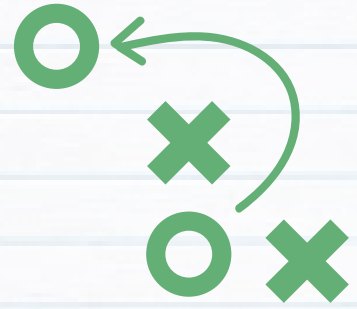


DOWNLOAD!

FREE OPEN HOUSE KIT

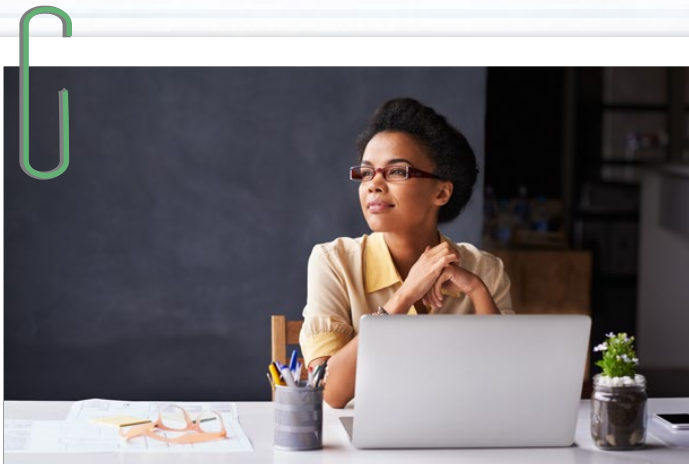


# OPEN HOUSES



**2 Social Media** – Social media can be the your most valuable tool when it comes to marketing an open house. You want to use the platform to build excitement, so aim to create a countdown one month out. From there, post on Instagram and Facebook every week or so leading up to the date.

- Use Facebook and Instagram Live to promote the open house; doing so gives viewers a chance to see the property and get a feel for your personality. You'll be able to reach a larger audience because Facebook's algorithm is currently awarding live content organically as they push the feature.
- It's a big bonus if you can build some hype around a certain feature of the home (pool, man cave, incredible kitchen) and tell viewers that if they want to find out what it is, they will have to attend the open house.
- Live can also act as a great talking point when it comes listing appointments because you can tell sellers that not only do you do conventional open houses, but you also do open houses on social media.
- When you are a week away from an open house, consider boosting a post on Facebook to give you more exposure as the date approaches.

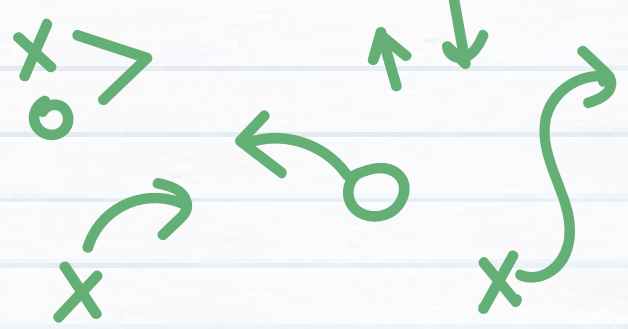


*51% of buyers*

*found their home with the help of the internet, so every property you work needs to be on the web.*

- Make an event in Facebook that you can put some money behind by turning into an ad or boosting; as people RSVP, you can get a solid idea of how many people will be in attendance.

# OPEN HOUSES



## MARKETING WITH AMERICAN LIFESTYLE MAGAZINE

- Buyers typically go to multiple open houses in a day. When they get home after a long day, they probably won't even remember what business card goes with what REALTOR®.
- American Lifestyle magazine stands out from the crowd, and when all those business cards end up in the trash can, the magazine ends up on the coffee table.
- You can create copies that have a custom Front Inside Cover letter that speaks directly to open house guests.
- Leave a stack of copies somewhere in the house where people will be sure to pick one up on their way out.



*The magazine is most useful when it comes to open houses as a free gift.*

## MARKETING WITH AMERICAN LIFESTYLE'S DIGITAL EDITION

- Collect the email addresses from every person that comes to the open house.
- Expand your brand by bringing them into your funnel with a cost-effective email drip.

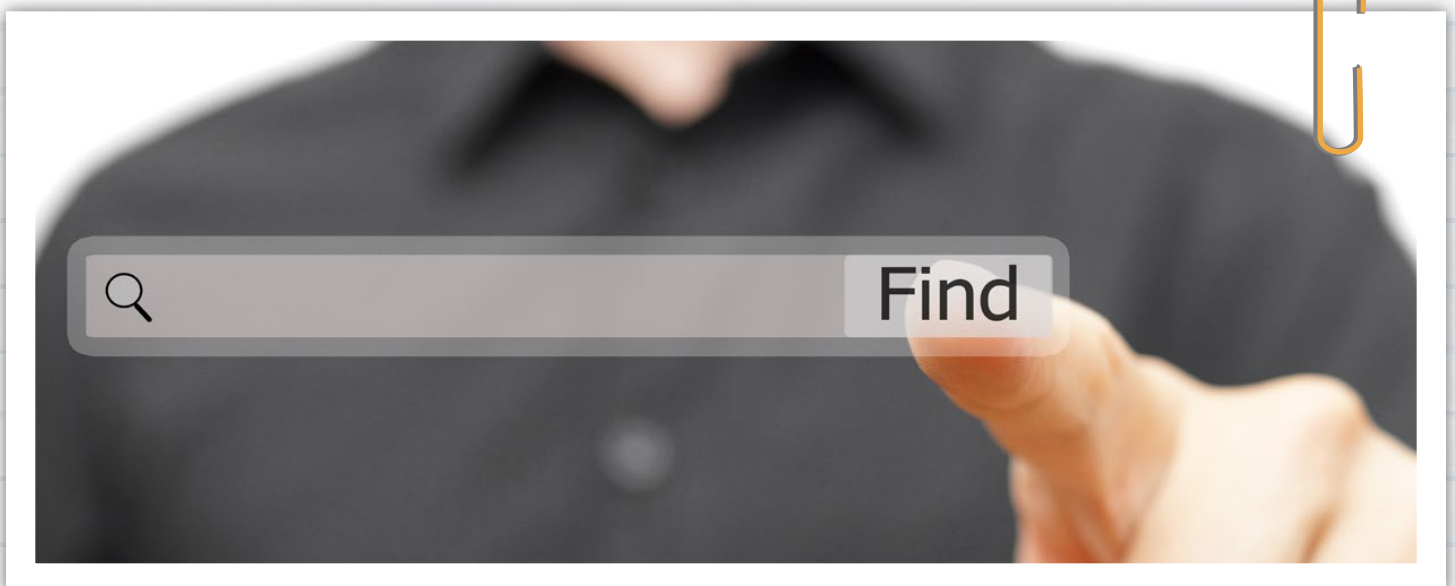


# NET LEADS

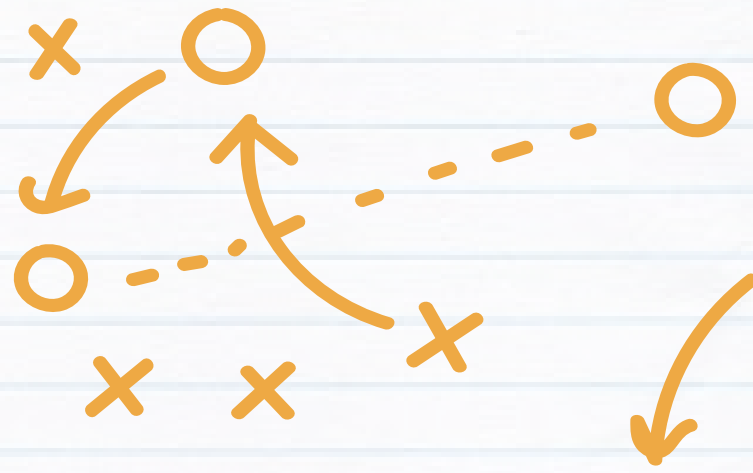
## DEFINITION

These days, when people start to consider buying or selling a home, the first place they turn is the internet. According to the NAR, 51% of buyers found their home on the internet. Sellers often turn to the internet, too, when they look for an agent.

There are also the leads that you get organically. These folks could find you via social media or your website. Bringing in leads organically as a result of a solid Web presence could make for another playbook altogether. Needless to say, the internet should be a part of every real estate agent's marketing plan.



# NET LEADS



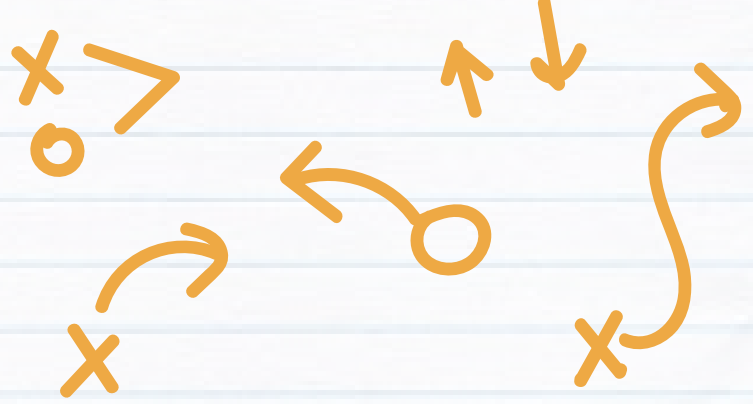
*“Over the past decade, the Internet has disrupted almost every aspect of a transaction that sits at the core of the American Dream. Everyone now has free access to information that used to be impossible to find or required an agent’s help.”*

*-The Washington Post*

## TALKING POINTS

- The internet has certainly had an impact on the industry, but it has done very little to replace agents. REALTORS® need to use the internet to complement and improve their service and also take advantage of its power as a means of lead generation.
- 90% of homebuyers searched online at some point in the purchasing process.
- Buyers use specific online tools when conducting their search.
- It is largely up to the REALTOR® to reach out to a lead and convert them to a client.
- When you reach a lead within one hour, they are 7 times more likely to convert. Yet it takes most real estate agents 44 hours to respond to an online lead.
- There is one behemoth factor when it comes to the agent that wins an internet lead—WHO WAS FIRST?
- **78% of sales go to the agent that reaches out first.**
- It can take between 6–8 follow up calls before you get a prospect to convert.
- Most of your competition calls less than twice.
- 50% of leads don’t get followed up with at all.
- Internet leads start to go cold after only 5 minutes.

# NET LEADS



## STRATEGY



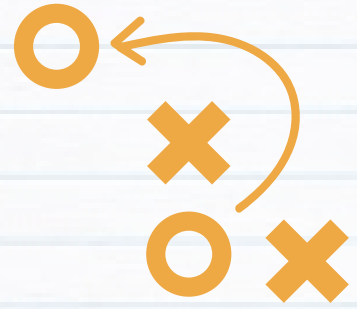
### LEAD SOURCES

1. Zillow
2. Trulia
3. Realtor
4. Facebook
5. General social media
6. Personal website

- The best way to make the most of your online leads is to qualify them as thoroughly as possible before you call. The more information you have about the prospect going into the call, the more likely you will be to close them quickly.
- When you pay for leads from a site like Zillow, the price per lead, or PPL, can quickly get steep.
- One of biggest benefits of these leads is that they come highly qualified.
- Zillow provides you with the following information:
  - A validated property address
  - When a lead is looking to move
  - Whether or not they are preapproved
  - If they are already working with a real estate agent
  - An email address and a phone number

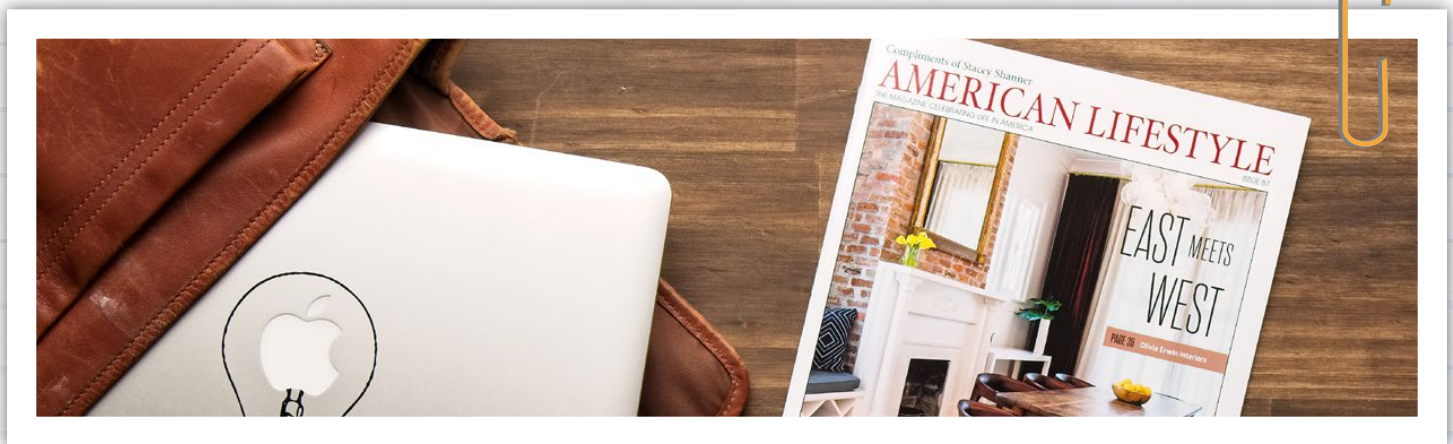


# NET LEADS



## MARKETING WITH AMERICAN LIFESTYLE MAGAZINE

- When you do go to the appointment, make sure to use American Lifestyle magazine as a way to distinguish yourself from the competition.
- Let the prospect know that you can put their listing in the magazine.
- Consider creating copies that have an Inside Cover letter that appeals directly to prospects and ordering them as promo copies.
- Use the magazine to establish yourself as an authority on area real estate. Position yourself as the top expert.



## MARKETING WITH AMERICAN LIFESTYLE'S DIGITAL EDITION

- Save the email addresses of every single lead you get. Add them to your American Lifestyle's digital edition mailing list.
- This gives you a permanent drip, keeping you top of mind even if you don't win the deal at first.
- Expand your brand by keeping them in your funnel at a low cost.



# SEMINARS

## DEFINITION

Seminars are gatherings that people attend to collectively learn. They may be referred to as classes, lectures, or conferences.

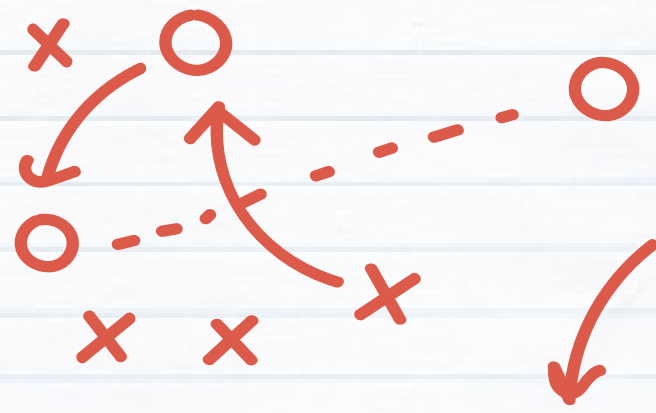
Chances are, you've attended more than a few in your day and found some to be inspiring and informative, and others to be nothing more than wastes of time. Seminars are amazing opportunities to learn, but they should also be considered as lead generation events that real estate agents can host themselves.

When you provide your sphere with valuable lessons as they pertain to real estate and home ownership, not only do you get valuable face time with members of your community, but you also establish yourself as an industry expert.



**BE AN INDUSTRY EXPERT**

# SEMINARS



## STRATEGY

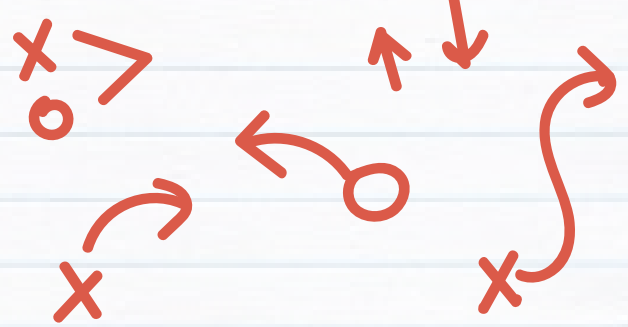
- The first step to any successful seminar is figuring out exactly what you are going to talk about. Here's a list of topics that will attract qualified prospects.

1. First-time homebuyer dos and don'ts
2. How to buy an investment property
3. When it's time to downsize
4. How to help parents downsize
5. Home maintenance
6. Everything you need to know about financing
7. Parents helping their kids into home ownership
8. How to choose a REALTOR®
9. How renters can own
10. Things to look for when viewing a home
11. Debt and mortgages
12. Buyer beware: The not-so-charming side of older homes

- After you have decided what the subject matter should be, set about becoming an expert.
- In doing so, you should create a deck or PowerPoint. The more visuals you have throughout your seminar, the more engaging it will be.
- After you have your visuals, you will want to pick your venue. It is probably a good idea to rent a smaller space in the beginning. This will keep cost low while you get a better idea of attendance numbers. You can book a conference room in a hotel or even something as basic as a fire hall's event space.
- Once you have the subject, presentation, and venue in place, you need to get the word out. The success of your seminar will depend entirely on your marketing.

- Create a boosted ad on Facebook.
- Advertise for free on Craigslist.
- Send out an email to your contacts.
- Send out fliers/print marketing.
- Pick up the phone.
- Let your colleagues know, and see if you can leverage their mailing lists.
- Reach out to the local chamber of commerce.

# SEMINARS



- The final step before the event is to figure out how you will capture leads on the day of the event. When you send out invitations, create a landing page where prospects can RSVP. From there, you can get their information even if they don't attend the event.
- When it comes to capturing the information of the people that do attend, you want to hand out a feedback card, on which attendees can provide more information about what made them interested in the event in the first place.
- This will provide you with a chance to qualify your leads further.



CHECK OUT OUR **ABOVE  
THE NOISE** EPISODE:

MAKE YOUR SEMINAR UNIQUE

## MARKETING WITH AMERICAN LIFESTYLE MAGAZINE

- Make sure to distribute promo copies on every chair. American Lifestyle magazine is much more memorable than a business card or any other contact info collateral.
- Write a custom Front Inside Cover letter that speaks directly to the subject matter of your presentation. When you use the magazine to summarize the contents of the seminar, people are even more likely to take a copy and keep your brand top of mind.

## MARKETING WITH AMERICAN LIFESTYLE'S DIGITAL EDITION

- Send the digital edition to every single person that attends your seminars.
- This gives you a permanent drip, keeping you top of mind even if you don't win the deal at first. Keep them in your funnel.