

# THE REAL ESTATE

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## C L U B

### Planning – Prospecting – Lead Generation

- ☐ Activate as many sources in Gazillions of ways to find listings as you can.
- ☐ Never only rely on one prospecting source in case that source stops working.
- ☐ Focus on one result a day.
- ☐ Learn Facebook advertising / social media marketing – learn retargeting.
- ☐ Don't over complicate things – Remember that real estate is simple.
- ☐ Find someone that wants to sell their property.
- ☐ Find someone that wants to buy a property.
- ☐ Match them up and do the deal.

### Office level

- ☐ Business plan – work out your [marketing plan](#), know exactly what you are going to do.
- ☐ Set your goals for listings, sales etc
- ☐ Choose suburbs/ areas for the office to focus and to dominate.
- ☐ Office to prospect 10,000 homes with flyers per month.
- ☐ Office to encourage self-promotion, videos, social media etc.

### Salesperson

- ☐ Choose a farm area 1000 – 1500 homes. (Ensure there are enough sales for the salesperson per annum.)
- ☐ Choose an area that's not overly dominated.
- ☐ Have a clear plan to dominate.
- ☐ Salesperson – if the office doesn't deliver flyers, pay for these yourself and deliver 1000 brochures a month to your farm area.
- ☐ Dominate around your listings and sold signs – canvas around it like a demon.
- ☐ Thoroughly work your listing sources – work on your strengths – what you like to do.
- ☐ Discipline and Consistency.

### Everyone

- ☐ Ensure that you add every single buyer who calls your office into your enquiry log / data base. Make sure the buyers are followed up until they buy.
- ☐ Always ask anyone that you are dealing with if they are selling a property. (Always make sure you have permission to contact them.)