



A Better Home Inspection By Forster's Inc.

Home Inspections
Since 1986

A Better  **HOME INSPECTION**
by Forster's Inc.

www.ForsterHomeInspections.com

800-720-2844

The background of the slide features a faded American flag with a bald eagle's head in the center. The eagle is facing left, and its white feathers and yellow beak are clearly visible against the flag's colors.

Marketing Secrets for Top Real Estate Agents

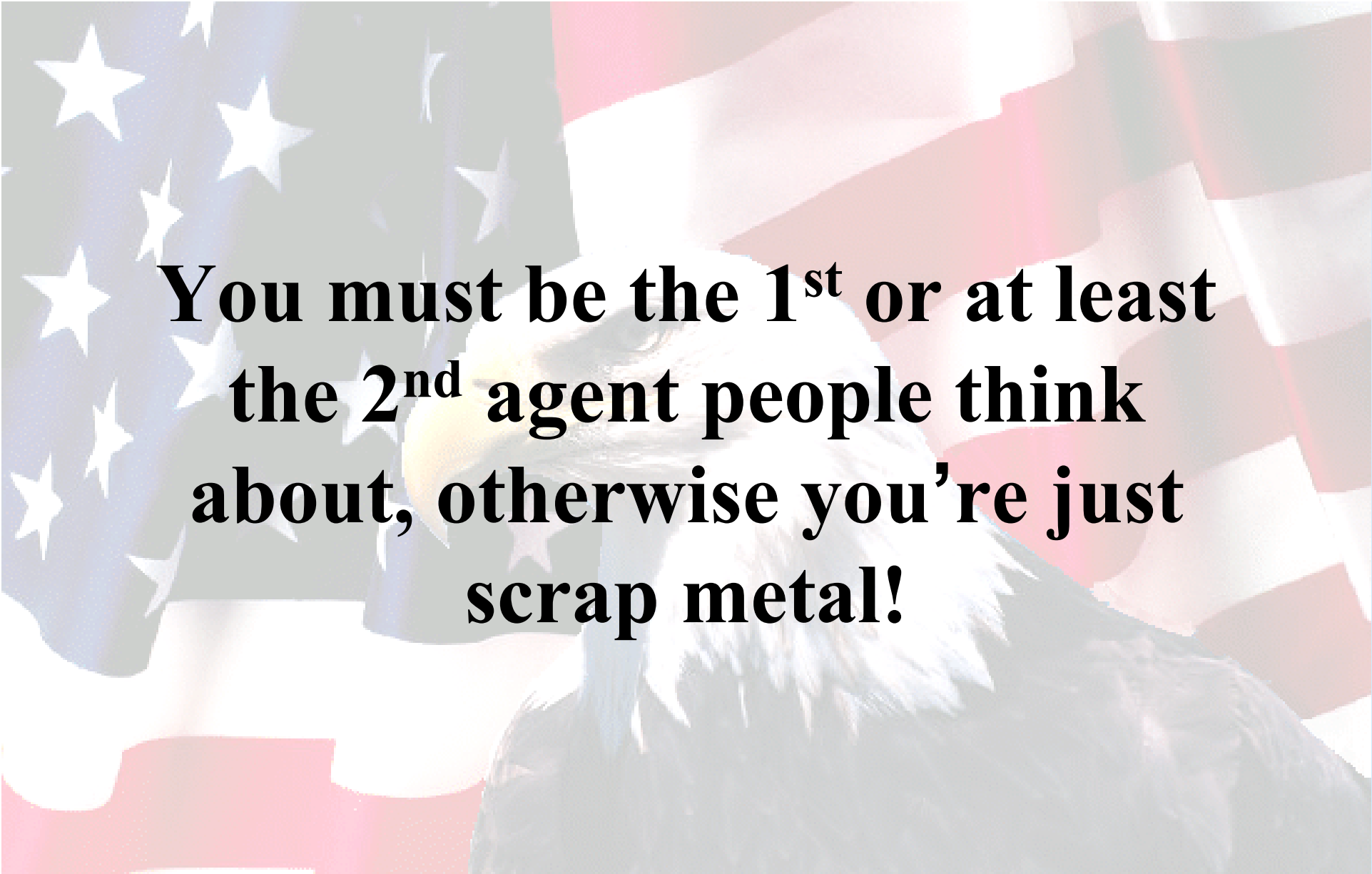
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Marketing Secrets for Top Real Estate Agents

- Tips gathered from top Real Estate agents over the years.
- Studied some of the top real estate agent marketing educators: Rick DeLuca, Gary Keller, Joe Stump, and others.

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**You must be the 1st or at least
the 2nd agent people think
about, otherwise you're just
scrap metal!**

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Top Agent Tool Box

Database of People

- **Those you don't know yet**
 - Some need you
 - Some don't need you yet
- **Acquaintances – Those who you know and know you**
- **Inner Circle – Those that you have done business with**
- **Mavens – People that have the ability to send you lots of referrals or repeat business**

Top Agent Tool Box

- **Your Database is Your Business**
 - This is one of the most important concepts in any business and yet overlooked by many, in fact most.
 - Think of it this way: The size of your real estate business will be in direct proportion to the size and quality of your database.

Marketing to Mavens

- **Who are Mavens?**
 - People that have the ability to send you lots of referrals or repeat business
- Before you think about making one sale at a time, ask yourself the following:
“Who can buy or sell a ton of my products or services?”



Top Agent Tool Box

Staying in touch with your sphere of influence

- **Direct Mail**
- **Newsletters**
- **Phone Calls**
- **Drop by**
- **Do Lunch**
- **Throw a Party**
- **Facebook/Instagram**
- **Community Garage Sale**
- **Hosted movie in the park**

Top Agent Tool Box Systems

- Educate
- Ask for Help
- Reward
- 8 x 8
- 33 Touch
- 12 Direct
- Be #1 on the list!!!

8 x 8

- **Week One:**

- Drop off a letter of introduction, your personal brochure, a market report, and your business card

- **Week Two:**

- Send a recipe card, inspirational card, community calendar or market statistics.

- **Week Three:**

- Send a recipe card, inspirational card, community calendar or market statistics.

- **Week Four**

- Make a telephone call

- “Hello, this is _____ from _____ Real Estate Company. Did I catch you at a bad time? How are you? Did you happen to receive the _____? Have you had a chance to look at it? The reason I’m calling is to find out if you happen to know of anyone who might be buying or selling their home...”

8 x 8

- **Week Five:**
 - Send one of your free reports.
 - **Week Six:**
 - Send a real estate investment or house maintenance tip.
 - **Week Seven:**
 - Send a refrigerator magnet, notepad, or other usable giveaway (not throwaway!) with your name, logo, and contact information on it.
 - **Week Eight:**
 - Make another telephone call.
- “Hello, this is _____ from _____ Real Estate Company. Did I catch you at a bad time? How are you? Did you happen to receive the _____ that I sent you? That’s great. Did you have any questions? As you can tell, I really hope you will allow me to be your Realtor for life. And also, let me just give you a quick reminder that if you happen to know of anyone who might be buying or selling their home, could you please share their name with me or my name with them...”

33 Touch Each Year

- **18 Touches**

- Emails
- Mailings
- Letters
- Cards
- Drop Offs

- **Examples**

- Letter of Introduction
- Personal Brochure
- Market Reports
- Just Sold
- Just Listed
- Holiday Cards
- Personal Newsletter
- Recipe cards
- Property Alerts

- Real Estate News
- Interesting Articles
- Community Calendars
- Invitations
- Service Directories
- Promotional items
- Etc.

- **8 Touches – Thank You or Thinking of You**
- **3 Touches – Phone Calls**
- **2 Touches – Birthday Cards (his and hers)**
- **1 Touch – Mother's Day Card**
- **1 Touch – Father's Day Card**

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12 Direct

- **Similar to farming an area or group by mailing to them once a month.**
 - Just Sold Postcard
 - Just Listed Postcard
 - Newsletter
 - Community Calendars

Average
Cost Per
Touch = 50¢

R.O.I

Return on Investment

People You Know and Know You	People You Don't Know
12 people x 33 touches = 2 sales One Repeat and One Referral	50 people x 12 times per year = 1 sale
12 x 33 = 396 touches = 2 Sales	50 x 12 = 600 touches = 1 Sale
396 x 50¢ = \$198 or \$99 per sale	600 touches x 50¢ = \$300 per sale
Commission Being ultra conservative \$3000 per sale \$3000 - \$99 = \$2901	Commission Again Ultra conservative \$3000 \$3000 - \$300 = \$2700

How many sales do you want to make?

Daily Motivator - Sample

Why Do I Send a Daily Motivator?

People often say that motivation doesn't last.
Well, neither does bathing-that's why we
recommend it daily.

~Zig Ziglar American Sales Trainer,
Author, Motivational Speaker

Daily Motivator - Sample

How to Achieve Greatness

Achievement is largely the product of steadily raising one's levels of aspiration and expectation.

~Jack Nicklaus (1940 -), 'My Story'

Marketing Tip

- **Everywhere you put your website address, put a headline with it that tells prospects why they should visit your website!**

Over 50,000 Homes On-line
www.mywebsite.com

Buy a Home Zero Down
www.mywebsite.com

Sell Your Home Fast!
www.mywebsite.com

Free Market Watch Updates
www.mywebsite.com

Lovely Home on Quiet Street
www.mywebsite.com

Free E-Book for Home Sellers
www.mywebsite.com



Thank you

Are there any questions?

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Why A Better Home Inspection?

- Professional Image
- Full Time Inspectors
- Fully staffed office
- Fully Insured and Bonded
 - E&O –Workman's Comp –General Liability
- Going the extra step is our policy

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A Better Home Inspection

Extras

- **Computerized Report on site**
 - Zero turn around time policy
- **Swimming Pool/Spa Inspections**
- **Utility Van:**
 - No Gas/propane?
 - No Electric?
 - No Water?

» NO PROBLEM

- **Military discount**

A Better Home Inspection Extras

- **R.A.L.P.H.S**

- After each inspection you will get a package with 8 post cards and a sheet of return address labels for you to present to your buyer upon the close of escrow

- **Avocados**

- All agents, clients, sellers, and family members who attend an inspections get our famous 2-pack of avocados!!!

If you'll give us just 10% of your confidence,
we'll earn the other 90%

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