

RRC ONE-DAY COURSE



# Zero to 60 Home Sales a Year (and Beyond)



RRC COURSE

## Zero to 60 Home Sales a Year (and Beyond)

*Presented by the*



430 N. Michigan Avenue, Chicago, Illinois 60611-4092  
[www.crs.com](http://www.crs.com)

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NATIONAL ASSOCIATION OF REALTORS®



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## RRC COURSE: Zero to 60 Home Sales a Year (And Beyond)

WELCOME!

Welcome to **Zero to 60 Home Sales a Year (And Beyond)**. This is a one-day course offered by the **Residential Real Estate Council**. Information on education, membership, and certification can be found:

- in the most recent **RRC Membership Guide**
- by calling a customer service representative at the **Residential Real Estate Council** at **1-800-462-8841**
- or by visiting our website at **<http://www.crs.com>**

Your instructors are experts in the field of residential real estate and speak from experience. The materials in this notebook complement their presentation.

Class will convene promptly each morning at 8:30 a.m. and conclude at 5:00 p.m. Coffee breaks are provided both morning and afternoon, and there will be an hour for lunch. Your prompt return will help to keep the course on schedule.

To earn CRS Designation credit, no more than forty-five minutes of the entire course may be missed. If you are absent from the course for more than this amount of time, you will not be able to take the exam or receive credit toward the CRS Designation.

Many states require attendance at the course for a specific amount of time to earn continuing education credit. Please check with the course host regarding your state's minimum requirement.

Successful completion of the course exam is required for CRS Designation credit and often for state continuing education credit.

Again, welcome to what we know will be a most challenging and profitable educational experience.

RECORDERS ARE NOT ALLOWED.



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## Course Objectives

Upon successful completion of this course, you will be able to:

- Develop an effective plan to sell 60 homes a year
- Create a continuous stream of referrals
- Build an effective team to support your plan





## RRC Membership Application

ALL MEMBER TYPES, DESIGNATED OR NOT, REQUIRE ANNUAL RENEWAL WITH MEMBERSHIP DUES

Name: \_\_\_\_\_

NRDS ID#: \_\_\_\_\_

REALTOR® Since: \_\_\_\_\_

Last 4 Digits of SS# (optional): \_\_\_\_\_

Date of Birth: \_\_\_\_\_

Home Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Office Name: \_\_\_\_\_

Office Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Office Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Preferred Mailing Address: ☐ Home ☐ Office

Remember, you can apply online at [crs.com/join](https://crs.com/join)



## Agreement of Applicant

In making this application, and in consideration of joining the Residential Real Estate Council, I understand and agree to the following:

1. I represent and certify that, to the best of my knowledge and belief, all the information contained in this application is true and accurate as of the date of this application, and I understand that if this information is not true and accurate, this may be a reason for termination of membership.
2. I understand that as a Candidate I cannot use the CRS Designation until it has been awarded to me upon completion of the Designation requirements, and I have been notified in writing. Such misuse will be cause for summary termination of membership. I also understand that once I am awarded the CRS Designation, I must maintain my membership in good standing in the Residential Real Estate Council, including the payment of annual dues, and meet any education maintenance requirement, to continue to hold and use the CRS Designation.
3. I irrevocably waive any claim or causal action of law or equity that I may have in the future against the Residential Real Estate Council, its Board of Directors, officers, committee members, employees or other persons cooperating with the Residential Real Estate Council either as a group or individuals, for any act or failure to act in conjunction with my membership or the business of the Residential Real Estate Council.
4. If admitted to membership in the Residential Real Estate Council, I agree to abide by the Bylaws and Regulations as they currently exist and as they may be amended in the future by the Council, as well as such policies and procedures as the Residential Real Estate Council may promulgate from time to time.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Billing Information

- ☐ Yes, I would like to join the Residential Real Estate Council. Enclosed is my check for \$195. This dues payment is for twelve continuous months of membership.

Join online at [crs.com/join](https://crs.com/join) or call **800.462.8841**



Send completed form to:

**Residential Real Estate Council**

430 N. Michigan Ave, Chicago, IL 60611

or email: [CRSHelp@crs.com](mailto:CRSHelp@crs.com)

Questions: 800.462.8841 (toll free) • 312.321.4400



## CRS Designation Application Process

Review the following requirements to determine which option best matches your experience. These requirements are for individuals who practice inside the United States, its insular possessions and the Commonwealth of Puerto Rico and Canada. All other individuals must complete the International Designation criteria.



Certified  
Residential Specialist  

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The Proven Path To Success

1. Submit your documentation satisfying all Designation requirements.
  - Council members who submit a Designation application with all required documentations will be awarded the CRS Designation within five business day from receipt.
  - If the documentation is incomplete, the notice will indicate the items necessary to complete the Designation application process.
  - Please note: the timelines are approximate. We will make every effort to process your application within the above stated timeframe except when there are extenuating circumstances.
2. Maintain ongoing active membership in the Residential Real Estate Council and active REALTOR<sup>®</sup> or REALTOR ASSOCIATE<sup>®</sup> membership with your local board and state association.

## Production Requirements

You have the option of submitting your transactions by using either the Affidavit of Required Transactions OR Resume of Required Transactions.

Note: A residential transaction must be a single-family home, townhouse, cooperative, up to and including four-unit building, duplex, condominium or a permanently affixed mobile home unit. The transaction must have an improvement on the property. For example, water rights, transportable mobile homes, acreage and lots are not acceptable. You may only list transactions for which you completed no less than 50 percent of the work.

## Affidavit of Required Transactions

You and your broker must complete the Affidavit of Required Transactions. The Affidavit states that you have completed the required number of residential transactions or volume. Simply indicate your name, the date, and the number of transactions that you have completed and sign the form. You will also need your broker to sign the form verifying that you have met these requirements. If you are the broker, please sign in both places.

For complete details, visit [crs.com/designation](https://crs.com/designation)

## Affidavit of Required Transactions

Applicant's Name: \_\_\_\_\_

Date: \_\_\_\_\_

The undersigned Applicant hereby certifies and swears that all information provided is true and factual. Should the Council find through confirmation or any other means that any statements made by Applicant are not factual; such statements will jeopardize Applicants' ability to be awarded or to retain the CRS Designation. The undersigned Applicant declares that the following information is true.



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I am an Applicant for the CRS Designation and as a part of that application process I certify that

I have completed a minimum of \_\_\_\_\_ residential transactions\*  
and/or \_\_\_\_\_ million in volume.

*\*Credit for completing a residential transaction is available only for the listing or sale of a single-family home, a townhouse, a duplex, a building of up to and including four units, a cooperative, a condominium or a permanently affixed mobile home unit that has closed. All residential properties must include an improvement. If Applicant is taking credit for any "co-listing" (a listing or sale that you shared with another sales associate, Applicant may take credit for a half of a transaction, provided that the Applicant completed no less than fifty (50%) percent of the work on that transaction.*

Signature of Applicant: \_\_\_\_\_

---

## Certification of Applicant's Broker

I hereby certify that the above statement concerning the number of transactions in which the Applicant has worked is true and correct and accurately reflects the work done by the Applicant.

Name of Broker (Please Print): \_\_\_\_\_

Signature of Broker: \_\_\_\_\_

Date: \_\_\_\_\_



Send completed form to:

**Residential Real Estate**

**Council** 430 N. Michigan Ave,

Chicago, IL 60611 or email:

CRSHelp@crs.com

Questions: 800.462.8841 (toll free) • 312.321.4400



## CRS Designation Application

I understand that Council Membership requires annual renewal with membership dues. The application below is for individuals residing within the United States, its insular possessions, the Commonwealth of Puerto Rico, and Canada.



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### Instructions:

- Please double-check the documentation that you are submitting with this application.
- Attach all required documentation to the completed form.
- Include the \$75 Designation Processing Fee and send it to the Residential Real Estate Council.

Name: \_\_\_\_\_

NRDS ID#: \_\_\_\_\_ REALTOR® Since: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Last 4 Digits of SS# (optional): \_\_\_\_\_

Home Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Office Name: \_\_\_\_\_

Office Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Cell Phone: \_\_\_\_\_ Office Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website Address: \_\_\_\_\_

Preferred Mailing Address: ☐ Home ☐ Office

## Designation Program

I have completed and attached the required number of transactions for the following CRS Designation Program:

- ☐ **60/30/30 Program** 60 transactions OR \$30 million in volume over the last three years AND 30 hours of RRC Education
- ☐ **Pro Program** 150 transactions OR an average of \$1 million per year of experience with a minimum of 40 transactions AND 16 hours of RRC Education (must be licensed a minimum of 10 years to apply)



Send completed form to:

**Residential Real Estate**

**Council** 430 N. Michigan Ave,

Chicago, IL 60611 or email:

CRSHelp@crs.com

Questions: 800.462.8841 (toll free) • 312.321.4400



## Agreement of Applicant

1. I understand that I cannot use the CRS Designation until I have completed the Designation requirements and have been notified in writing that it has been awarded to me. Such misuse will be cause for summary termination of membership.
2. I understand that once I am awarded the CRS Designation, I must maintain my membership in good standing in the Residential Real Estate Council, including the payment of annual dues, and fulfillment of any maintenance requirement, to continue to hold and use the CRS Designation.
3. I am currently an active REALTOR® or REALTOR ASSOCIATE® and I understand that once I am awarded the CRS Designation, I must also maintain REALTOR® or REALTOR ASSOCIATE® membership with a local board and state association of REALTORS®.

Signature of Applicant: \_\_\_\_\_

### Billing Information

- ☐ **Designation Fees** ☐ **Membership Fees**  
\$75 Designation Processing Fee \$195 Membership Dues (if not currently a member)
- ☐ Enclosed is my check payable to the Residential Real Estate Council.

Apply online at [www.crs.com](http://www.crs.com)

### RRC EDUCATION CREDITS

I have completed the following RRC Courses:

(16 Credits required for Pro Program;  
30 credits for 60/30/30 Program  
[Classroom, eLearning])

RRC Education: \_\_\_\_\_ Number of Credits: \_\_\_\_\_

RRC Education: \_\_\_\_\_ Number of Credits: \_\_\_\_\_

RRC Education: \_\_\_\_\_ Number of Credits: \_\_\_\_\_

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RRC Education: \_\_\_\_\_ Number of Credits: \_\_\_\_\_

RRC Education: \_\_\_\_\_ Number of Credits: \_\_\_\_\_



RRC Education: \_\_\_\_\_ Number of Credits: \_\_\_\_\_

## Logistics

1. Times
2. Breaks and Lunch
3. Online Exam
4. Smoking
5. Use of Electronic Devices

Out of respect and to maximize the learning environment for all students, any student whose use of any form of electronic technology is identified as a disturbance may be asked to turn that technology to the off mode, or leave the room.

Any student whose disruption results in their removal from the class shall not be eligible for any refund from the course host or the Council.

## Adult Learning

1. Purpose: Behavior Change
2. Why Are You Here?
  - a. Student objectives
  - b. Important issues
3. What Makes a Good Class?
4. What Makes a Bad Class?
5. Involvement
6. Role-playing allows us to see people behave in different situations—it's like a dress rehearsal. Role-playing is one of the most effective ways to learn. Whether actively participating or being an observer, role-playing provides us an opportunity to practice skills that have been taught and are required for our work. The operative words are taught and practice. The role-playing opportunity overcomes mistakes that can be costly: losing a sale, not getting a listing, offending a buyer. The role-play affords us time to make mistakes, receive feedback, correct mistakes, and move on to more successful behaviors.
7. Action Plan
8. You don't get paid for what you know; you get paid for what you DO. What are you going to DO with the information you learn in this course? This exercise will help you identify the actions you intend to take to apply what you have learned.



## Notes

## Zero to 60 Home Sales a Year (And Beyond)



# 1

CHAPTER

Going Zero to 60 and Beyond

### In This Chapter

Overview

Get Clear on Your “Why”

The “One Thing”

Develop the Purposeful Mindset

The Platinum vs. Gold Hours

## Chapter 1: Going Zero to 60 and Beyond

### Overview

“Though no one can go back and make a brand new start,  
anyone can start from now and make a brand new ending.”

-Carl Bard

- The concept of “zero to 60” is a metaphor. Whether you are starting your career or looking for inspiration to soar to new heights, it is going to take a focused mindset.
- You can do it! Yes, you can! Adopt the mindset!
- It’s in the numbers
  - \_\_\_\_\_ know \_\_\_\_\_ = \_\_\_\_\_
  - 10% turnover = \_\_\_\_\_ (could be \_\_\_\_\_ with 2 sides to the transaction)
  - What if you got 25% of them = \_\_\_\_\_ to \_\_\_\_\_ units a year
- Relationships drive business

### Get Clear on Your “Why”

- Why do you want to do this? What is the compelling reason for wanting to do this?
- Some agents and real estate firms are more successful than others. Why?
- Some real estate agents are profitable and others are not.
- Some are more innovative than others.
- Some are more influential.
- Some have greater customer loyalty and repeat business.
- Some successful agents have a hard time repeating their success and others can do it over and over again.
- In the book Start With Why, Simon Sinek states that “People like Martin Luther King Jr., Steve Jobs, and the Wright brothers might have little in common, but they all started with why. It was their natural ability to start with

why that enabled them to inspire those around them and to achieve remarkable things.”

- Real estate agents can explain what they do and how they do it, but very few can explain why they do it. WHY is not money or profit—those are always results. WHY does your organization exist? WHY does it do the things it does? WHY do customers really buy from one company or another? WHY are people loyal to some agents, but not others?
- When you are clear on your WHY, you will find that business will become easier and people will enjoy doing business with you and tell all of their family and friends.

What would you do if money did not matter?

If you could live anywhere, where would it be?

What kind of car would you drive? \_\_\_\_\_

Where would you vacation? \_\_\_\_\_

## Develop the Purposeful Mindset

- Entrepreneurial – "Doing what comes naturally."
- Purposeful – "Doing what comes unnaturally."

## The Platinum vs. Golden Hours

Golden Hours –This is where the money is! Top agents understand that to maximize sales volume and profit they must focus on prospecting and customer relationship building. These are the Golden Hours. All other activities have to wait until after the Golden Hours.

Platinum Hours – This is the period of time before or after the Golden Hours. Top agents set aside time blocks early each morning or late afternoon to perform the important non-selling activities. Platinum Hours are used for:

- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_

## Notes

## Notes

## Zero to 60 Home Sales a Year (And Beyond)



# 2

## CHAPTER

Plan for Success and  
Meet Your Goals

### In This Chapter

The 10 Questions to Ask When Creating Your Plan  
Personal Goals  
The Wheel of Life  
Determining Your Real Estate and Commission Goals  
Setting Personal Goals: Lifestyle & Accomplishment  
The Five Stages of Growth  
Your Mission Statement



## Chapter 2: Plan for Success and Meet Your Goals

### The 10 Questions to Ask When Creating Your Plan

1. What lifestyle do I want?
2. What income will I need to support this lifestyle?
3. What are my current/potential sources of business?
4. Have I developed appropriate personal and business budgets?
5. How many sales do I need to meet my GCI?
6. What are my monthly production goals?
7. Do I have a sound strategy for investing?
8. Am I using an appropriate business model?
9. Have I started a lead generation program?
10. Have I established a marketing plan?

### Personal Goals

- Power of Goals
- Get Clear on the Why!
- Have a Plan
- Stretch
- Collect the Data
- Be Flexible
- Create Support Network
- Create Systems
- Have Accountability



- Allow Time to Succeed
- Believe
- Keep It Simple

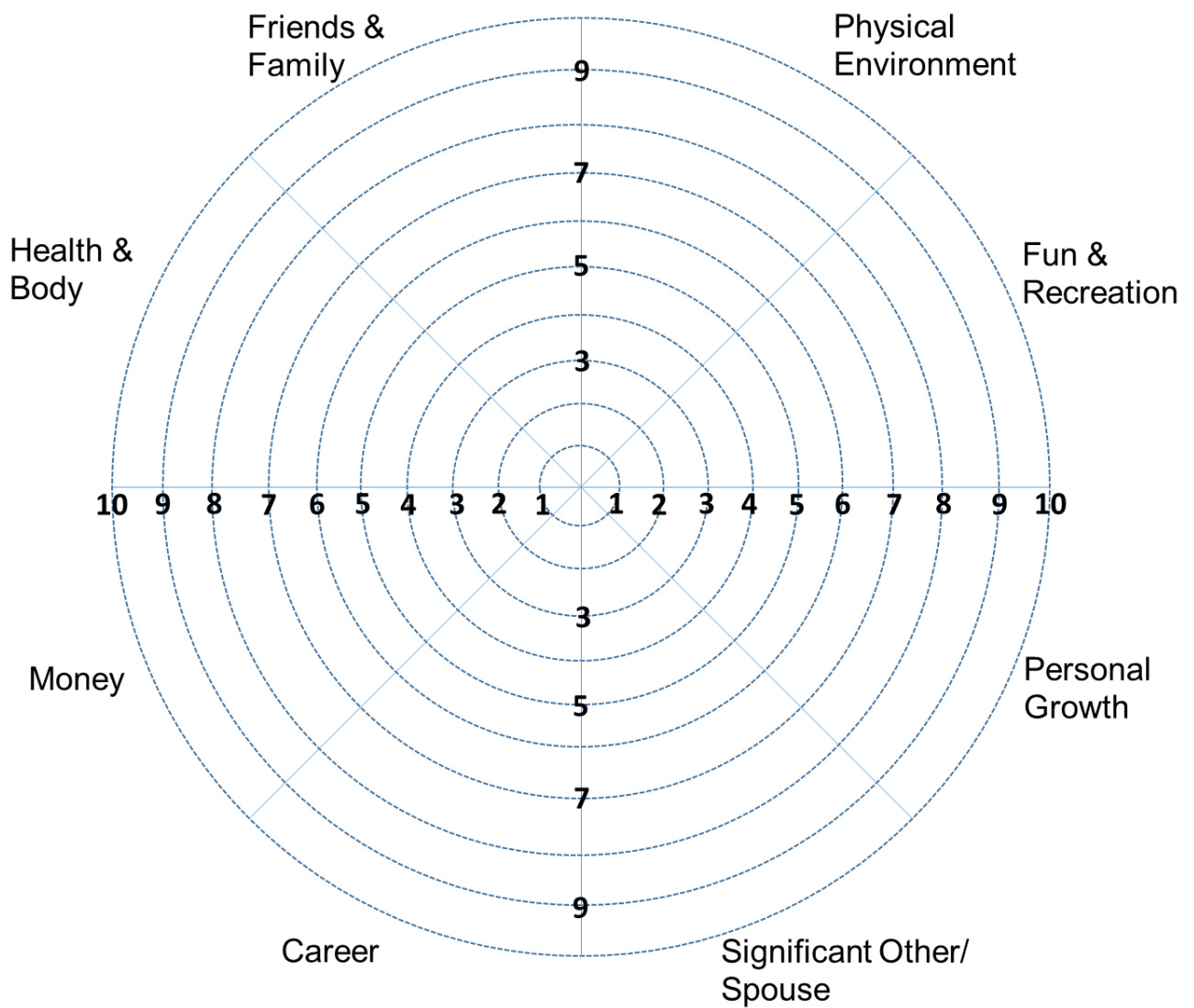
## The Wheel of Life

The Wheel of Life consists of eight sections that combine together to represent your life.

On a scale of 1–10, rank your satisfaction with the following sections in your life:

	Highly Satisfied	Not Satisfied
Friends & family	10.....9.....8.....7.....6.....5.....4.....3.....2.....1	
Physical environment	10.....9.....8.....7.....6.....5.....4.....3.....2.....1	
Fun & recreation	10.....9.....8.....7.....6.....5.....4.....3.....2.....1	
Personal growth	10.....9.....8.....7.....6.....5.....4.....3.....2.....1	
Significant other/spouse	10.....9.....8.....7.....6.....5.....4.....3.....2.....1	
Career	10.....9.....8.....7.....6.....5.....4.....3.....2.....1	
Money	10.....9.....8.....7.....6.....5.....4.....3.....2.....1	
Health & body	10.....9.....8.....7.....6.....5.....4.....3.....2.....1	

Now, draw arcs in each section based on your satisfaction ratings on the previous page. Then, connect the lines to form an inner wheel.



*If this were a real wheel, how bumpy would it be?*

Based on the Wheel of Life that you created, what area(s) would you like to improve? What will you do to make these improvements, and when?

## Affirmations Worksheet

An affirmation is a goal or commitment that is phrased as though it has already happened or been achieved.

Goal/Commitment	Date Set/Achieved

*Obstacles are what you see when you  
take your eyes off your goals.*

- Brian Tracy



## Determining Your Real Estate and Commission Goals

Visit <http://tinyurl.com/ZeroTo60> to download the following worksheets to help you determine what it takes to reach your annual income and commission goals:

- Real Estate Goals Worksheet
- Commission Goals Worksheet
- Business Plan Worksheet

## Setting Personal Goals: Lifestyle & Accomplishment

- Goals become your road map to success.
- Most people do not have their goals in writing.

*Goals in writing are dreams with deadlines.*

- Brian Tracy

- What do you want to achieve? Think big!
  - What's in your bucket list?
- Put goals in writing
  - Focus on the **what**, not the **how**
- Share them with others
- Keep them updated over time
- Not reaching a goal does NOT mean failure

### Goal Worksheet

Personal Goal	Timeframe	First Step	Potential Obstacle

Possession Goal	Timeframe	First Step	Potential Obstacle



Income Goal	Timeframe	First Step	Potential Obstacle

“People who say it can’t be done  
should not interrupt those who are doing it.”

## The Five Stages of Growth

### 1. Creativity

- a. 10 to 12 transactions a year
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_

### 2. Direction

- a. 12 to 25 transactions a year
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_

### 3. Delegation

- a. 25 to 50 transactions a year
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_

### 4. Coordination

- a. 50 to 100 transactions a year
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_

### 5. Collaboration

- a. 100+ transactions a year
- b. \_\_\_\_\_
- c. \_\_\_\_\_
- d. \_\_\_\_\_

Follow the successes; ignore the masses.

## Your Mission Statement



- The mission statement is a concise, easily understood statement which contains the essence of what You, Inc. wants to be.
- **Example:** "I want to be famous to my customers for delivering exceptional service."

*"If you don't know where you're going,  
you might end up somewhere else."*

## Notes

## Notes

## Zero to 60 Home Sales a Year (And Beyond)



# 3

CHAPTER

## The Law of Familiarity

### In This Chapter

Consumer Preferences

Creating Familiarity and Customer Bonding

Building Familiarity

The Five Levers of Familiarity

Personal Branding

## Chapter 3: The Law of Familiarity

### Consumer Preferences

Consumers prefer to work with:

- People they \_\_\_\_\_
- People they \_\_\_\_\_
- People they \_\_\_\_\_

... and people they are familiar with.

### Creating Familiarity and Customer Bonding

The Three Ds:

- Database
- Dialogue
- Direct Media

The Five Degrees of Bonding:

- Awareness
- Identity
- Relationship
- Community
- Advocacy

Understanding the **Vital Few** vs. the **Useful Many**

### Own Your Database: Why a CRM is your most important tool

How to set up your CRM:

1. Find a CRM that you like and will use
2. Enter the name of everyone you have contact with
3. Develop a category list

4. Create groups
5. Document activities and conversations
6. Pre-program special dates
7. Launch activity plans—follow-up plans

#### Database Groups

- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_
- ✓ \_\_\_\_\_



## Database Categories

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

✓ \_\_\_\_\_

## Building Familiarity

It takes ...

- 1 to 3 touches to re-engage an inactive customer
- 1 to 5 touches to engage a prospect who is in the buying window and is familiar with you and your brand
- 3 to 10 touches to engage a prospect who has a high degree of familiarity with you or your brand, but is not in the buying window
- 5 to 12 touches to engage a warm inbound lead
- 5 to 20 touches to engage a prospect who has some familiarity with you and your brand—buying window dependent

- 20 to 50 touches to engage a cold prospect who does not know you or your brand

Crossing the familiarity threshold requires a significant investment of time, intellect, emotion, energy, and technology

Create conquest lists

Develop prospecting plans

Focus your time and attention on building familiarity with your most valuable prospects

## The Five Levers of Familiarity

1. Persistent and Consistent Prospecting
2. Referrals and Introductions
  - a. Customer referrals
  - b. Personal referrals
  - c. Professional referrals
3. Networking
4. Brand Familiarity
5. Personal Branding

## Personal Branding

- Image
- Positioning
- Make an investment in improving the awareness of your name, expertise, and reputation

## Notes

## Notes

## Zero to 60 Home Sales a Year (And Beyond)



# 4

CHAPTER

Preparation and  
Planning

### In This Chapter

Marketing Analysis

Course of Business

Hire an Assistant

Budgeting Basics – Profit is Good!

You are the CEO

## Chapter 4: Preparation and Planning

### Market Analysis

- Where do I focus my attention?
- Do enough homes sell in the area?
- Does any one agent dominate the market?
- Is it a price range I am comfortable with?
- Is the area near my home/office?
- Do I have the ability to succeed?

*It's not what you make, it's what you keep ...*

### Sources of Business

Source	Units Sold/Closed

## Hire an Assistant

- 18% of REALTORS® use at least one personal assistant
- 2% of REALTORS® use two or more assistants
- 46% of personal assistants are licensed
- 57% of personal assistants are employed part time
- 64% of personal assistants work exclusively for one REALTOR®

## Average Pay Scales

- Average assistant makes \$14 per hour
- Pay ranges from \$10 to \$20 per hour
- Some commissioned and get bonuses

## 5 Steps in Hiring an Assistant

1. Define the job
2. Hire when you are not in a crunch
3. Let everyone know you are looking
4. Consider using an established company
5. Check references three deep

## What Do You Look for in an Assistant?

- Their ability to work independently
- Skillset has to match the task
  - Data management, listing marketing services, updating websites, blogging, creating print materials
- Have the desire to make things better
- Find the right fit

## Budgeting Basics – “Profit Is Good!”

- Think Profit!
- Know the difference between:
  - **GCI – Gross Commission Income**, and
  - **Take home pay**
- Get a handle on your Income & Expense
- The 50/50 Budgeting Concept
- Have 2 budgets: Personal & Business
- Use a good accounting software
- Get good accounting advice

## You Are the CEO

- Set up your business
- Create your Mission Statement and Core Values
- Pursue your Goals & Ambitions for the year
- Create a Marketing Plan
- Understand the Market Conditions
- Flow chart your organization
- Review your business frequently
- Establish an atmosphere of success
- Build your team and support staff
- Prospect every day! Grow your database.



## Notes

## Notes

## Zero to 60 Home Sales a Year (And Beyond)



# 5

CHAPTER

Creating the Pipeline

### In This Chapter

- Use Your CRM
- The “8 in 8” Program
- Get on the Phone!
- Go Door Knocking
- Expired Listing Techniques
- For Sale by Owners
- Action Plan Worksheet

## Chapter 5: Creating the Pipeline

### Use Your CRM

In keeping with the "zero to 60" attitude, start your first week by growing your prospect list. Choose a database system (CRM) that you like and will use. Enter everyone's name you can think of.

Your CRM:

- Allows you to manage the details and tasks related to many different contacts without having to remember everything.
- Keeps you organized, manages your pipeline, and saves your deals and relationships from getting derailed. It makes life easier by doing work for you.
- Allows you to update each record individually and apply valid categories
- Helps verify correct email address each time you talk to the person
- Allows you to make and date a note each time you talk to a person
- Allows you to segment and sort your prospect database and build prospecting lists based on any field or group.
  - This makes you exponentially more effective and efficient in your prospecting activities.

Helps you systematically qualify prospects so that you move them up the prospecting pyramid.

### The "8 in 8" Program

This is a proven method for quickly creating the impression in the consumer's mind that you are the dominant agent in an area. A real estate marketing company wanted to prove that this would work and sent out a survey to determine who the top real estate professional was in their geographic area. A name surfaced. The company then ran an eight-week marketing campaign (with one touch a week) for a fictitious agent within the community. Upon completion of the eight weeks, the company conducted another survey and found that the fictitious agent was the one thought to be the top agent in the community.

In this program, balance your contacts as follows:

- Week 1 – Introduction
- Week 2 – Card, calendar, stats
- Week 3 – Card, calendar, stats
- Week 4 – Telephone call
- Week 5 – Free report
- Week 6 – Investment info or tip
- Week 7 – Personalized item
- Week 8 – Telephone call

## Get on the Phone!

An old sales joke goes:

Q: "How do you get a salesperson to stop selling?"

A: "Put a phone in front of them."

Top agents understand the importance of being on the phone. The agents that got up and running quickly got on the phone on day one.

- |  |                             |
|--|-----------------------------|
| <input type="radio"/> Basic reasons to call:<br>New listings in neighborhood | <input type="radio"/> _____ |
| <input type="radio"/> Under contract/pending sales                           | <input type="radio"/> _____ |
| <input type="radio"/> Sale is final  | <input type="radio"/> _____ |
| <input type="radio"/> Open house   | <input type="radio"/> _____ |
| <input type="radio"/> _____  | <input type="radio"/> _____ |
| <input type="radio"/> _____  | <input type="radio"/> _____ |
| <input type="radio"/> _____  | <input type="radio"/> _____ |
| <input type="radio"/> _____  | <input type="radio"/> _____ |
| <input type="radio"/> _____  | <input type="radio"/> _____ |

### Five Steps to Making Calls:

1. Get their attention by using their name
2. Identify yourself
3. Tell them why you are calling
4. Bridge – give them a “because”
5. Ask for what you want

### Go Door Knocking

Tips while going door to door:

- Approach with confidence
  - Expect to win
  - Plan in advance
- Identify yourself and why you are there
- Gather information
- Ask for what you want
- Turn around objections

### Expired Listing Techniques: An Immediate Source of Business

- Understand the psychology of the expired listing's owner
- Contact them immediately
- Add their names to a database campaign

- Send a seller's information package
  - Your current resume
  - Your website and links
  - Why list with you
  - A list of your services, marketing
  - Sale guarantee program (if you have one)
  - Video of how you get homes sold
  - Market analysis
- Consider short-term listing
- Be relentless; do not quit

## For Sale by Owners

- Understand the owner's motivation and mindset
- Have a plan to give service to win the owner over

## Other Techniques

- Geographic Farm
- Open Houses
- Website
- Social Marketing
- Agent Referrals
- Creating Action Plans/Campaigns

## Action Plan Worksheet

Action Plan for \_\_\_\_\_

Day	Action



## Notes

## Notes

## Notes

Find RRC on the following social media sites:



[www.facebook.com/ThisIsRRC](https://www.facebook.com/ThisIsRRC)  
[www.facebook.com/groups/WeAreCRS](https://www.facebook.com/groups/WeAreCRS)



[www.instagram.com/ThisIsRRC](https://www.instagram.com/ThisIsRRC)



[www.twitter.com/ThisIsRRC](https://www.twitter.com/ThisIsRRC)



Residential Real Estate Council



Residential Real Estate Council

