

HOW TO MAKE \$100K IN REAL ESTATE

With Brandie Jones, Rich Rector, and Monica Rivera

TODAY'S SPEAKERS



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Top Agent & Coach



Rich Rector
OP & MAPS Coach



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Team Leader & Author

TELEPHONE CONSUMER PROTECTION ACT (TCPA)

The TCPA regulates telemarketing calls, voicemails, and texts. There is no B2B exception to the TCPA.

TCPA Liability:

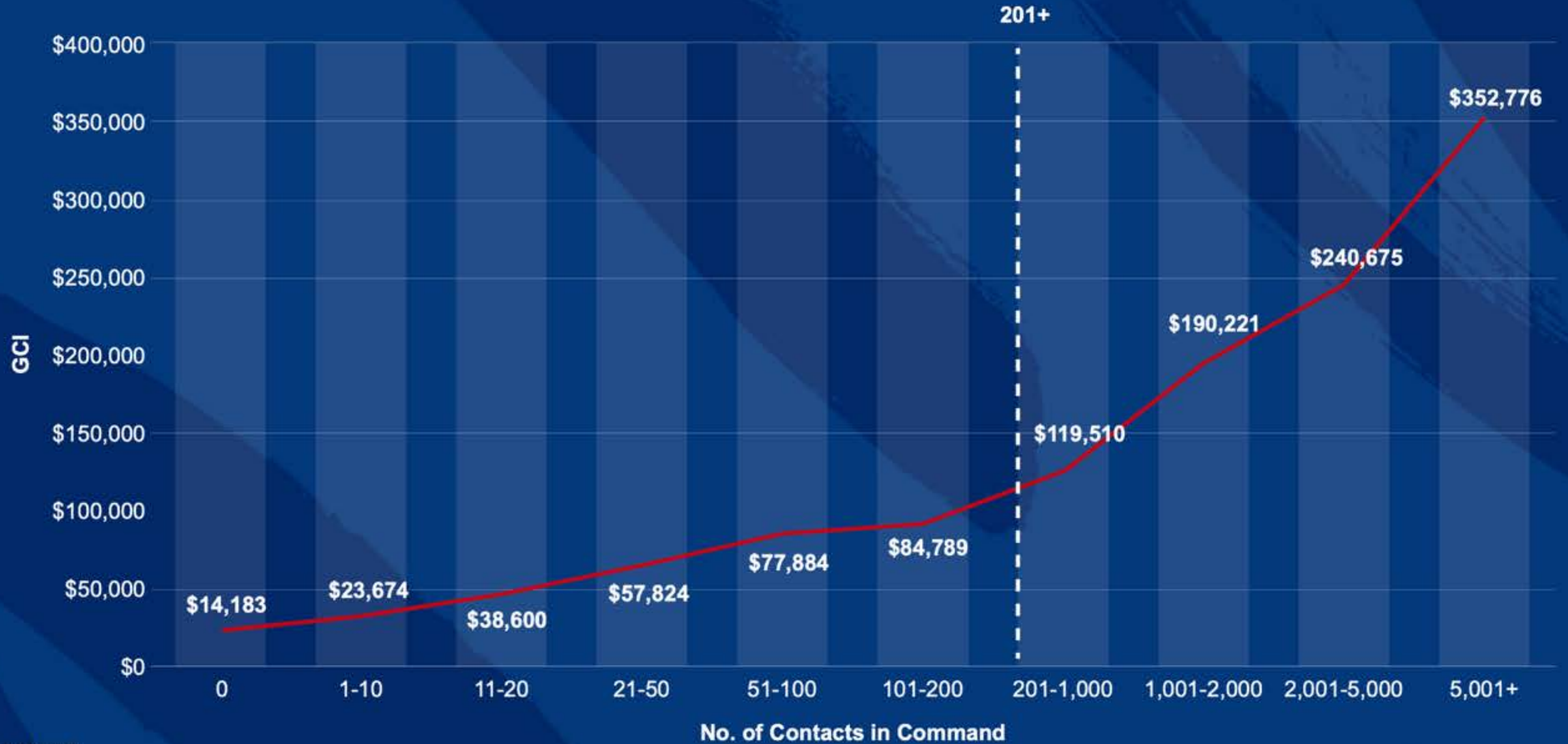
- \$500 - \$1,500 per violation, with lawsuits often brought as
- class actions

How to Comply:

- **Before** calling or texting, confirm the number:
 - Is not on the national Do Not Call registry
 - Is not on any state, county, or local Do Not Call list
 - Is not on any internal (market center and region)
 - Do Not Call list
- **Before** calling or texting any number using an autodialer or artificial voice or prerecorded message, obtain or confirm prior express written consent
- **Know** and follow all state/provincial laws in addition to the TCPA
- **Engage** TCPA counsel to confirm compliance with all applicable laws and requirements

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The 201+ Club



How Buyers Found Their Agent

	2006	2010	2016	2017	2018	2019	2020	2021	2022
Referred by (or is) a friend, neighbor, or relative	40%	48%	42%	42%	41%	41%	40%	47%	38%
Used agent previously to buy or sell a home	13	9	11	12	12	12	13	13	12
Inquired about specific property viewed online	N/A	N/A	N/A	N/A	7	7	7	7	10
Website	7	10	9	9	6	5	6	7	9
Saw contact information on for sale/open house sign	7	6	4	4	4	3	3	5	9
Referred by another real estate agent or broker	5	3	5	5	5	6	5	5	6
Personal contact by agent (telephone, email, etc.)	3	3	3	4	3	4	4	3	5
Visited an open house and met agent	7	7	6	6	5	5	6	4	3
Walked into or called office and agent was on duty	4	5	2	2	1	1	1	1	2
Referred through employer or relocation company	4	3	3	2	2	2	2	2	1
Mobile or tablet application	N/A	N/A	1	1	1	1	1	1	1
Other	7	7	11	11	11	11	10	6	2

Buyer Interviews

Buyers overwhelmingly went with the first or second agent they met – you need to get there first!

	2006	2010	2016	2017	2018	2019	2020	2021	2022
One	65%	64%	69%	70%	68%	75%	73%	73%	67%
Two	20	21	19	17	20	15	16	16	17
Three	10	10	8	8	8	7	7	7	9
Four or more	5	6	4	6	5	3	4	4	7

How Sellers Found Their Agent

	2006	2010	2016	2017	2018	2019	2020	2021	2022
Referred by (or is) a friend, neighbor, or relative	44%	41%	39%	41%	39%	39%	41%	39%	36%
Used agent previously to buy or sell a home	30	23	25	23	24	27	26	29	27
Personal contact by agent (telephone, email, etc.)	5	4	4	5	5	5	4	4	5
Referred by another real estate agent or broker	4	4	4	3	3	3	4	4	5
Website	2	4	4	5	4	4	5	3	5
Direct mail (newsletter, flier, postcard, etc.)	3	2	2	2	2	1	1	1	3
Saw contact information on for sale/open house sign	*	3	2	2	2	2	1	2	2
Walked into or called office and agent was on duty	*	*	1	1	2	1	1	1	2
Visited an open house and met agent	5	4	4	4	4	3	3	2	1
Referred through employer or relocation company	3	3	2	2	2	2	1	1	1
Other	2	6	10	10	12	10	11	15	12

* Less than 1%

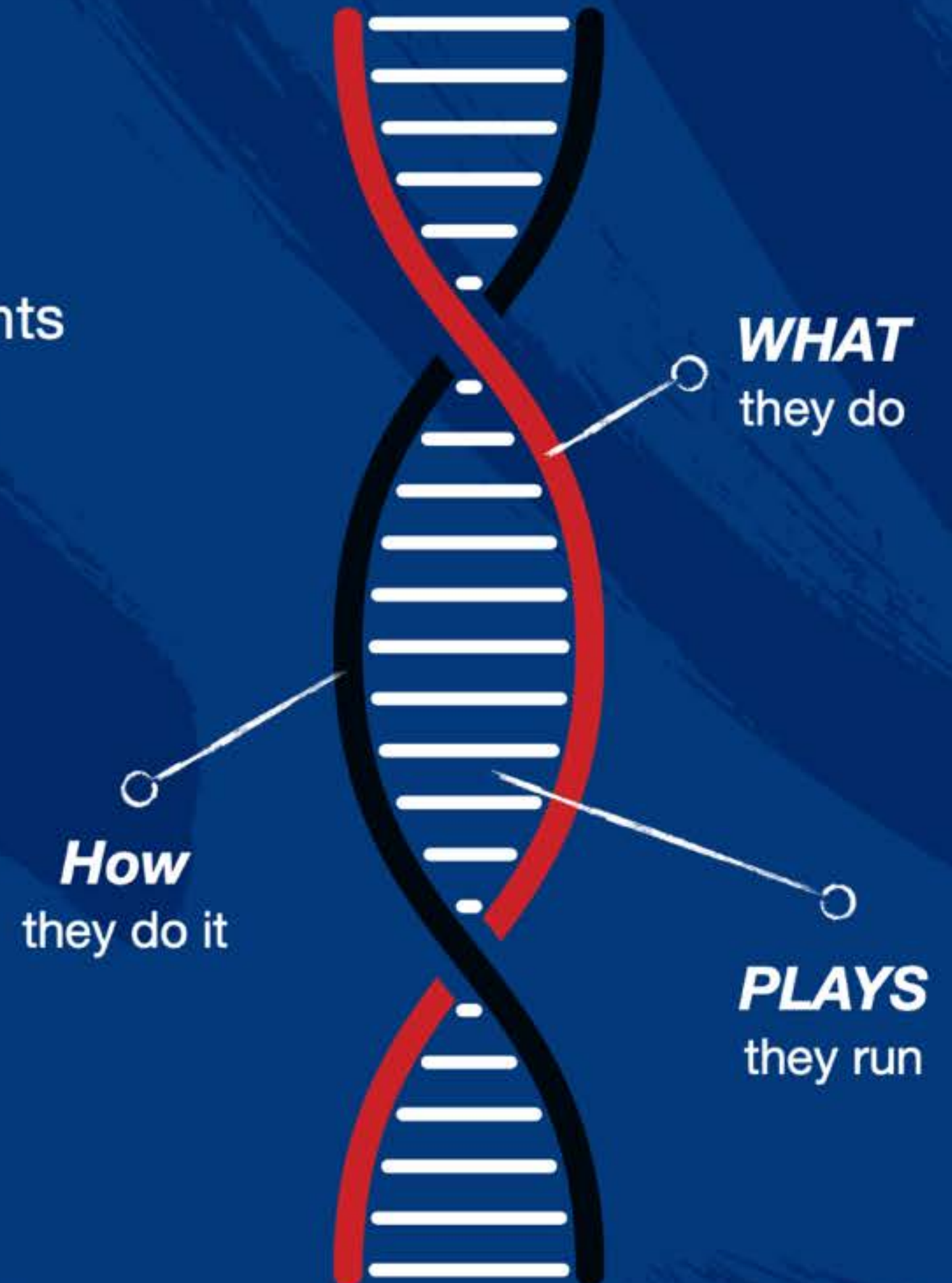
Seller Interviews

	2006	2010	2016	2017	2018	2019	2020	2021	2022
One	69%	66%	72%	74%	75%	75%	77%	82%	80%
Two	18	19	16	15	13	15	13	10	11
Three	9	10	8	7	8	8	7	5	7
Four or more	4	6	4	3	3	3	4	3	1

The Path is in the Math

What is the math equation for how real estate agents ***RUN*** and ***GROW*** their business?

- What do agents do ***EVERYDAY*** to run and grow their business?
- **This is the *DNA* of a Real Estate Agent**
 - Lead Generate
 - Lead Follow Up
 - Go On appointments
 - Write & Negotiate Contracts
 - Improve Skills
 - Preview Properties



ECONOMIC MODEL - 100K

Gross Commission Income - \$100K

Average Price Point ~ \$500K

Average Commission - 2.5%

Average Commission ~ \$12.5K

8 Total Units Sold

~75% Close Rate

10 Contracts

~75% Conversion Rate

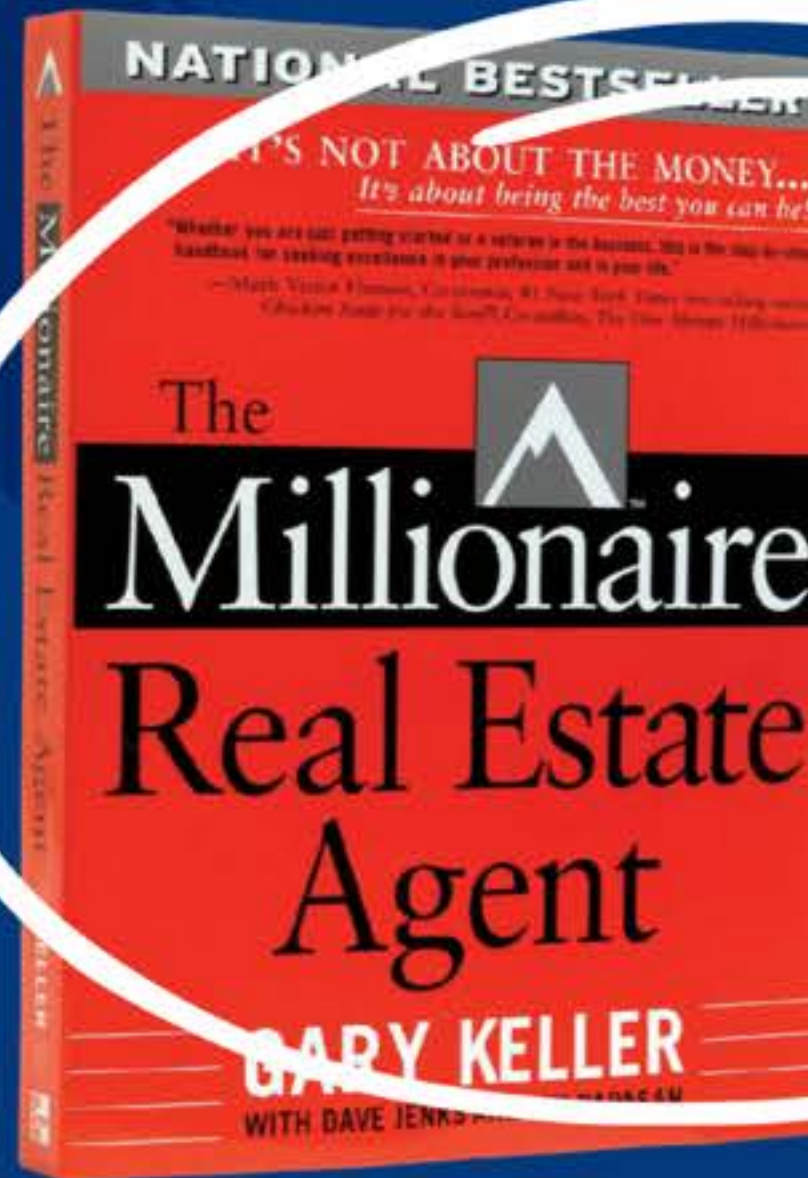
14 Appointments Kept

~50% Conversion Rate

28 Appointments Set

The Four Laws of Lead Generation

1. Build a **database**
2. **Feed it** every day
3. **Communicate with it**
in a systematic way
4. **Service all the leads**
that come your way



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The Four Laws of Lead Generation

1. Build a **database** →  **Contacts** → **64M** Unique Contacts
2. **Feed it** every day →  **Campaigns** → **5,192,286** Leads,
Avg. Cost **\$2.29**
3. **Communicate with it**
in a systematic way →  **SmartPlans** → **167M** SmartPlans Launched
4. **Service all the leads**
that come your way →  **Opportunities** → **7,495,387** Opportunities
Created

MEMORY JOGGER EXERCISE

The members of your own family

- ! Father and Mother
- ! Father-In-Law / Mother-In-Law
- ! Grandparents
- ! Children
- ! Brothers & Sisters
- ! Aunts and Uncles
- ! Nieces and Nephews
- ! Cousins

Those you meet in organizations or clubs

- ! Civic groups, Rotary, exchange, Jaycees
- ! Political clubs
- ! Lodge, Elks, Moose, Etc.
- ! Missionary societies, brotherhood groups
- ! Merchants or farm organizations
- ! School groups, boosters, alumni, PTA, etc.

List of acquaintances already available

- ! Christmas card list
- ! Address book
- ! Day timer, planner
- ! List of fellow employees
- ! Church directory

Those who are your closest friends with whom you associate regularly

- ! Friends and Neighbors
- ! People you work with
- ! Church members
- ! Sunday school class members

Those you have been associated with in the past

- ! Schoolmates
- ! Former co-workers
- ! People in your home town
- ! Military cohorts

Those you do business with







- ! Doctor, lawyer, barber, merchants, grocer
- ! Gas station attendant, dry cleaner, postal worker
- ! Beauticians, jewelers, waiters/waitresses

People you know who are in direct sales

- ! Business/office machine salespeople
- ! Insurance sales people
- ! Car salespeople



RUN THE PLAYS

	What		How (Code)
1.	 Open House		# Create Marketing Material # Email Database (bulk) # Post to Social Media
2.	 Expired/Cancelled		# Make Calls (single) # Track and log interactions
3.	 Client Events		# Post to Social Media # Create Marketing Material # Send Email (single) # Use Follow Up Plans



CLIENT INFORMATION

1. Full Name

- Proper Case (example: Brooke Silva, not brooke silva)

2. Phone Number

3. Address*

- Mailing Address Checked
- Neighborhood Selected

4. Email

5. Birthday

6. Lead Source

- HOW did they get in there!

ACTIVATE 36+ TOUCH CAMPAIGN

Use Smartplans to Leverage Your Touch Campaign

1. Biweekly Neighborhood Nurture (26 Email Touches)
2. Quarterly Call Campaign (4 Phone Touches)
3. Dynamic Birthday Smartplan (6 Touches)
4. Home Anniversary Smartplans (4 Touches)

Use Tags to Identify Potential Clients

1. Buyer / Seller
2. Hot (0-90 Days)
3. Nurture (90+ Days-1 Year)
4. Watch (1 Year+)

#kwSELA - New Buyer Lead Email Series
This is a simple 5 email plan for new buyers with a heavy focus on promoting the KW app.

Published: July 8, 2022

17 Downloads ★★★★★ (1)

9	5	5
Steps	Duration	Touches

MR Monica Rivera
Author

[View Steps](#) [Add SmartPlan](#)

Dynamic Birthday Plan | #kwSELA
Remember every birthday and celebrate your contacts with this comprehensive birthday reminder with dynamic texts.

Published: May 4, 2021

44 Downloads ★★★★★ (5)

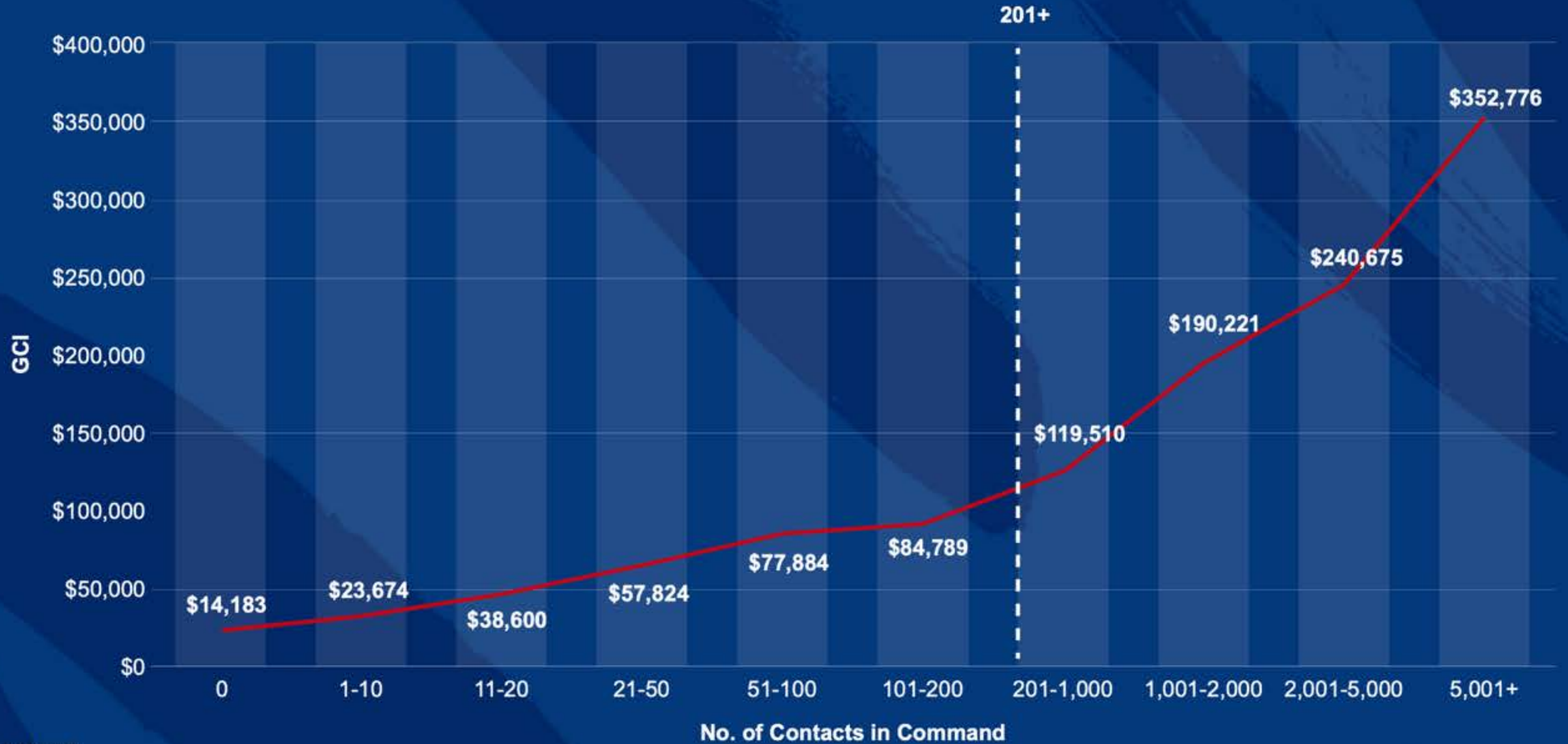
6	6	4
Steps	Duration	Touches

MR Monica Rivera
Author

[View Steps](#) [Add SmartPlan](#)

*ProTip: Search "#kwSELA" in Command for free done-for-you Smartplans!

The 201+ Club





QUESTIONS & WHAT'S NEXT?

Meet with Team Leader Monica Rivera for a business consultation on how to implement today's strategies and get a copy of the Playbooks as a gift!

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