

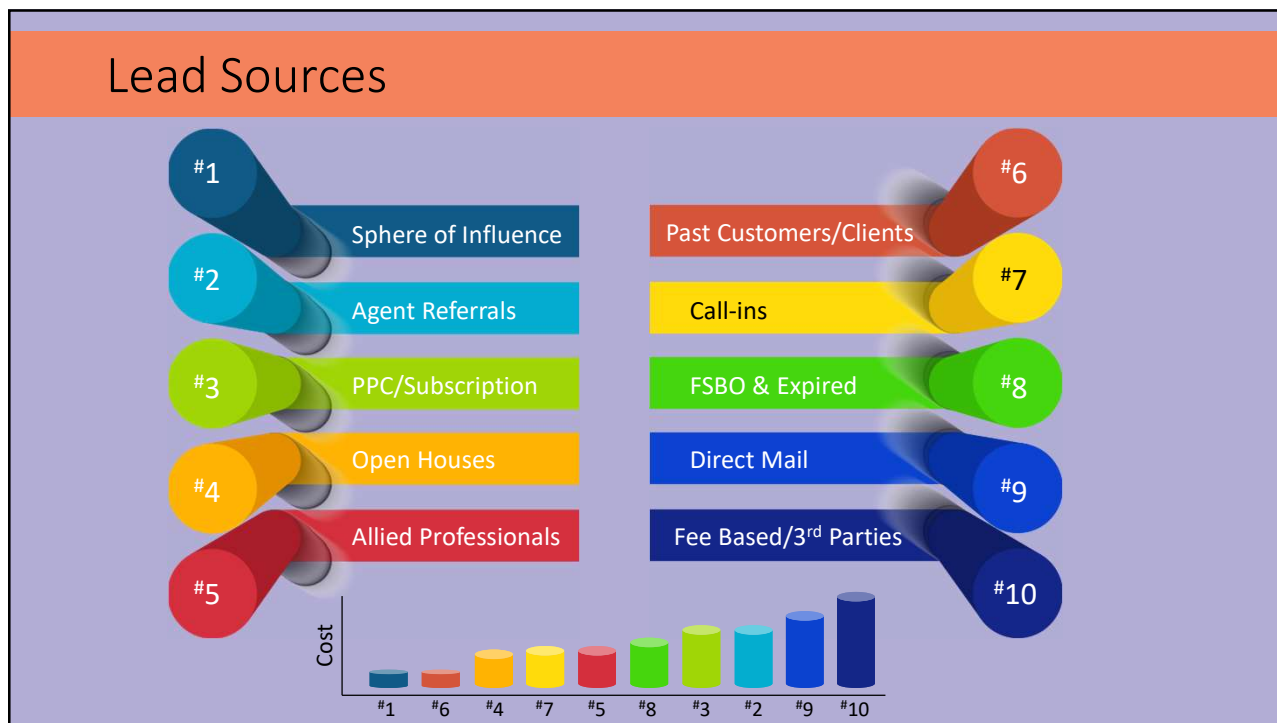
Grow Your Business TURNING CONNECTIONS INTO CLIENTS

Sphere of Influence Step-by-Step Guide











By Pat Zaby, CCIM, CRS



1



2

Fee Based	Subscription	Pay Per Click
     	         	   


3

What does the future hold?

DISRUPTORS

Private Business and Class Action Lawsuits

Commission on \$400K	6%
Sales side – 50%	\$12,000
Referral Fee – 35%	4,200
Net Commission	7,800
Agent split – 70%	5,460
Agent % of Sales Price	1.37%



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	Portal/Referral	Pay Per Click*	SOI/Past Customers
Customer Acquisition Cost	\$400,000	\$400,000	\$400,000
	\$12,000	\$12,000	\$12,000
	\$4,200	\$800	
	\$7,800	\$11,200	\$12,000
	\$5,460	\$7,840	\$8,400
	1.365%	1.96%	2.1%
	Increase over Portal/Referral		

*Google PPC to a landing page that converts traffic into leads. Leads vary in price depending on area costs \$10-20 to as much as \$50. Assuming a 2.5% conversion on a \$20 lead, a closed transaction is \$800.

5

Agents must control their leads to avoid the downward pressure on commissions and the shrinking margins.

The solution is to establish yourself with a select group of people with whom you expect to do business.

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It's the quality, not the quantity
of the people in your Sphere of Influence.



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Page 3

Raving Fan

Exceed expectations | the unexpected gift | Give them more

Providing more value than **anyone** else



Ken Blanchard coined the term "raving fan" to describe a customer who is so overwhelmed and floored by the customer service they've received that they can't stop telling everyone about it.

Good & Bad Raving Fans

"Your customers are only satisfied because their expectations are so low and because no one else is doing better. Just having satisfied customers isn't good enough anymore. If you really want a booming business, you have to create Raving Fans."

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Page 3

Value of a Raving Fan

Average Home Price	x	Average Commission	x	Brokerage Split	x	Tenure Rate	=	Connection Value
\$400,000	x	0.275* (2.75%)	x	0.80* (80/20)	x	0.10* (10%)	=	\$880

*For example purposes only

200 Raving Fans in your SOI would earn \$176,000


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Page 3

An agent's income will be directly proportional to the number of raving fans in their sphere of influence.

Earning the privilege to be called "your REALTOR®"

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Lifetime Value of One Customer			
Purchase	Today		\$400,000
Sale & Purchase	End of Year 10		
Sale & Purchase	End of Year 20		
Sale	End of Year 30		
Total Value of Properties			
2.75% commission/80% split			

4% appreciation 10 year holding period

100% split - \$222,365

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Estimating Your Production

People in your database	200
Potential Transactions	x .11
Available Transactions Annually	22
Conversion probability	x .50
Probable Transactions Annually	11
Times Average Commission	\$8,800
Income	\$96,800

What do you have to do to increase production?

Variables – # contacts, turnover, conversion, avg commission

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Page 4

OBJECTIVE

“Build a network of potential clients through consistent communication, position yourself as a trusted real estate resource, and nurture relationships for future transactions and referrals.”

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Page 4

STEPS

- 1 Identifying the Contacts for your Sphere of Influence
- 2 Gathering Contact Information
- 3 Organizing your Sphere of Influence Data
- 4 Continually Growing your SOI
- 5 Developing the Communication Plan

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1 Identifying the Contacts for your Sphere of Influence Page 5

A Sphere of Influence is a network of individuals and contacts with whom you have a personal or professional connection.

- Friends
- Family
- Colleagues
- Acquaintances
- Past Clients
- Anyone within your existing network who might be interested in your real estate service.

65% of Sellers & 56% of Buyers selected their agent because they has some form of relationship

NAR 2023 Profile of Home Buyers & Sellers

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1 Identifying the Contacts for your Sphere of Influence Page 5

71% of Buyers and 81% of Sellers only contacted one agent.

NAR 2023 Profile of Home Buyers & Sellers

It is essential that your friends know you are in the real estate business and that you're good at it.



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*87% of Sellers & 90% of Buyers
say they would use their agent again or recommend them to others.*

Source – 2023 Profile of Home Buyers and Sellers – Exhibits 4-21 & 7-12

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1 – Identifying the Contacts for your Sphere of Influence

The typical REALTOR[®] earned **15% of their business from repeat clients and customers**, and **20% through referrals** from past clients and customers.

Source – NAR Member Profile

2/3
FALLOUT
Why does his happen?

18

1 Identifying the Contacts for your Sphere of Influence Page 6

200 The average person knows 200 people.
Your contacts factored by your top-of-mind awareness with each of them are directly related to your income.

40,000 One-step away from 40,000 people

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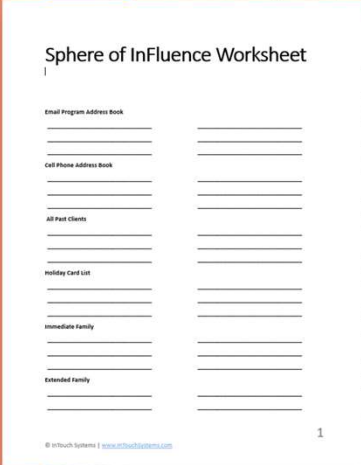
Now, Your Spouse Goes Through the Same Exercise

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Page 7

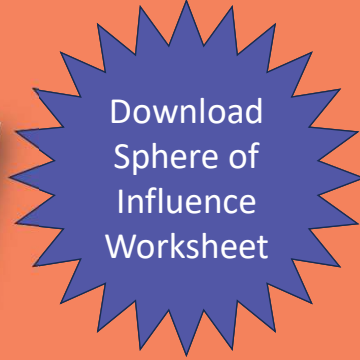
WORKSHEET TO HELP YOU IDENTIFY PEOPLE WHO BELONG IN YOUR SOI:

Q1 Go through the address book on your cell phone and your email program(s)



Q2 Look at your friends, family, and colleagues. List the names of people you know, or want to know, who are not on the list yet.

Q3 If you were getting married, is there anyone you'd invite that is not on the list yet?




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Page 8

2 Gathering Contact Information

Basic info needed:

- Name
- Spouse's name
- Home address
- Cell phone(s)
- Email address(es)
- Birthdays
- Anniversaries



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2 Gathering Contact Information Page 9

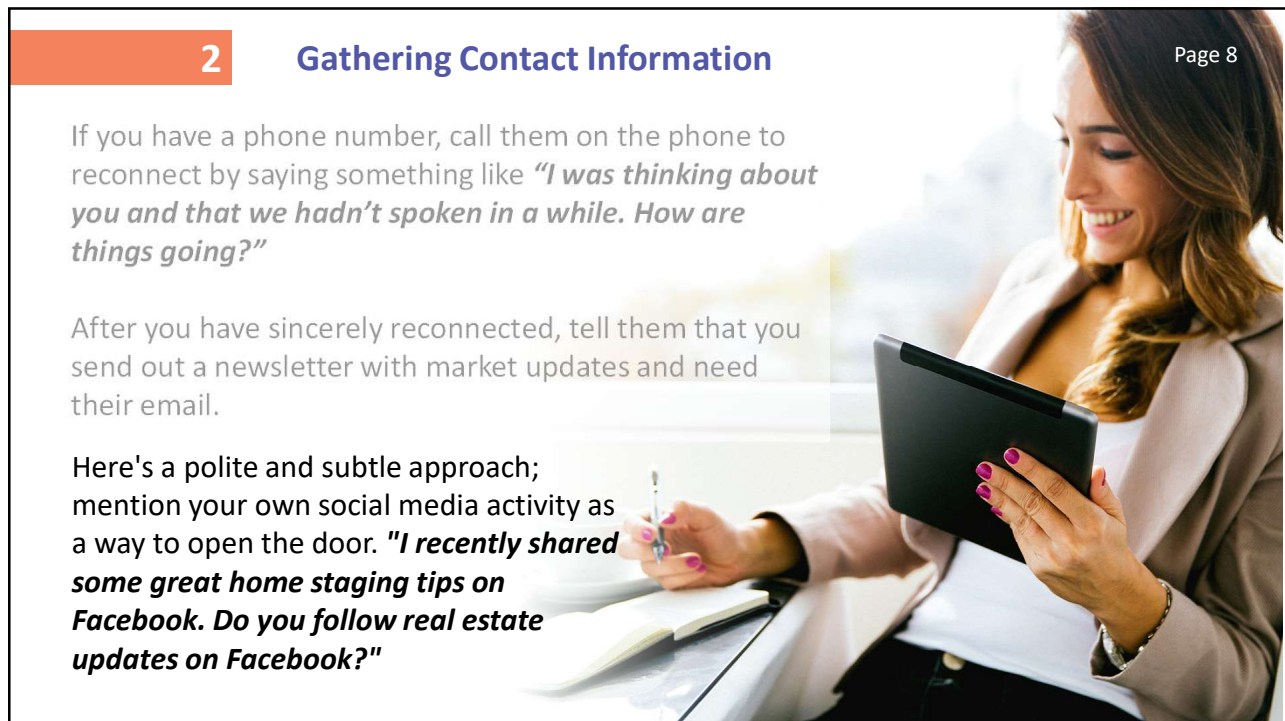
Personal Contacts:
Begin with the people you already know well, such as friends, family members, and close acquaintances. Request their contact information directly if you don't already have it.

Social Media:

- Engage them through social media
- Follow them and comment on their posts & "like" them
- Ask them to follow you
- When you locate them on social media, check their contact info for email and phone numbers
- Facebook is great for getting birthdays.

Phone Calls:
Reach out via phone to reconnect with individuals from your SOI. During the conversation, kindly ask for their updated contact information.

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2 Gathering Contact Information Page 8

If you have a phone number, call them on the phone to reconnect by saying something like ***"I was thinking about you and that we hadn't spoken in a while. How are things going?"***

After you have sincerely reconnected, tell them that you send out a newsletter with market updates and need their email.

Here's a polite and subtle approach; mention your own social media activity as a way to open the door. ***"I recently shared some great home staging tips on Facebook. Do you follow real estate updates on Facebook?"***

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2 **Gathering Contact Information** Page 10

Events and Gatherings:
Attend or host gatherings or events to personally interact with your SOI

Online Forms:
Newsletters, Home Value, etc.

Business Cards:
Exchange business cards at networking events

Professional Networks:
Leverage professional networks

Networking Apps:
Tools like LinkedIn to connect with individuals from your SOI

Ask for Assistance:
If you're struggling to obtain contact information, consider reaching out directly.

Interactions should be respectful and focused on building trust.

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3 **Organizing your Sphere of Influence Data** Page 11

Organizing the information you collect on each person within your SOI is paramount to maintaining and nurturing these valuable relationships effectively.

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3

Organizing your Sphere of Influence Data

Page 11-12

Customer Relationship Management

- Contact management
- Sales Team Opportunities
- Lead Management
- Reports & Dashboards
- Sales Analytics
- Mobile CRM
- Sales Force Automation
- Sales Forecasting
- + + + + + + + + + +

Contact Management

- Contact Info
- Notes
- Mail Merge
- Email
- Calendar
- Sync with phone
- Lead Automation
- Transaction Mgmt.
- Marketing
- Campaigns

Email Management

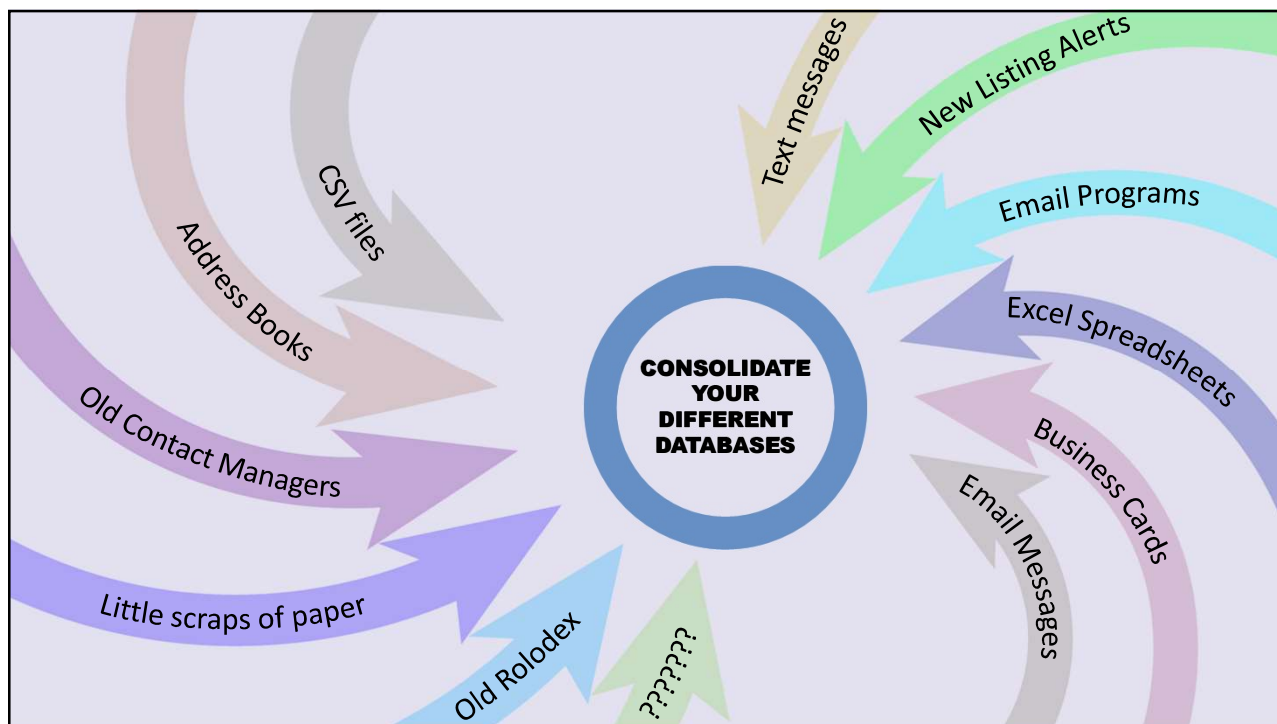
- Contact Info
- Notes
- Mail Merge
- Email
- Calendar
- Sync with phone

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3

Organizing your Sphere of Influence Data

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3 Organizing your Sphere of Influence Data

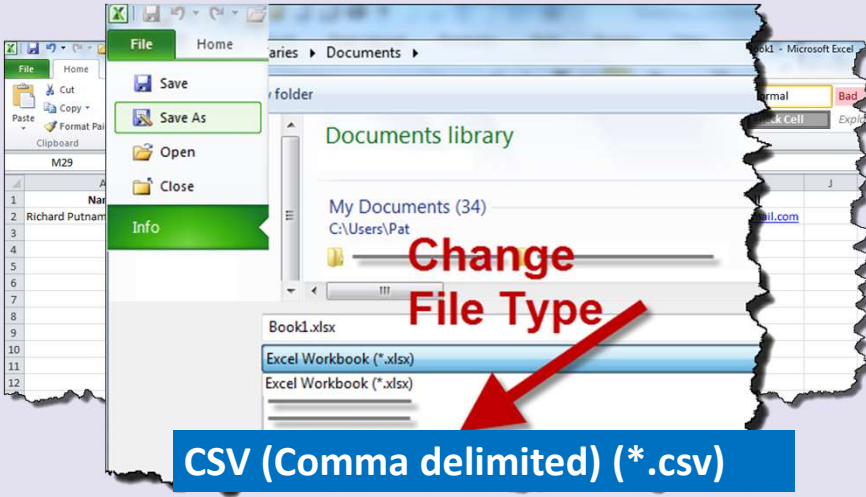
Every Time You Talk to a Person

- Open their contact record
- Quickly scan the notes
- Verify email address & add others
- Try to complete or update info in the fields
- Make a dated note about what you talk about
- Schedule a follow-up.

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3 Organizing your Sphere of Influence Data

Cleanup the Records with a Spreadsheet



The image shows a collage of screenshots from a Windows environment. The central focus is the 'Save As' dialog box in Microsoft Excel. The 'Save As' menu is open, and the 'File type' dropdown is set to 'Excel Workbook (*.xlsx)'. A red arrow points to this dropdown, with the text 'Change File Type' written in red. Below the dialog box, a blue banner contains the text 'CSV (Comma delimited) (*.csv)'. Other visible elements include a file explorer window showing the 'Documents' folder and a spreadsheet with data.

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3 Organizing your Sphere of Influence Data

When You're Not At Your Computer...



The image is a collage illustrating mobile data capture. On the right, a hand holds a smartphone displaying a text message conversation. On the left, three circular callouts highlight specific data points: 1) A text message from 'Pat Zaby' about a rental home purchase, with a red arrow pointing to the text. 2) A contact card for 'Richard Putnam' with his phone number and address. 3) A note containing the same text message content as in the first callout.

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4 Continually Growing your SOI Page 13

Create & Implement an established procedure to add names like open house visitors, closings, etc., door knocking, etc.

If your communications are considered valuable,
YOUR SPHERE OF INFLUENCE WILL INCREASE.

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4 Continually Growing your SOI Page 13

Consider a customer appreciation program that keeps contacts involved even when they are not buying or selling.

Provide a package of services and benefits.

The “Home Team Advantage”


- Annual Home Valuation
- Monthly Market Snapshot
- Monthly Homeowner Newsletter
- Service Provider Recommendations
- Remodeling Consultations
- Property Tax Challenge Advice
- Refinancing Analysis
- Equity Accelerator
- Rental Property Guide & Notifications
- Homeowner’s Tax Guide with Improvement Register
- Additional services available at our office:
 - a. Free color copies (up to 50)
 - b. Free black and white copies (up to 100)
 - c. Free faxing
 - d. Free notary service
- Invitation to Annual Customer Appreciation Events

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4

Continually Growing your SOI


Much of our business comes from friends, past customers, and their referrals. Please keep us in mind if you hear of someone wanting to buy or sell a home.



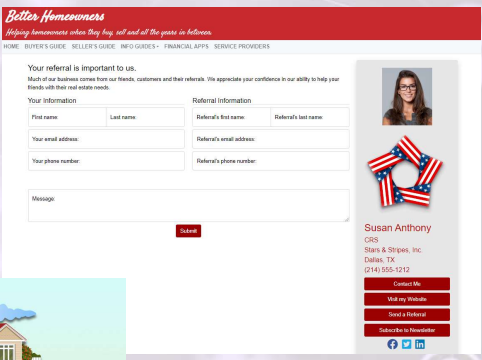
Thank You

for your referral

Our plan is simple: exceed our customers' expectations so they will not only use us again for their next move but refer us to their friends also.



Thank You





Thank You

for your referral

Referrals from loyal customers makes our business a success. Your confidence in us is greatly appreciated.

Make it easy for them to send you a referral.

Occasionally, share referral posts to your social media

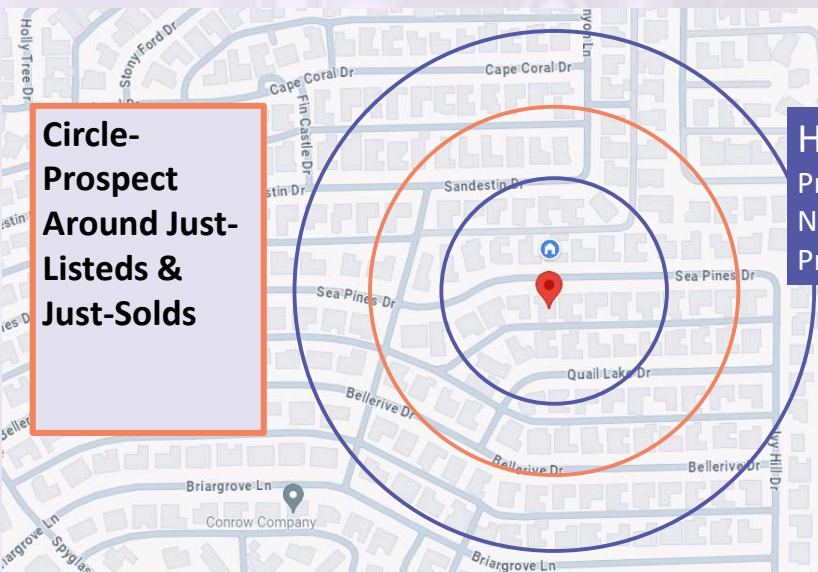


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4

Continually Growing your SOI

Page 6



Circle-Prospect Around Just-Listeds & Just-Solds

Handout:
Property Flyer
Neighborhood Stats
Profile page on you

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4 Continually Growing your SOI

Finding & Adding Contacts

1. Compile a list of every buyer and seller you've had transactions with since you've been licensed.
2. Address books from each email program you have
3. Add your holiday greeting list of friends and relatives
4. Export the people registered from your MLS new listings announcements.
5. Add people you know from your church or place of worship.

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4 Continually Growing your SOI



RECONCILE CONTACTS

1. Open 4 browser windows; 1 each for Facebook, Instagram, LinkedIn, & Twitter
2. Start with your contacts and search their name on each platform
3. Send a friend request to each one who is not currently following you

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5 Developing the Communication Plan Page 15

The cornerstone to working your Sphere of Influence is the Communication Plan.

A well-thought-out communication plan ensures you remain top-of-mind, nurturing these connections and positioning yourself as their trusted real estate expert.


At any one time, only about 10% of SOI will be considering a move.



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5 Developing the Communication Plan

 **Content Mix**

-  **Educational/Informational**
Brands you an authority/helpful
-  **Educational - Local Interest**
Identifies you as knowing the area
-  **Testimonial/Reviews**
Shows what your customers think
-  **Product Marketing**
Promotes what's available/activity
-  **Personal**
Reveals your personality/values



| Category | Percentage |
|------------------------------|------------|
| Educational/Informational | 65% |
| Educational - Local Interest | 10% |
| Testimonial/Reviews | 5% |
| Product Marketing | 10% |
| Personal | 10% |

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5 **Developing the Communication Plan** Page 15

“You can have everything in life you want, if you will just help other people get what they want.”
Zig Ziglar

Offer something that directly benefits the homeowner so that it remains relevant to your relationship.

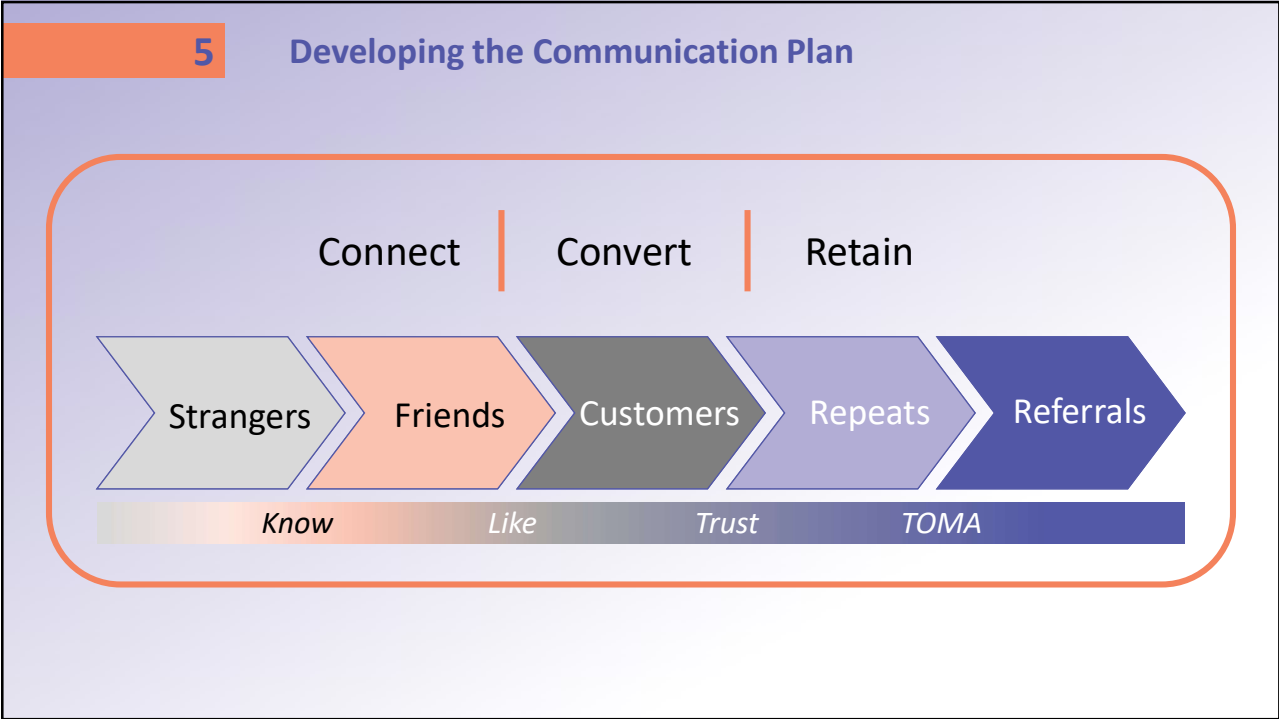
45

5 **Developing the Communication Plan**

Customer Communications is the principal reason to have a sphere of influence



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5 Developing the Communication Plan

TOMA Rule of 33

12 People You Know

33x Annual Touches

2 Sales

50 Annual Transactions

Conversion Rate **16.7%**

Contacts **300**

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5 Developing the Communication Plan

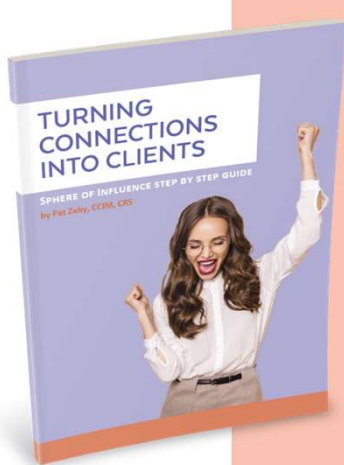
- Market updates
- Financing options
- Service Providers
- Tax Updates
- Remodeling suggestions
- Wealth building techniques
- Expense management
- Maintenance suggestions
- Other pertinent info for buyers and sellers



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Page 16

- Bi-weekly newsletter
- Weekly blog
- Social media posting – 5 times a week minimum
- Holiday & special occasions greetings
- Periodic video market updates
- Home equity review
- Market Update – quarterly or monthly; print and/or video
- Service providers – do a featured provider monthly or bi-weekly; email or video
- Financial calculators
- Refinancing Analysis
- Equity Accelerator
- Information Guides
 - Moving Guide
 - Home Inventory
 - Homeowner’s Tax Guide
 - Seller’s Guide
 - Buyer’s Guide
 - Rental Property Guide
- Customer Appreciation Events
 - Annual shredding event
 - Holiday Pie
 - Pumpkins
 - Wine get-togethers
 - St. Claus pictures
 - Family picnic



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5

Developing the Communication Plan

Page 16

Newsletter Topics Benefitting Homeowners

- Informed Decision Making
- Money-Saving Tips
- Increased Property Value
- Tax Tips
- Financing Opportunities
- Home Maintenance Tips
- Energy Efficiency
- Home Safety
- Market Insights
- Community Engagement

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Developing the Communication Plan

Page 16

Bi-Weekly Newsletter

Rental Home Investments

Rental homes whether they be single-family detached properties, condos, two, three or four-unit properties share many of the same benefits. Most people instinctively understand many of the working parts because they are the same as their home. They have a basic understanding of value and how to maintain the property. The service providers for a home would be the same for a rental home.

These properties allow an investor to obtain a large loan-to-value mortgage at fixed interest rates for up to thirty years. They appreciate in value, currently exceeding many other assets, have defined tax advantages and allow an investor more control than many alternative investments.

Most lenders require 20-25% down payment and will finance the balance at rates close to owner-occupied homes. Buyer closing costs will add another three to four percent to the amount of cash needed to close. It is

Good Decision for a Second Opinion

You've done your homework, contacted a mortgage company and believe you are pre-approved. That part of the process is finished and you can concentrate on finding a home and moving...or can you?

Pre-qualified and pre-approved are two different things but some people, including some in the business, use the terms interchangeably. Pre-qualified is an opinion of likelihood that a borrower will be approved based on preliminary information about their income and credit. Whereas, in a pre-approval, the borrower's credit report is updated and pulled, income and assets verified and involves pre-underwriting.

Even when you have a highly qualified loan officer, the real decision maker is the underwriter who can commit the lender. Generally speaking, a person who has been pre-approved receives a written letter

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5
Developing the Communication Plan
Page 16

Weekly Blog

- Improved SEO & Rankings
- Increased Website Traffic
- Positioned as an Industry Expert
- Showcasing Skills & Services
- Market Differentiation
- Lead Generation
- Build Relationships
- Content Repurposing

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5
Developing the Communication Plan

Social Media Posting Benefits

- Increased Brand Visibility
- Wider Reach
- Engagement & Interaction
- Showcasing Listings
- Market Updates
- Networking Opportunities
- Testimonials & Reviews
- Lead Generation


| Category | Percentage |
|------------------------------|------------|
| Educational/Informational | 65% |
| Educational - Local Interest | 10% |
| Testimonial/Reviews | 5% |
| Product Marketing | 10% |
| Personal | 10% |

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Developing the Communication Plan

Social Media Postings



Equity increases by appreciation and amortization


Understanding these dynamics is crucial for homeowners looking to accumulate wealth through their home or rental properties.

Less to Own than to Rent

Projections based on 3% appreciation, \$350,000 sales price with 10% down payment and a 3.5%, 30-year mortgage.

| Rent | | Own |
|---------|--------------------------|---------|
| \$2,500 | Rent/Payment | \$2,232 |
| -0- | Principal Reduction | \$504 |
| -0- | Appreciation | \$875 |
| -0- | Est. Monthly Maintenance | \$300 |
| -0- | Estimated HOA | \$25 |
| \$2,500 | Net Cost of Housing | \$1,178 |

BetterHomeowners.com



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Developing the Communication Plan

Page 16

Holiday & Special Occasions Greetings



Happy Home Anniversary

"Home is where love resides, memories are created, friends always belong, and laughter never ends."



Susan Anthony, CRS
Stars & Stripes Realty
5023 Sea Pines, Dallas, TX 75287
972-743-9887
susanah@gmail.com
www.SusanAnthony.com





Happy Birthday!

Wishing you the best on this special day!



Susan Anthony, CRS
Stars & Stripes Realty
5023 Sea Pines, Dallas, TX 75287
972-743-9887
Susanah@gmail.com
www.SusanAnthony.com



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www.InTouchSystems.com

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5 **Developing the Communication Plan** Page 16

Periodic Video Market Updates

- Periodic Video Market Updates
- Featured Service Provider Interview
- Business Owner Interview
- Community Events/Facilities



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5 **Developing the Communication Plan** Page 16

Home Equity Review Benefits to Owner

- Financial Planning
- Home Renovation Planning
- Selling Decision
- Refinancing Opportunities
- Borrowing Power
- Peace of Mind



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Developing the Communication Plan

Service Providers

Page 16

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Developing the Communication Plan

Financial Calculators

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5

Developing the Communication Plan


Page 16

Information Guides

Steps in Listing Process



- Step 1 - Preparation and Research**
- Step 2 - Determine Motivation and Objectives**
- Step 3 - Examine the Marketing Plan**
- Step 4 - Select a Real Estate Professional**
- Step 5 - Establish an Asking Price**

Step 1 - Preparation includes examining the home through critical buyers' eyes to determine what things must be done to the house to maximize the purchase appeal. These can include decluttering the home, removing furniture and belongings that make rooms or closets appear small. Determining what needs painting or what features need replacing. Does the landscaping need attention? Is the drive-up appeal what it should be?

Research includes knowing your numbers and your neighborhood. What homes are on the market that the subject property will be competing with in price and how it compares to them in condition, location, and terms. It is important to know average market time, days on the market, days under contract, sales price to list price ratio and whether appraisals are meeting the sales prices.

Step 2 - Motivation describes the reasoning for selling the home currently. Wanting to move to a larger home in another area is very different than testing the market to see if there is a buyer willing to pay an unusually high price. It takes a tremendous amount of time, effort, and expense to put a home on the market. Some of the expense is borne by the seller but the agent also incurs hard expenses, as well as a considerable amount of time.

A seller's objectives could include achieving the best price, within a predetermined time, and with the fewest inconveniences. Another common objective could be the coordination of the sale and occupancy of the existing home with the purchase and occupancy of the replacement home.

Step 3 - Agents should tailor a marketing plan to fit your home, your situation, and the current market. Even in a seller's market, the plan can make the difference in a quick sale at the right price or a property that lingers on the market for weeks, if not months. Ask questions about things you don't understand, and which terms are critical, and which might be optional.

Step 4 - The agent you select is an integral part of the overall success of the sale of your home. This professional needs to be experienced, knowledgeable, and committed to advocate your best interests. They should be detail oriented, organized, and focused on your needs.

Step 5 - Your agent will provide you with accurate information on the homes in your immediate area that have sold recently, are currently for sale and even, properties that failed to sell. Adjustments can be made for differences in size and condition to arrive at an indicated market value. Your agent's job is to provide you the data and your job is to establish the price. While it may be ideal to maximize the price and proceeds, remember what your motivation and objectives are which could be more related to timing or convenience than money.

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Susan Anthony, CRS | Stars & Stripes Realty | 972-743-9887

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5

Developing the Communication Plan

Page 16

Customer Appreciation Events

2-4

Annually

- Show your appreciation
- Build trust and loyalty
- Show a side that doesn't involve selling
- Gather life information about your clients

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5

Developing the Communication Plan

Page 16

Customer Appreciation Events

FREE

Pictures with Santa!

HUFF

REALTY

A Berkshire Hathaway Affiliate

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5

Developing the Communication Plan

Page 16

Customer Appreciation Events

Neighborhood Wine Gathering

Agent Organizes

- Promotion/Invitations
- 3 dozen wine glasses
- 3 dozen appetizer plates
- Napkins
- Several serving trays
- Fruit, Cheese, Crackers, Bread

Rotating host for event

- Supplies the home; location

Each guest

- RSVP
- Bring 1-2 bottles of wine
- Possibly a dessert

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Developing the Communication Plan

Page 16

Customer Appreciation Events

Free Paper Shredding Event
Sponsored by Susan Anthony/Stars & Stripes, Inc.

Saturday, November 15 9am - Noon

IDENTITY THEFT PROTECTION

Stars & Stripes, Inc.
5023 Sea Pines
Dallas, TX 75287

Call (972) 407-1337 for more details or RSVP at Susan@SusanAnthony.com

Limit 3 banker boxes per household

Let's Go to the Movies
Sponsored by Susan Anthony/Stars & Stripes, Inc.

Movie Title
Saturday, August 15 10:30 am

Cineplex Theater #4
2748 Franklin Mills Rd.
Dallas, TX 75287

Call (972) 407-1337 for more details or RSVP at Susan@SusanAnthony.com

Movie - Title

Food...Fun...Friends
Sponsored by Susan Anthony/Stars & Stripes, Inc.

Saturday, September 15 2pm - 5pm

Riverside Park
2748 Trammel Rd.
Dallas, TX 75287

Call (972) 407-1337 for more details or RSVP at Susan@SusanAnthony.com

Bounce house and games

Reserve Your Pie Today
Sponsored by Susan Anthony/Stars & Stripes, Inc.

We'd like to give you a pie for your holiday celebration

All you have to do is pick it up
Tuesday, November 24 3pm - 6pm

Stars & Stripes, Inc.
5023 Sea Pines
Dallas, TX 75287

Call (972) 407-1337 for more details or RSVP at Susan@SusanAnthony.com

Firebrook Annual
Sponsored by Susan Anthony/Stars & Stripes, Inc.

Saturday, March 15 Starts promptly at 10 am

Firebrook Clubhouse Lawn
2874 Lakeside Dr
Dallas, TX 75287

Call (972) 407-1337 for more details or RSVP at Susan@SusanAnthony.com

Join us for refreshments after the egg hunt

Easter Egg Hunt

FREE Pictures with Santa
Sponsored by Susan Anthony/Stars & Stripes, Inc.

Saturday, December 15 9am - Noon

2748 Trammel Rd.
Dallas, TX 75287

Call (972) 407-1337 for more details or RSVP at Susan@SusanAnthony.com

Bounce house and games

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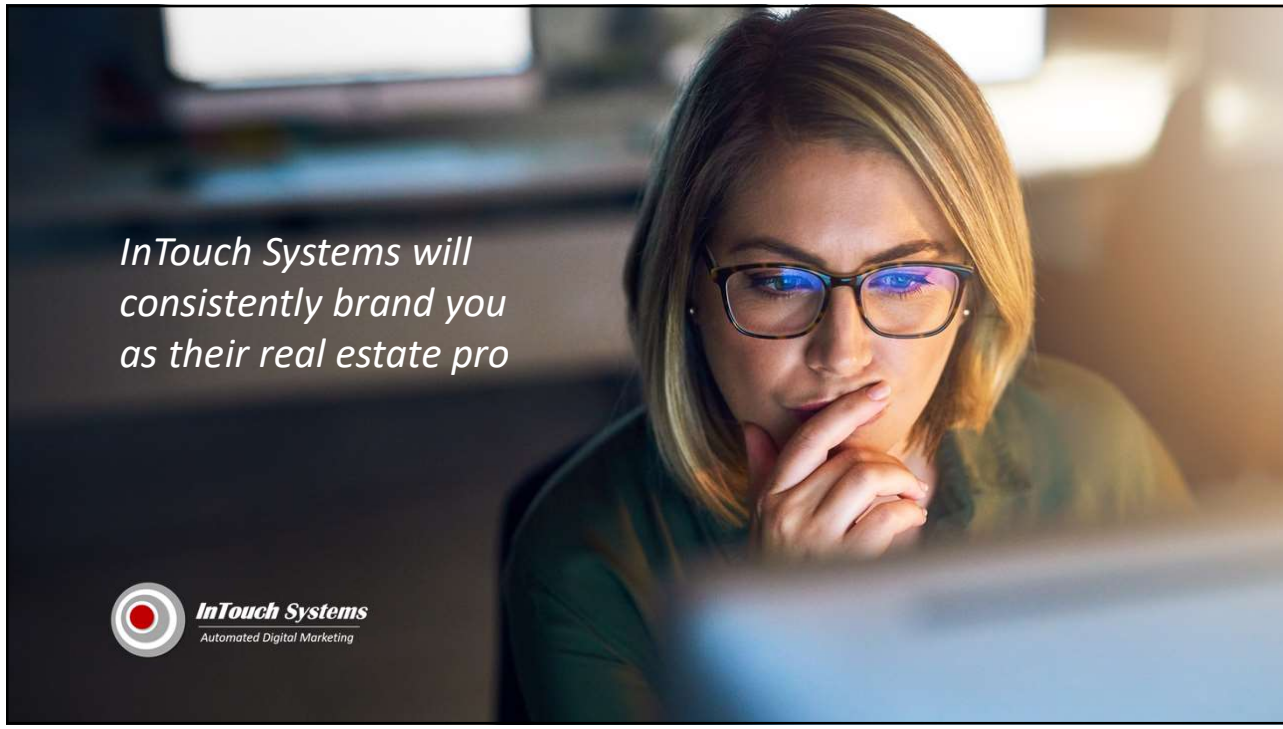
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Developing the Communication Plan

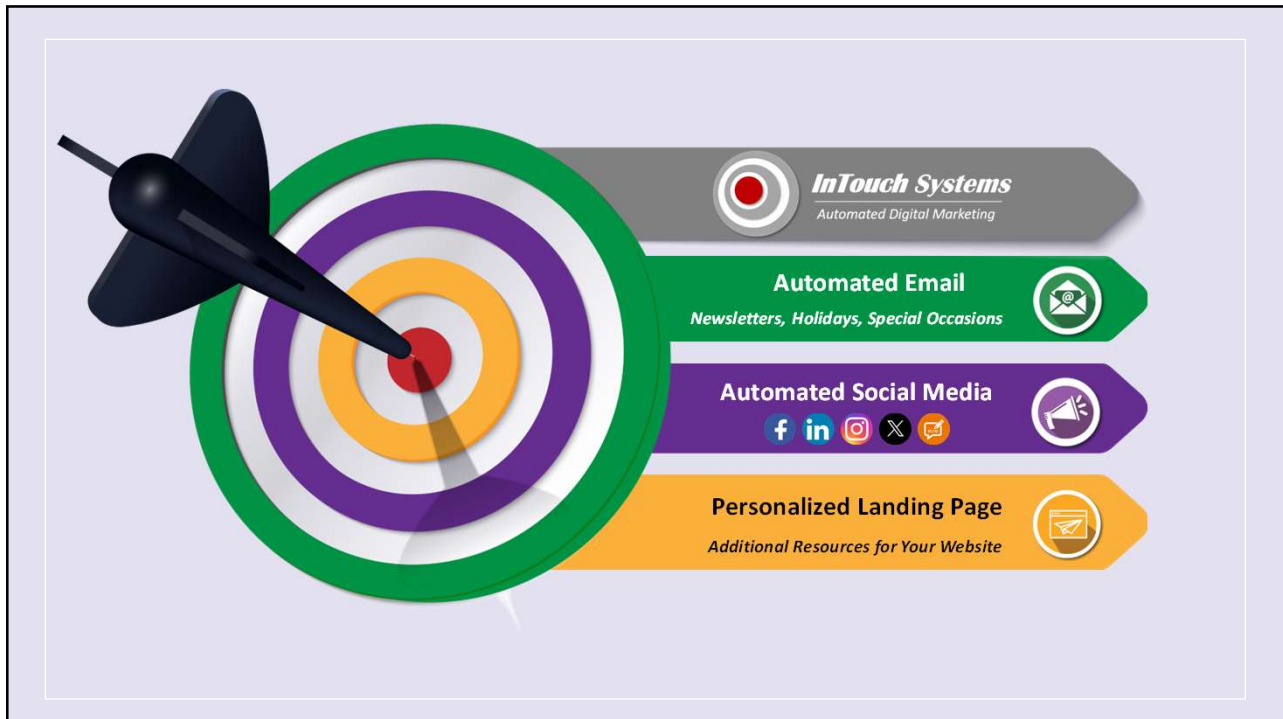
Page 17

- Seminars/Webinars
- Website Content
- Referrals
- Coffee, Breakfast, or Lunch with A+ Contacts
- Call Entire SOI Twice a Year
- Pop/bys
- ??????

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InTouch Systems
Automated Digital Marketing

Why Is It Different?

- The consistent theme is *"Helping people be better homeowners"*
- Content is always fresh and up-to-date
- Pat Zaby develops all the content.

BBA in Real Estate – University of North Texas
CCIM, CRB, CRS
Past President – REALTORS® National Marketing Institute
Past President – Residential Real Estate Council
National Speaker/Instructor – 40+ years

RRC RESIDENTIAL REAL ESTATE COUNCIL
RRC Approved Vendor

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InTouch Systems
Automated Digital Marketing

Set-it & Forget-it **OR** Micro-Manage *...It's Your Choice*

- Manually post/email for ultimate control
- Add personalized hashtags
- Personalize articles
- Customize Info Guides
- Custom articles
- Custom mailings
- Schedule mailings

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If you don't have the time,
resources or just don't
want to do it...

Let



InTouch Systems
Automated Digital Marketing

do it for you!

\$39 a month
or **\$399** a year

No Contract

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Setup is EASY!!!
using the step-by-step wizard



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1-on-1 Setup
We'll take control of your computer and do it for you

In about
20
minutes

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