



Member Profile

A pie chart with a yellow section labeled '80%' and a grey section labeled '20%'.

\$31,840
\$79.60/hr

Source – NAR 2018 Member Profile

**Eliminate tasks from your routine
that are worth less than your hourly wage**

ROI

**CUSTOMER
LIFETIME VALUE**

Total Value \$4,978,215
3%/ 70% split \$104,543
\$149,346

CARC



Building your Database

Add new contacts regularly. Nurture relationships you have and actively pursue new ones. Build a 100% Sphere of Influence business without ever having to make cold calls, calling strangers or must pay exorbitant referral fees. The more people you know who card-carrying members of your fan club are, the more business you'll have.

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.
6. Add friends from your high school and college.
7. If you have adult children, add the names of their close friends.
8. Add the names of the parents of your minor children's close friends.
9. Add names of acquaintances of your spouse from work, personal friends, classmates, etc.
10. Add names of people you know in civic organizations you participate.
11. Add names of people you know from your social activities.
12. Add friends from Facebook to your list.
13. Look at friends of your Facebook friends for people you know in common.
14. If you still have a Rolodex, go through it and reconcile it to your contact list.
15. Add any names you might have in spreadsheets that you used for mailings.
16. Add the names of the cards you have with a rubber band around them.
17. Look at directories of any organizations you belong.
18. Professionals that you do business with like doctors, dentists, accountant, etc.
19. Real estate affiliates you do business with like title, mortgage, insurance, etc.
20. Merchants that you do business with personally like cleaners, grocer, restaurants, etc.
21. Contractors that you do business with like painters, HVAC, and plumbers.
22. Former bosses and co-workers.
23. News media who could identify you as an authority on local real estate issues.
24. Out-of-town agents who could refer business to you.
25. Identify "Movers & Shakers" who know what's going with their friends and acquaintances.
26. Add people each day as you meet them.
27. Add people that you receive email from.
28. Registrations at open houses (ask for email address).
29. Offering free reports from website or blog.
30. Subscribe to newsletter button from website or blog.
31. Have a subscribe button on your email signature
32. Have a subscribe button on your Facebook page
33. Have a subscribe button on your Twitter page
34. Friends of friends
35. Consciously aware to add 5 names per day



Rule of 33

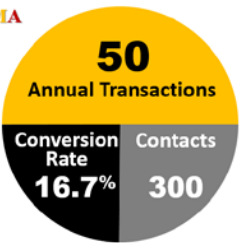
TOMA



12
People You Know



Sales



Contact Upgrade Process



Rule of 33



Don't think of a database as technology but a philosophy of business.

Free Reports Attract People You Haven't Met





Talk to the People in Your Database

No other marketing tactic has a higher return on investment ROI

Start with people you know – past customers, friends, neighbors

Phone Campaign scripts

Area Activity – “...I noticed there has been some sales activity in the area and wondered if you might be interested in knowing what those homes sold for? (look them up while you’re talking and mention a few) Would you like me to email this list to you? Let me confirm that I have your current email address.”

Service Provider – “Almost every time we sell a home, there are things that need to be done to either improve the marketability or required by inspections. Over the years, we developed an impressive list of service providers that do great work at reasonable prices. Anytime you need a recommendation for a service provider, please give me a call. I’ll be your personal ‘Angie’s list.’ In fact, let me confirm I have your current email address and I’ll send you a brief list of some of my recommendations.”

Household Inventory – “Recently, I heard about a person who filed an insurance claim who wasn’t as prepared as they could have been. The house was covered but where the issue came up was with the personal belongings. The adjuster originally asked for receipts which the homeowner didn’t have. Then, he wanted an inventory of the personal belongings which unfortunately, the homeowner didn’t have either. If you don’t have an inventory or it has been a while since you updated it, I can send you one that you can complete and document with pictures. Let me confirm that I have your current email address.”

Area Activity – “...I noticed there has been some sales activity in the area and wondered if you might be interested in knowing what those homes sold for? (Look them up while you’re talking and mention a few) Would you like me to email this list to you? Let me confirm that I have your current email address.”

Refinance – “When was the last time you refinanced your home? Interest rates are low and it might make sense for you to consider it now. I have a refinance analysis calculator that will tell you how much you’ll save and how long it will take you to recapture the cost of refinancing. I can either help you over the phone or I can send you a link so you can do it yourself. Let me confirm that I have your current email address.”

Mortgage Accelerator – “Have you ever thought about pre-paying your mortgage? If you pay as little as \$100 to \$200 extra each month, it will save interest, build equity in your home and shorten the term of the mortgage. I have an online app that will let you make some projections and if you’re interested, I’ll send you a link so you can check it out. Let me confirm that I have your current email address.”

Five-Star Review

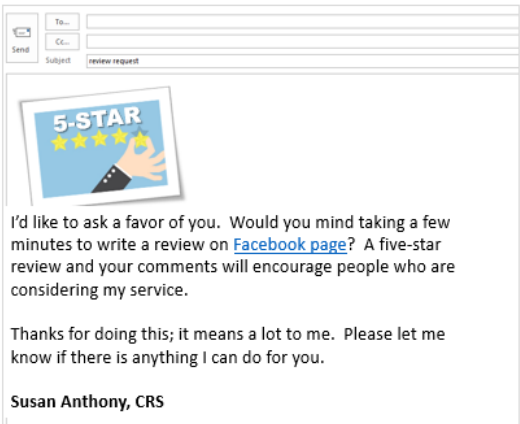
- After a good experience, ask for a five-star review
- Not too early...not too late
- Be appreciative
 - “would love for you to share your experience...”
 - “...will also help others make informed decisions.”
- Make it simple
 - Link directly to the review form
- Do not offer an incentive
- Be clear what you want – five-star review.

When talking to a person who is a fan, always ask for a five-star review



Asking for a 5-Star Review Procedure

1. Ask a favor
2. Be specific
3. “Won’t take long”
4. Hyperlink
5. Gratitude.



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.



Annual Data Scrubbing

- Once a year, open each contact record in your database; **cannot by delegated to an assistant**
- Update Customer Info
- Consolidate Duplicates
- Check relevance and consistency of categories.

8 x 8 Campaign – Newly Added Contacts

Strategy – weekly messages that reinforce meeting a person and familiarizing them with your brand and services.

1. Point of difference statement
2. Home Inventory
3. Social media request
4. Phone call
5. Equity accelerator
6. Homeowner's Tax Worksheet
7. Intro to rental property
8. Service providers resource

Top of Mind Awareness Communication Plan

26	Email newsletters
6	Holiday greetings
2	Change your clocks
4-8	Fly your flag
2-4	Birthday & Anniversary
260	Social media posts
52	Blog posts
2-4	Annual phone calls
2-4	Face-to-Face events





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



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



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



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



FREE Pictures with Santa

Sponsored by Susan Anthony/Stars & Stripes Realty

Saturday, Dec. 15, 2015
9 am to Noon
Stars & Stripes Realty
5023 Sea Pines
Dallas, TX 75287

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



Call for Reservation Times



Susan Anthony
Stars & Stripes Realty
5023 Sea Pines Drive
Dallas, TX 75287
972-407-1337 | Susan@SusanAnthony.com



IDEAL INVESTMENT

Rental homes are the IDEAL investment because they offer a higher rate of return than other investments without the volatility of the stock market. With certificates of deposit and bonds at less than 2%, people need an alternative investment that they understand and with a reasonable amount of control.

In this case, IDEAL is an acronym identifying the advantages of rental properties.

- Income from the monthly rent contributes to paying the expenses and a return on the investment.
- Depreciation is a non-cash deduction that shelters income for some investors.
- Equity buildup occurs with amortized mortgages because each payment is composed of interest owed and principal reduction to retire the loan by the end of the term.
- Appreciation is achieved as the value of the property goes up.



Susan Anthony

Adjustable Rate Comparison

Even though fixed rates are near all-time lows, an adjustable rate mortgage may provide the lowest cost of ownership based on the time you intend to stay in the home.

\$275,000 Mortgage 30 years	Fixed Rate	5/1 ARM
Interest Rate	3.42%	2.8%
Monthly Payment	\$1,223	\$1,130
Monthly Savings First Period		\$92.67
Unpaid Balance end 1st Period	\$246,326	\$243,592
Total Savings end of 1st Period		\$8,295



www.betterhomeowners.com



Susan Anthony

What's the Difference in Smoke Detectors?



Ionization

Comprising about 90% of all smoke detectors because they're less expensive and have a longer battery life.

Photoelectric

Can be 20-50 minutes faster detecting smoke than an ionization type according to data from the National Institute of Standards and Technology.

www.betterhomeowners.com



Susan Anthony

Homeowner's Net Worth

44x

greater than Renter's!



The Federal Reserve Board's triennial Survey of Consumer Finances reveals the net worth of a homeowner was \$231,400 compared to \$5,200 for a renter. The net worth of homeowners increased 15% from 2013 to 2016 while renter's decreased by 5%.



Susan Anthony

Competing With Other Offers

- Get pre-approved
- Make a fair offer
- More earnest money
- Keep offer simple
- Eliminate unnecessary contingencies
- Shorten inspection periods
- Close early if possible

www.betterhomeowners.com



Your Database is Your Business - Summary

- The objective of database management is to identify current and potential customers and market to them.
- The principal function of a database is to communicate with your customers.
- Consolidate your various databases.
- Sync your database with your Smartphone.
- Once a year, scroll through each record one-by-one.
- Each time you make/receive a call, open the contact's record to update and make notes.
- Talk to each of your best customers/clients twice a year.
- Consistently stay in touch with your database multiple times per month.
- Add new names to your database daily.
- What agents are not doing is costing them sales and money now and in the future.

Customer
Communication
is the principal
reason to have a
database





InTouch
Content Marketing

**INCREASE REPEAT
& REFERRAL SALES**



Articles



Social Media



BLOG



Holidays



Custom Mailings



Drip Campaigns



Financial Apps



Presentations

RR RESIDENTIAL
REAL ESTATE
COUNCIL
RRC Approved Vendor

InTouch emails your contacts an article, links it along with four other timely messages to your Facebook and Twitter accounts and posts the same article to your blog every week **AUTOMATICALLY!**

InTouch also emails birthday, holiday greetings and reminders throughout the year.

Three Reasons to Get **InTouch** Today

1. It consistently provides top-of-mind-awareness for the people who can do business with you.
2. It gives you time to focus on more productive activities.
3. It's like continuing education for homeowners that shows you care about them.

**Join Today
and receive**

- + **First 30-days service**
- + **Waive \$100 start-up**
- + **1-on-1 setup appointment**
- + **Customized template**

Choose one

☐ **\$39** A Month

OR

☐ **\$399** A Year
Save 2 months!

Staple Business Card Here

Credit Card Billing Name _____

Billing Address _____

City _____ ST _____ Zip _____

Phone _____ Email _____

MasterCard | Visa | Amex | Discover _____ Expiration _____ Security Code _____

Signature _____

& seminars
systems
by Pat Zaby

972-743-9887 | Videos, Reviews & Samples at PatZaby.com | Sales@PatZaby.com