



stevenjohnstone.com

THE SUCCESSFUL REAL ESTATE AGENT

More Money. Fewer Hours. Better Clients.

PHILOSOPHY

“In working with several companies who wanted to move from a dependency on company-generated leads to a “referral mindset,” I discovered that the most difficult part of the whole process was just that: the mindset of the salesperson. The methodology is simple; repositioning the salesperson’s thought process turned out to be crucial.”

- **Bob Burg**

From his book *Endless Referrals*

THE CENTRALITY OF RELATIONSHIPS TO REAL ESTATE SUCCESS

Relationships are the primary _____ in a real estate agent’s business.

“For most small businesses, the only distinguishing feature to sell on is relationships. The only competitive advantage we have is the relationship.”

- **Tom Gay**

Founder and Chairman of Refer.com

Most of the time the _____ that unlocks the door of opportunity is a relationship.

“Recent research about engagement with clients in the financial services industry and their likelihood to provide new business referrals to their financial advisors brings some startling new and very instructive information to the table. The research work *The Economics of Loyalty* (2011), done by the firm **Advisor Impact - Toronto**, shows that people have an overall willingness to refer their circle of contacts to their financial advisor. There are many reasons for clients saying they are willing to refer, ranging from simply being satisfied with their current advisors, to their desire to reinforce or rationalize their own decision to use their current advisor.

Yet, when the survey further asked clients to give a rating for their feelings on the level of engagement they currently have with their advisor (on a 1-10 scale) the results shifted dramatically. Clients rating their advisor’s engagement level as “excellent” (a rating of 9 or 10) had a 100% history of actually providing referrals to their advisors. Yet when client engagement ratings fell below the excellent level, the history of these clients actually providing advisor referrals plummeted to only 7% or less.

While these findings should send alarm bells across the financial services industry, the message should be important to everyone for whom client & prospect relationships and generating referrals are important for increasing sales and growing their business.”

-- Published by Refer.com, 2016

The importance of referrals to my business

(“**Importance Index**”):

How successfully I get referrals from my key relationships

(“**Performance Index**”):

Fruitful relationships don’t happen _____.

“All things being equal, people will do business with and refer business to, those people they know, like and trust.”

- Bob Burg (www.burg.com)
The Golden Rule of Networking

The way to progress a relationship from “know” to “like” to “trust” is through _____ contact which adds _____ to the other person.

Approaching clients & allied service providers for referrals is a _____ thing to do.

Working by referral only suits real estate agents who believe deeply in the _____ of their own service.

Do you genuinely believe in your ability to help people successfully sell or buy their home?

YES **NOT SO SURE**

Do you genuinely believe that your level of service is as good as (or superior) to other real estate agents?

YES **NOT SO SURE**

Many top real estate agents work predominantly by referral and enjoy these benefits:

1. Work _____ because working by referral takes less time.
2. Are more _____ because working by referral is less expensive than traditional marketing strategies.
3. They have a higher _____.
4. Tend to have far more career _____.

THE THREE “L’S” OF REAL ESTATE SUCCESS

The Principle:

20% of your activity produces 80% of your results.

Hence:

“If you want to make good use of your time, you’ve got to know what’s most important and then give it all you’ve got.”

- Lee Iacocca,
Former CEO of Chrysler

_____ all your time on these key ‘20% activities’ will produce astounding growth in your business.

The Three L’s of Real Estate Success (the three key ‘20% activities’)

01 _____

02 _____

03 _____

LISTINGS - Why you've got to focus on sellers

You must devote your lead generation time to securing seller listings / mandates. The virtues of seller listings:

1. Listings provide _____ opportunities for your business:
 - a. A sign on their front lawn/pavement
 - b. Directional signage to their house
 - c. Advertisements in the newspaper, on the internet, in publications, etc.
 - d. Direct mail marketing campaigns to your database, a buyers' list, etc.
 - e. "Just listed" card distributions.
 - f. Invitations to home owners in the neighborhood to attend open houses.
 - g. Brochures and posters of all listed properties displayed in your office windows and elsewhere.
2. Like bait attracts fish, _____ . Studies show that a properly marketed listing should lead to at least one serious buyer who buys that or another property.
3. You have more _____ of your time because sellers generally have less urgency and impatience than buyers.
4. It takes less _____ working with sellers than working with buyers.
5. More _____. A well leveraged agent should be able to handle 15 - 25 listings per month but only 7 - 8 buyers.
6. Working with mandates gives you a better handle on the _____ of the current market.

"Many salespeople fail to grasp the concept of "list to last." They chase after buyers, who are largely disloyal, and fail to prospect for sellers, who sign contracts binding them to the salesperson for six months or more. Go into nearly any real estate office in North America during any kind of market, ask to meet the top producer, and the odds are you'll soon be shaking the hand of someone whose income comes mostly from listing."

- Matt Williams

Why do New Sales Associates Fail? (Realtor®Mag)

B. METHODOLOGY

OVERVIEW

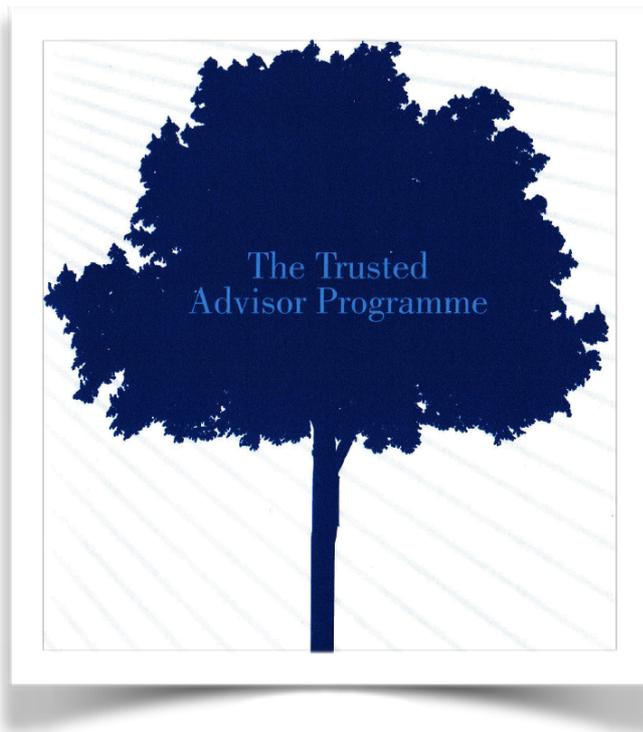
There are two legs upon which any Relationship Marketing System stands:

1. **Service Excellence**



You have to give your clients a reason to talk about you.

2. **A Trusted Advisor Program**



Because building trust with a big enough database requires intentionality, you are going to require a clear, step-by-step strategy to follow.

THE TRUSTED ADVISOR PROGRAM

01 _____

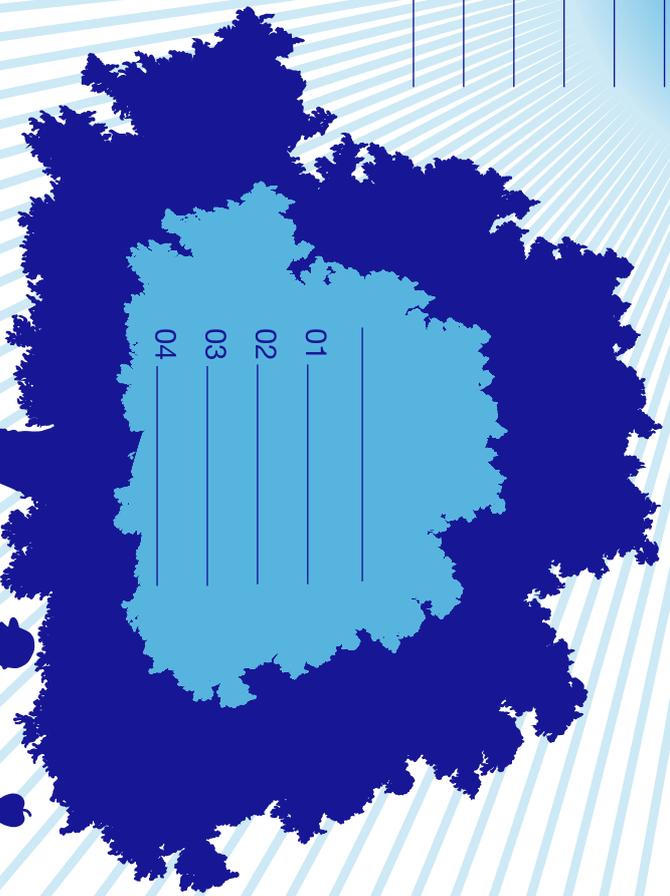
02 _____

03 _____

04 _____

05 _____

06 _____



01 _____

02 _____

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04 _____

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06 _____

_____ AND _____



01 _____

02 _____

A _____

B _____

C _____

03 _____

