

Ways to grow your business and stay busy.

Where to get business:

Sphere of Influence – contact them via telephone, mail and e-mail.

Open Houses – ask another agent if you can hold one of their listings open.

Board Time – think of it as opportunity time.

For Sale By Owners – FSBO = Fastest Source of Business Opportunity!

Self Promotion – ads, networking, company shirt, name tag, car magnets, website.

Expireds – how can you get their house sold when XYZ Realty could not? Tell them.

Sharing Your Successes - Just Listed / Just Sold postcards to neighbors and sphere.

Contracts:

Contracts are the life blood of our business. To know them inside and out is a very powerful weapon in your arsenal. Take the time to be very comfortable with them.

Mortgages:

There are hundreds of different types of home loans, get familiar. Conv, FHA, VA.

Watch the Century 21 video - 2 agents and a lender. Sit down with our in house people.

Know your assets and tools:

21online.com – an amazing amount of very helpful information and access to tools.

e-mail – use your Century21 e-mail, it will reemphasize that you sell real estate

e-greetings – great way to say hi, happy birthday, congratulations, or that you are C21.

KCRAR.com – access to rules, regulations and free on-line forms.

Professional Referrals:

What, who, why and how much? You will find out that there are many different types.

Agent to Agent, out of state, company provided, inter office etc. These are opportunities

for you to get instant extra business. You can only pay referrals to licensed real estate

Brokerages. The referral fees usually range from 20% to 35%.

MLS:

Get self-sufficient on MLS as soon as you can. Be able to look up people on taxes,

houses via street name, subdivision or owners last name. Learn how to set up

prospecting. Know how to do a CMA. Know the MLS inside and out, 100%. You will

be on the MLS everyday and it affects your ability to make a living. Learn to do comps,

averages and property history.

Get organized:

Pick a time management program (Outlook or Crest Agent) and consider a laptop or a

Palm. Pay attention to your time management, do not waste your time. Hire out tasks.

Be prepared:

Keep your files with you all the time, keep a tape measure in your car for listings. Keep

your cell battery charged. Ask to shadow an experienced agent for a listing or showings.

If you are alive, act like it: Talk about real estate, think about real estate, have fun with real estate!