



30 Days to Success in Real Estate

A Comprehensive Schedule for the NEW Real Estate Associate and the Experienced Agent who want to Accelerate their Business.

By Rita Santamaria

"I am Totally Committed to my Success"



30 Days to Success in Real Estate

Published by

Champions School of Real Estate LTD

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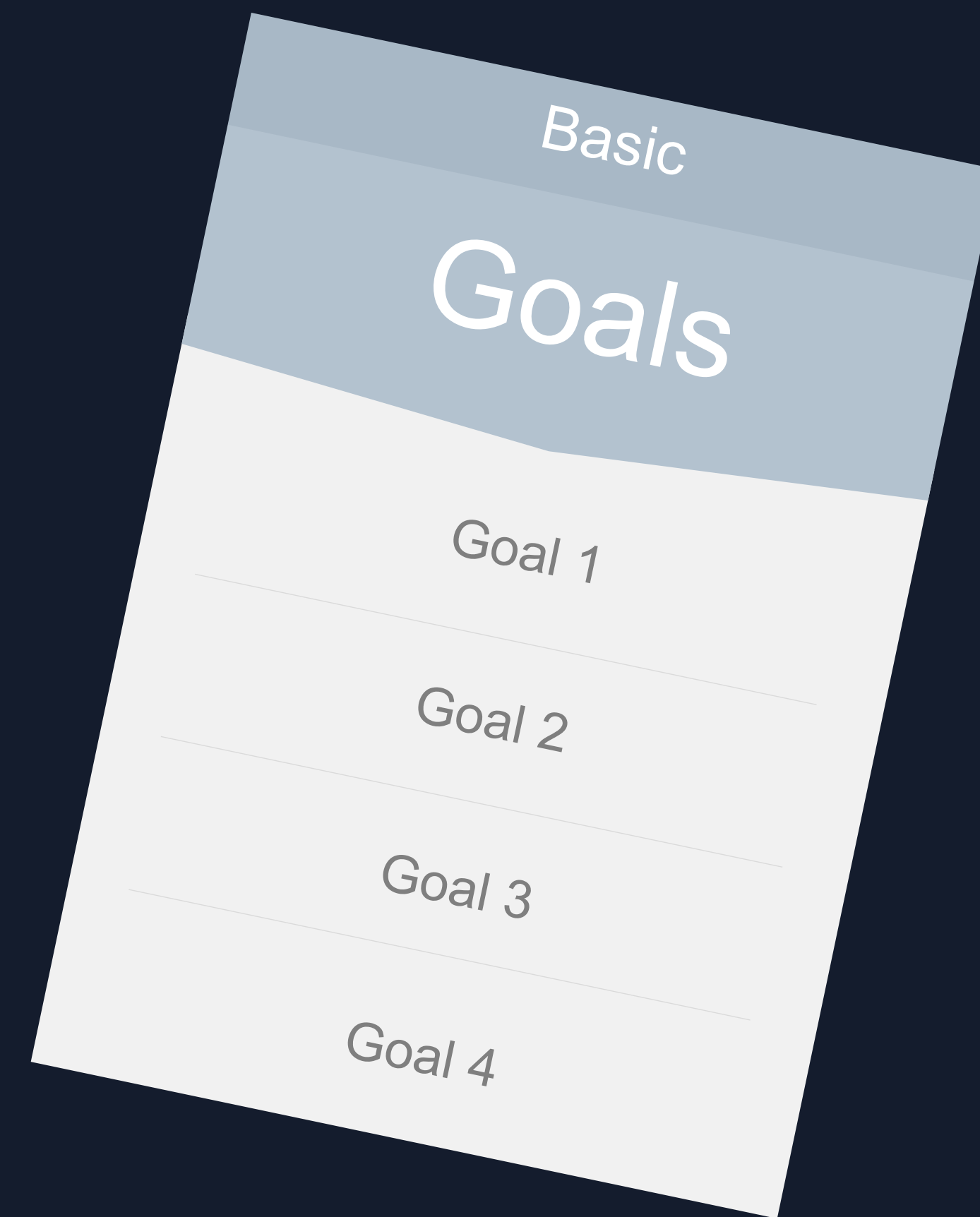
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**CHAMPIONS SCHOOL
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Financial Goals

The first step in your real estate career should be the preparation of goals.



Goals - 1

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Financial Goals

If I had \$100 extra right now, I would use it for _____.

If I had an additional \$1,000 extra right now, I would use it for _____.

If I had an additional \$5,000 extra right now, I would use it for _____.

Just to pay my bills each year, I must earn _____.

Financial Goals

What do I have to do to achieve my Listing income?

What do I have to do to achieve my Sales income?

Goals - 2

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Getting Started

Prepare a list of 100 friends and acquaintances with addresses and phone numbers.



Section 1- 1



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Getting Started

Rule of Thumb:



100 Contacts = 1 Listing Appointment



3 Listing Appointments = 1 Listing

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Getting Started

- Attend Sales Meetings
- Pre-viewing homes on property tour
- Complete application for local association of Realtors®
- Schedule Association Orientation
- Order Business cards – Professional Photo Taken
- Order Notice of Listing cards
- Order Notice of Sale cards
- Make an appointment with friend for lunch

Section 1- 4

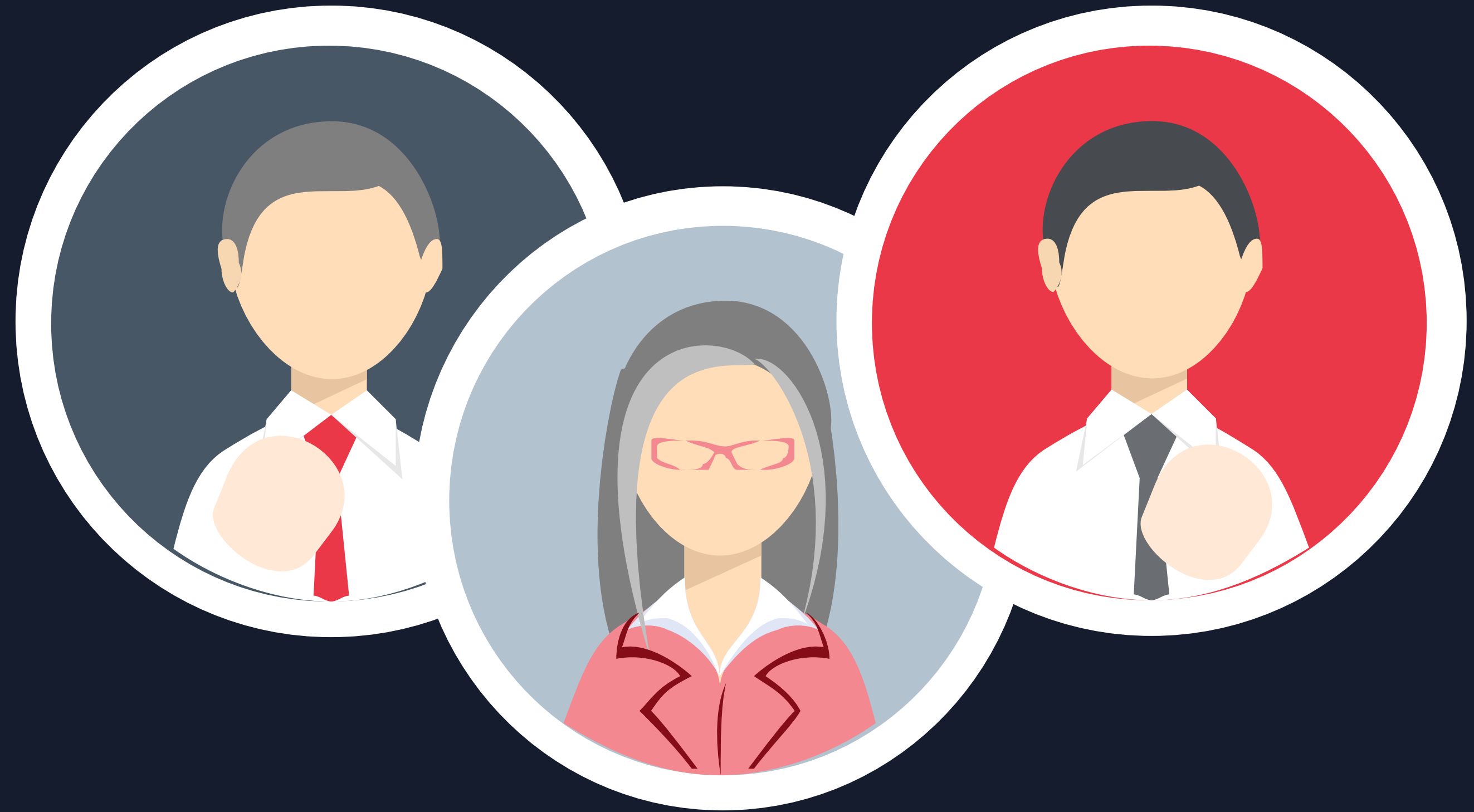
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Find a Mentor

- Friend
- Spouse
- Other Associate



“I commit to give moral support and encouragement...”

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What are the Tools of Your New Trade?



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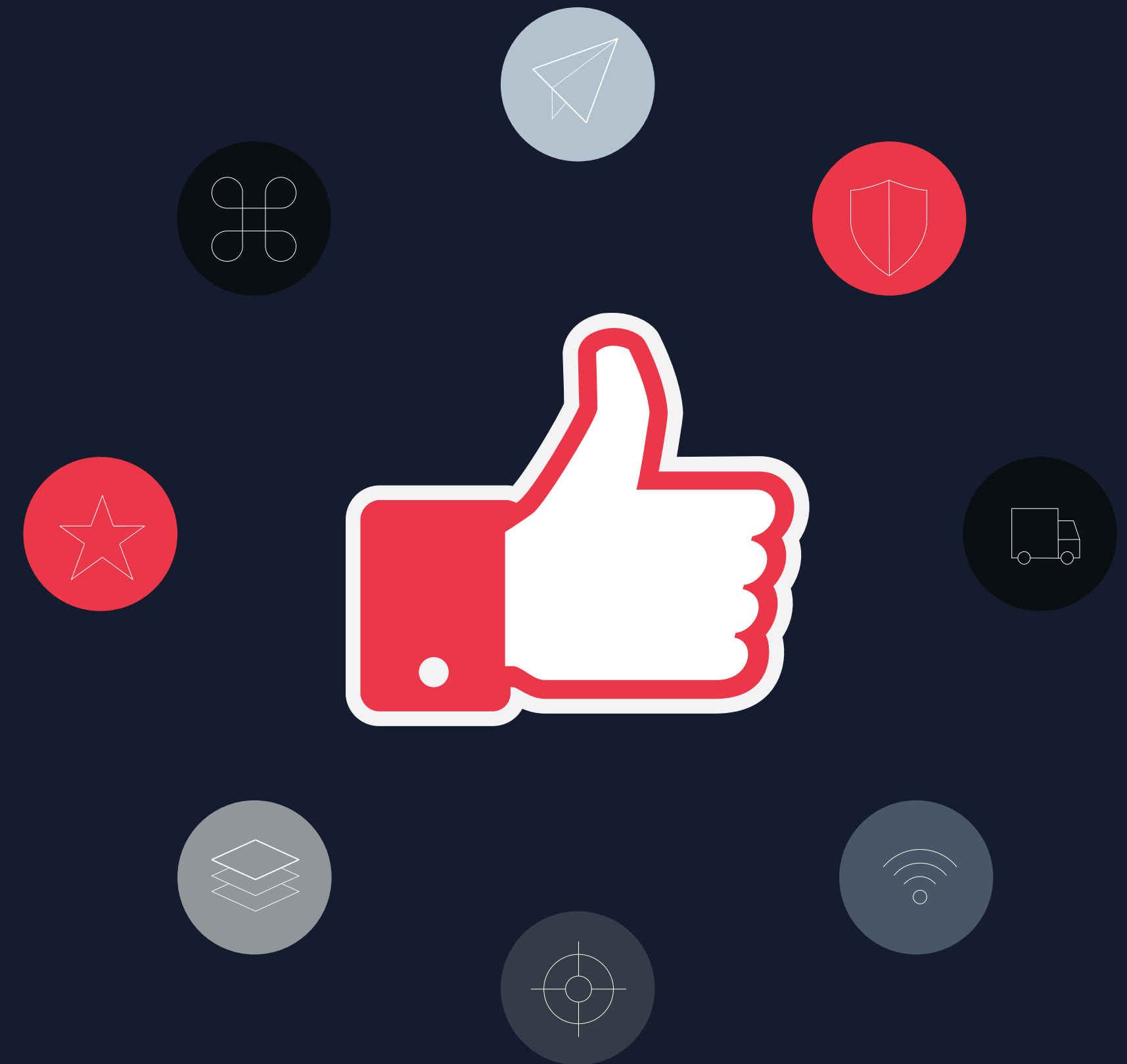
Section 2-3



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I Can Develop Prospects By:

- Lunch with a friend
- Talking with Loan Officers
- Announcement cards
- Notice of sale and listing cards
- Knocking on doors



Section 3-4

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Use Other Agents Listings and Then...

- Send 20 “Notice of Listing cards” to one or two streets in the neighborhood using the Criss-Cross Directory
- Always obtain permission from the Listing Agent first
- Remember, they are happy to give it to you... you are helping them sell their listing

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What is the Criss-Cross Directory?



Criss-Cross Directory

- ✓ Lists the name of the homeowner by property address
- ✓ Criss-Cross is available by book or software

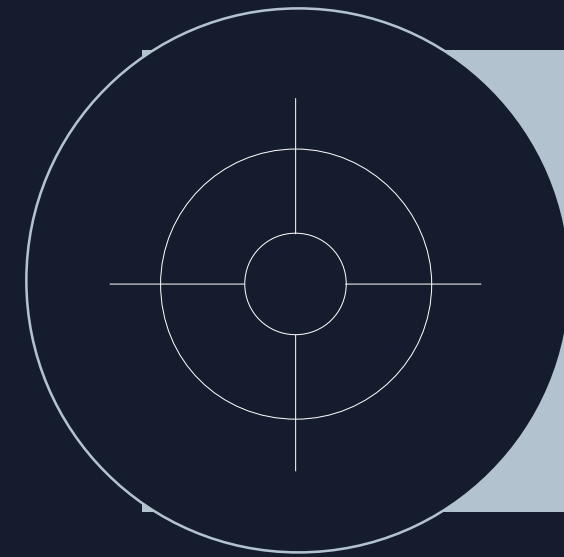
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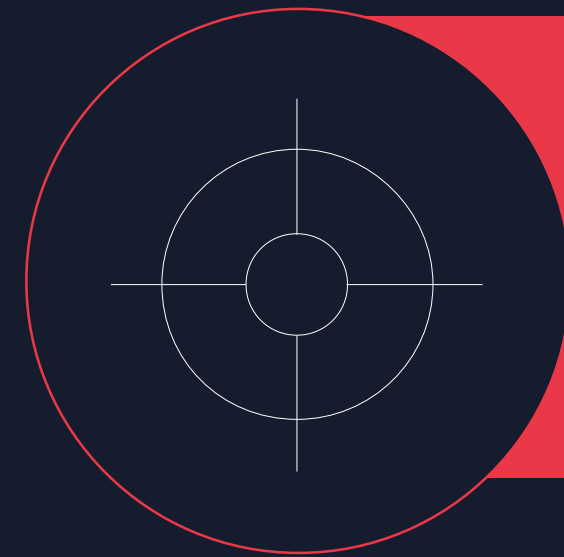


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Take “After Hours” Property Calls



Practice a “canned” presentation

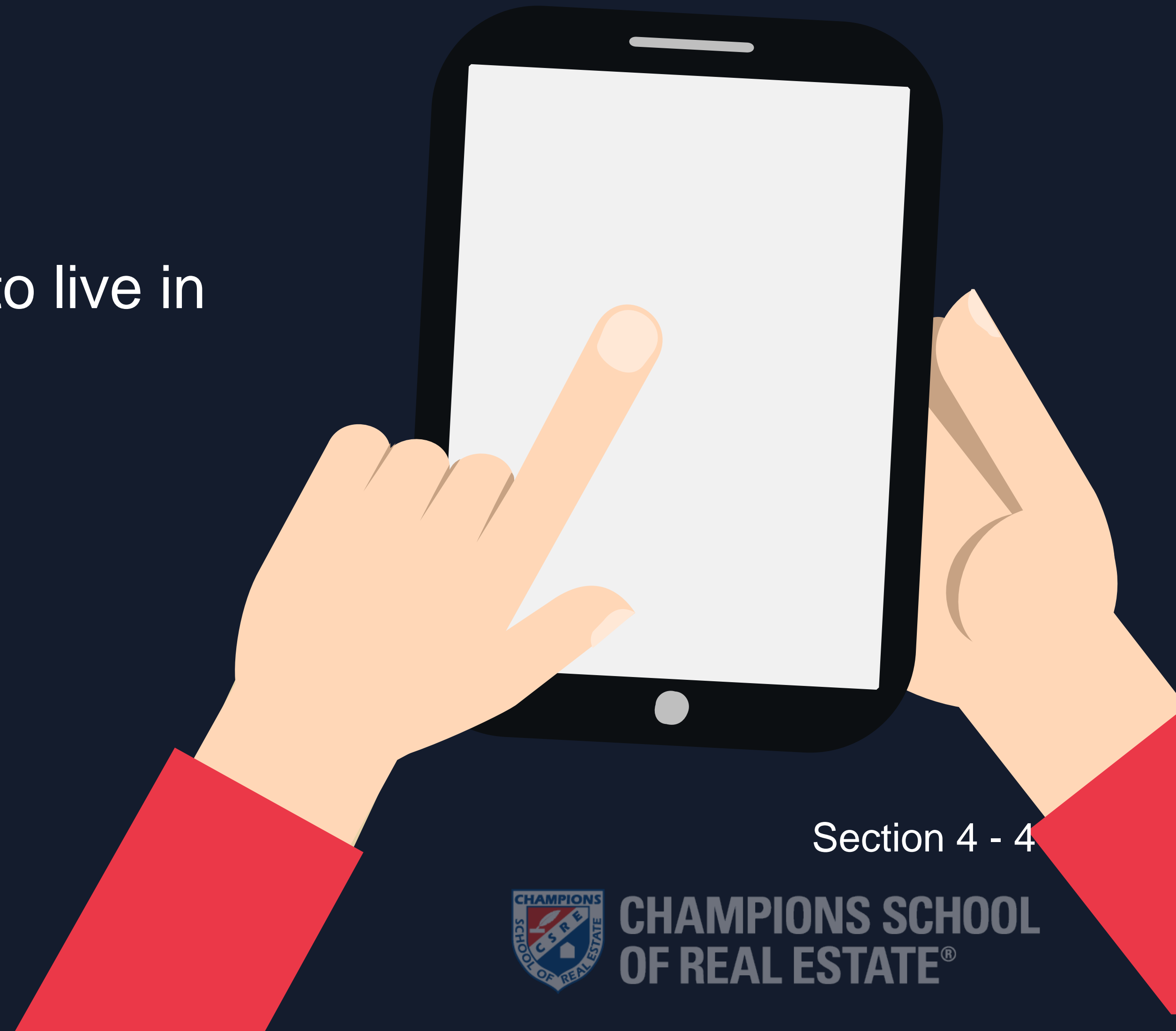


Use your own style so it's natural.

Cold Call the Homeowners who Received "Notice of Listing" cards

Why?

"Do you know anyone who might want to live in your neighborhood?"



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Use the Daily Paper for:



Daily Paper

- ✓ For Sale by Owners
- ✓ For Rent by Owners



Criss-Cross

- ✓ "Use Criss-Cross to search by phone numbers, then call the owners"
- ✓ What will you say? Remember, have a prepared talk

Use Other Agents' Sold Listings to:

- Send "Notice of Sale" cards to neighbors
- Always obtain permission from the Selling Agent first



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Rule of Thumb:

For every 100 homes you prospect,
You should get 5 listing appointments,
Secure 3 listings, of which 2 will sell.

Example:

1. Average listing commission \$2250

2. Total commissions (Line 1 x 2 Sales) \$4500

Dollar Value of home visited (Line 2/100) \$45

Section 6 - 1

Section 6 - 1

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Send Thank You Notes to Every Person You Meet:

Thank You Notes:

- Should be Handwritten
- Use the Owner's Name
- Insert Business Card
- Use a Stamp, not Metered
- Send at Least 5 per day



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Use the Sunday Paper for:



Sunday Paper

- Find the Real Estate Section to identify FSBO's and FRBO's
- Business Promotion Announcements
- Wedding and Birth Announcements
- Moving, Yard or Estate Sales

Section 7 - 1

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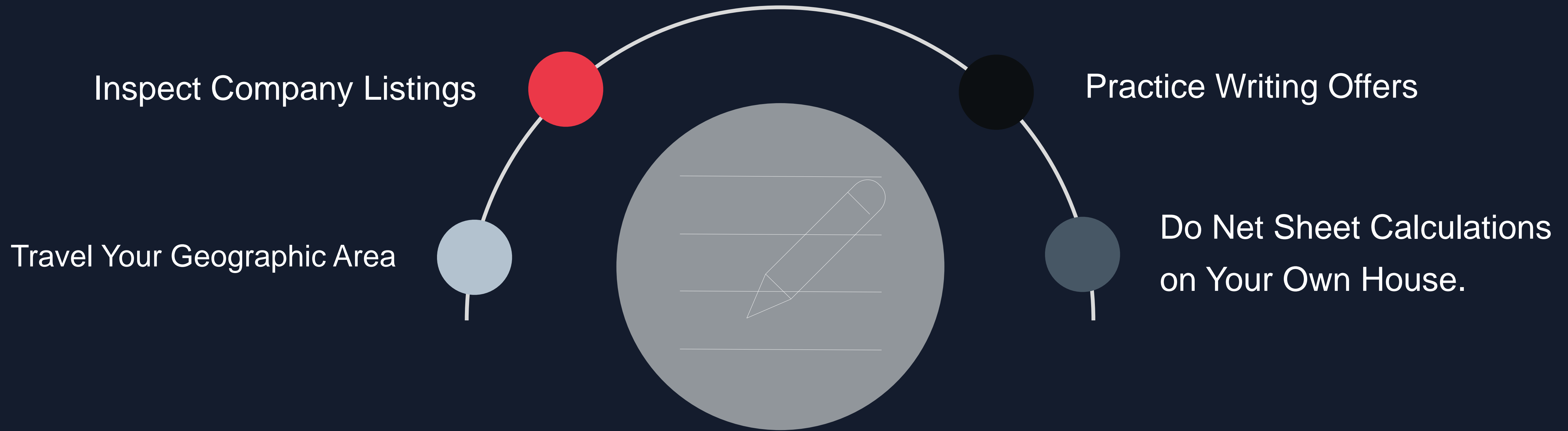
Why? How Can You Use that Information?



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Know Your Product



Telephone Canvassing



What is it?
What do I say?
Who do I call?
How do I follow up?
(It's in your workbook)

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Networking is a Must in Sales

- Join at least 3 groups
- Name some clubs you have joined:



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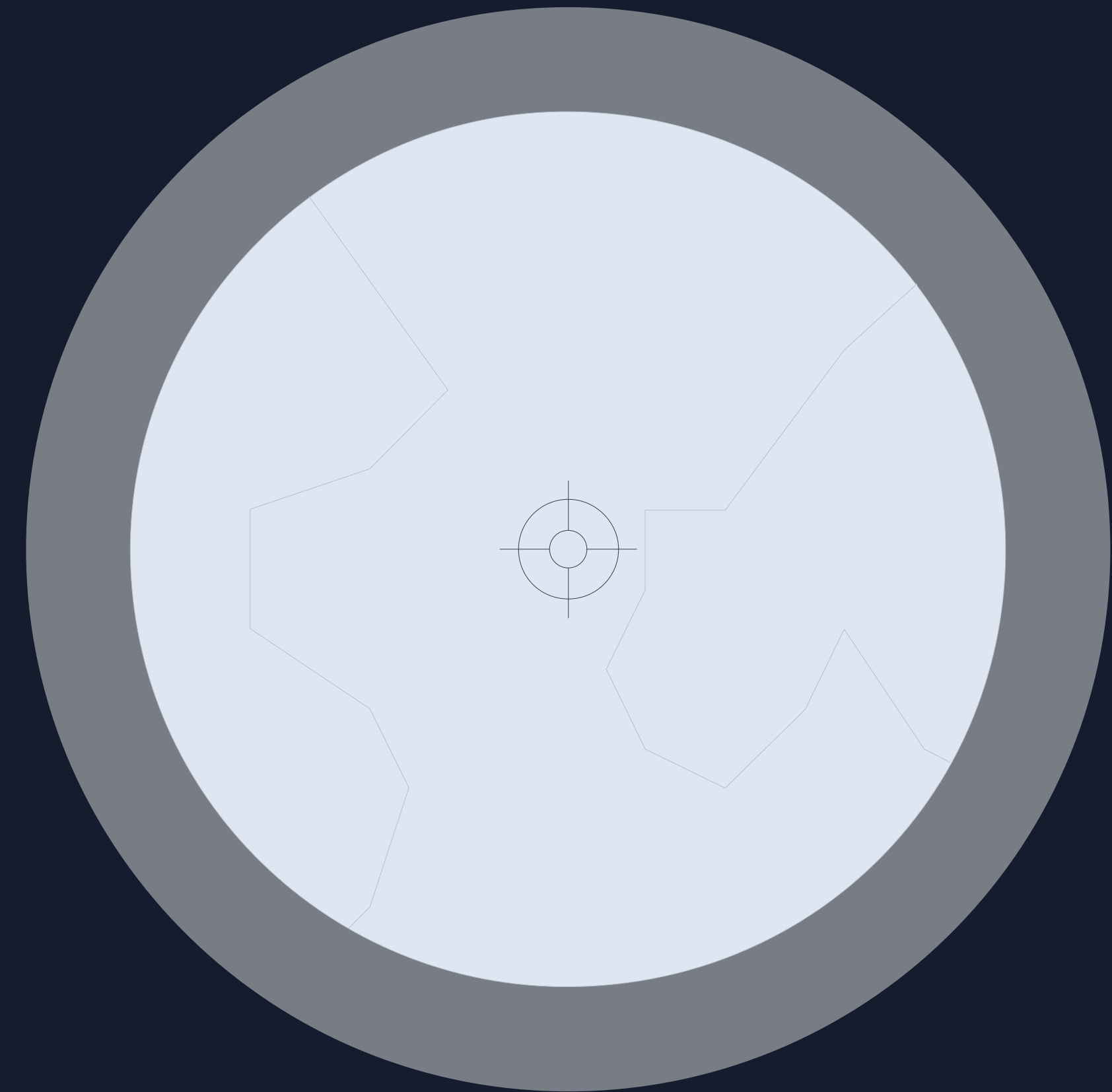


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Farm Area

Consider the Following:

- Turnover Rate
- Average Sales Price
- Average Days on Market
- Environmental Factors
- Economic Factors
- Number of Homes in Your Farm



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Think Outside of the Box...

- Call Sellers whose Listings have Expired
- Contact Renters who might want to buy
- Call For Rent by Owners to get their house under lease by you and your office. Ask if they want to list and sell instead of lease.
- Call for Sale by Owners to list their home.
- Be ready for rejection but remember “it’s a numbers activity – you need to prospect to get a YES”!

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What is in a Listing Presentation?

LISTING PRESENTATION

- CMA
- Trends in the Local Market
- Net Sheets
- Commission Requirements
- Getting your Home Ready to Show and Sell
- Terms and Conditions of the Seller

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What Else?

Remember to always end by
“asking for the listing.”

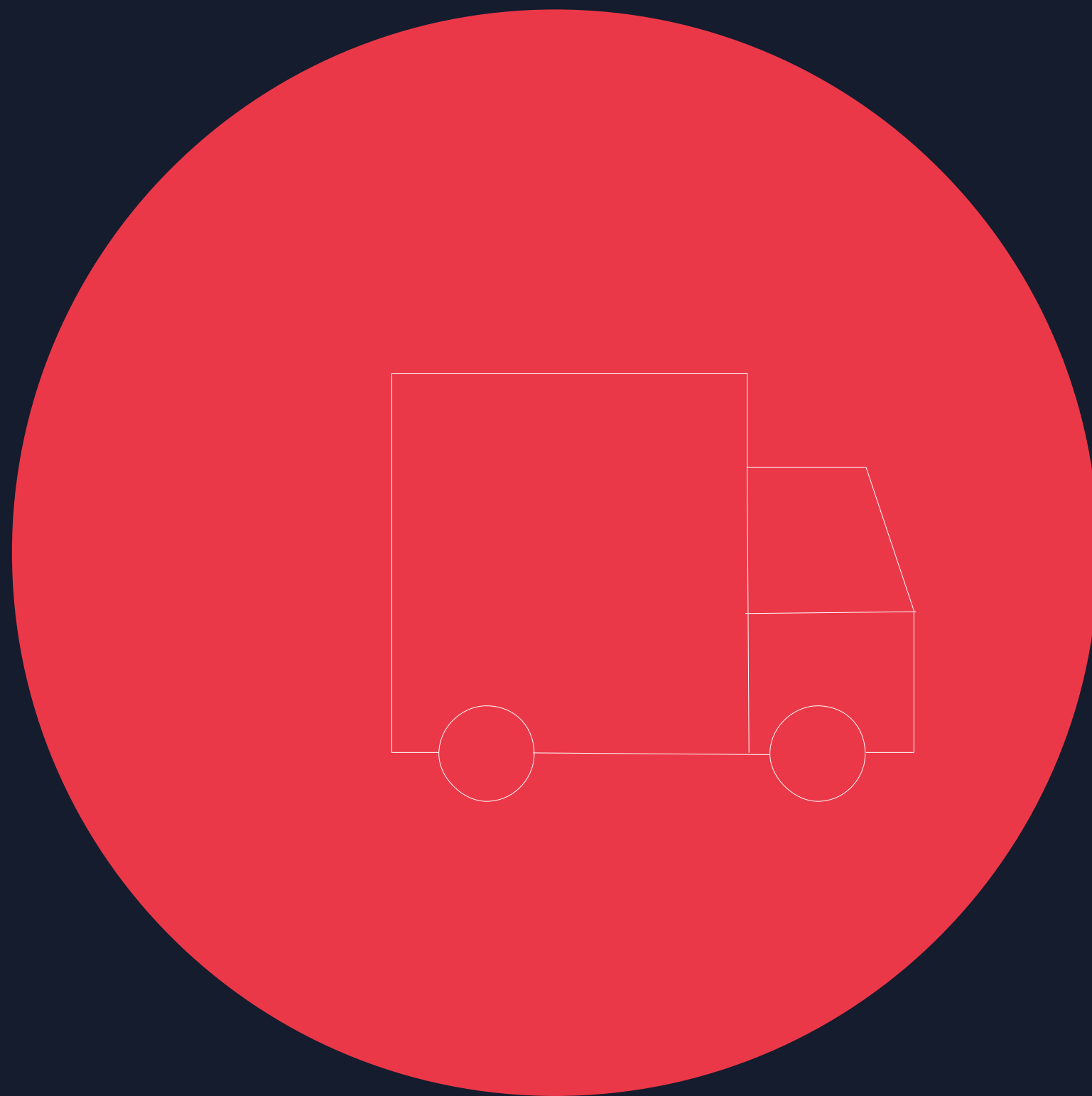
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What is Relocation Business?



- The Company Transfers their Employees
- Employee Transfers Himself

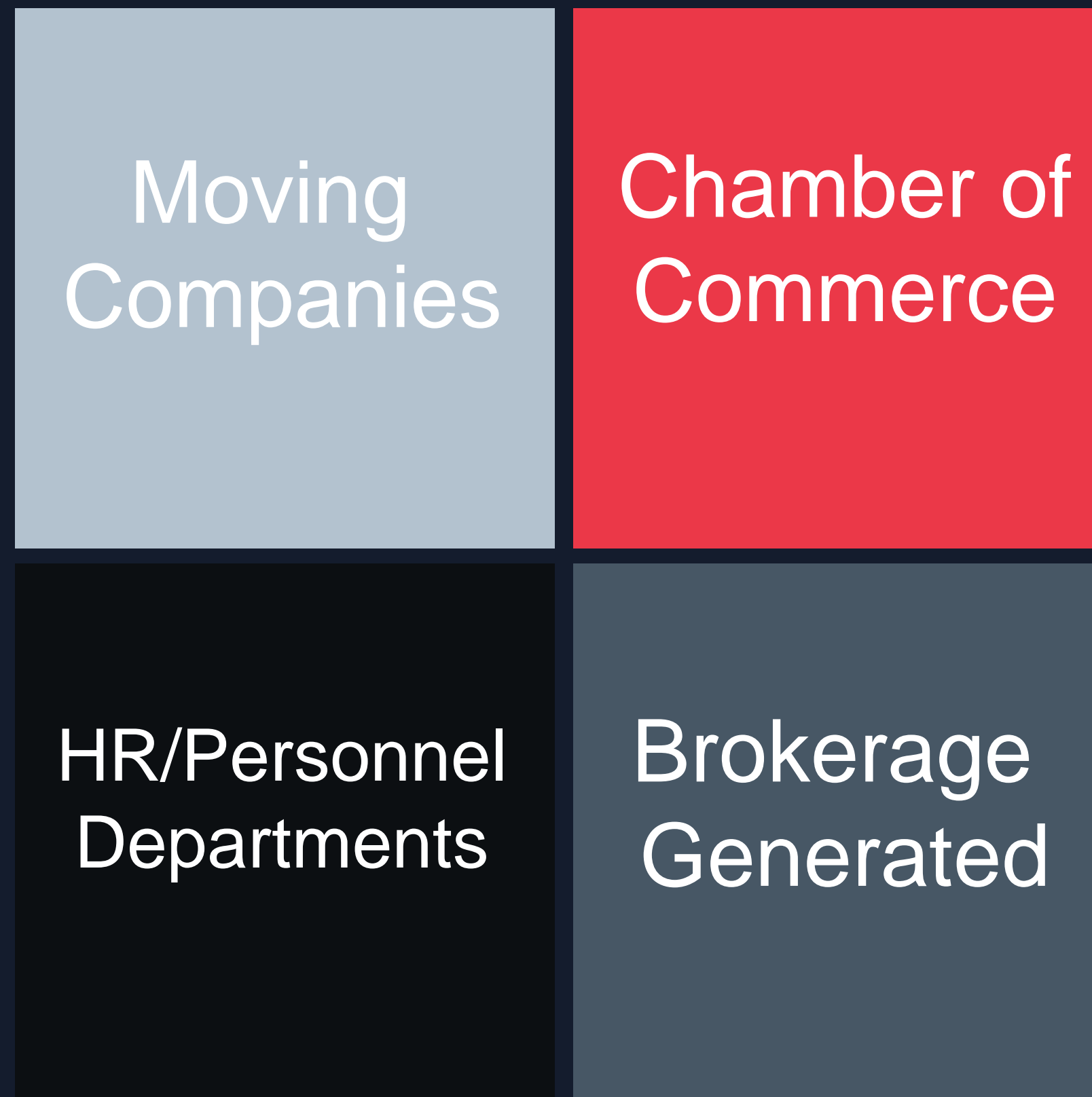
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Where Can You Find Relocation Business?



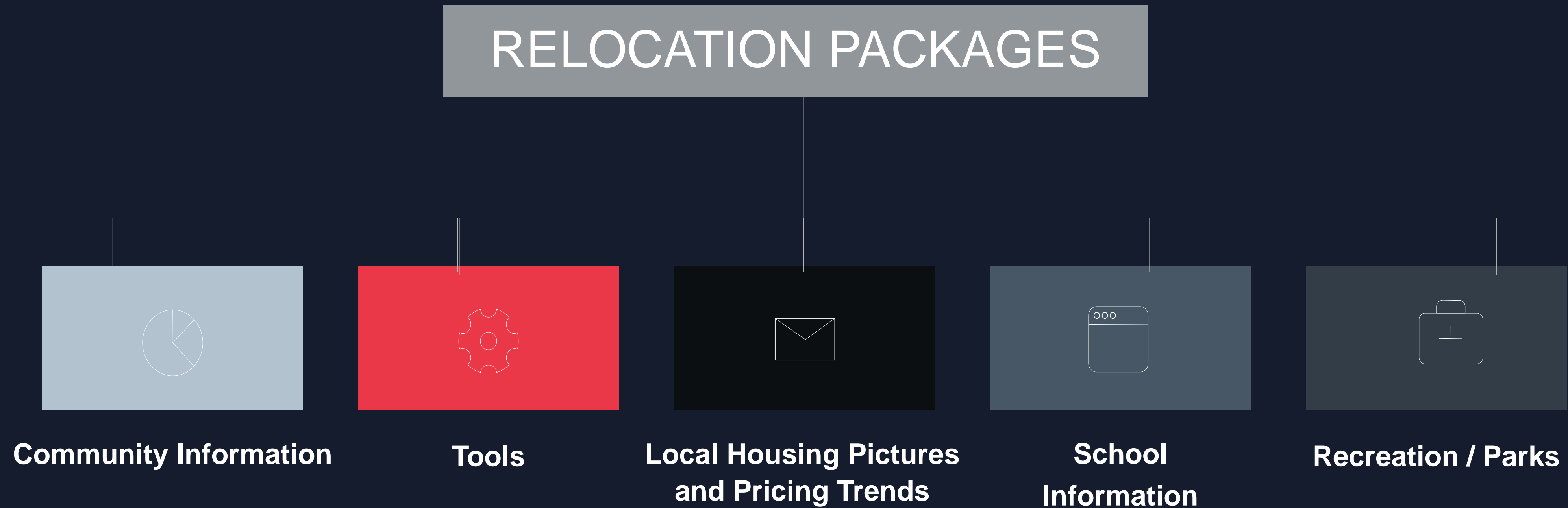
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Make Relocation Packages



- Include Your Company Brochure
- Include Your Personal Brochure

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Farming Materials



All Farming Materials Should have the Agent's Picture on them.

Pictures Work!

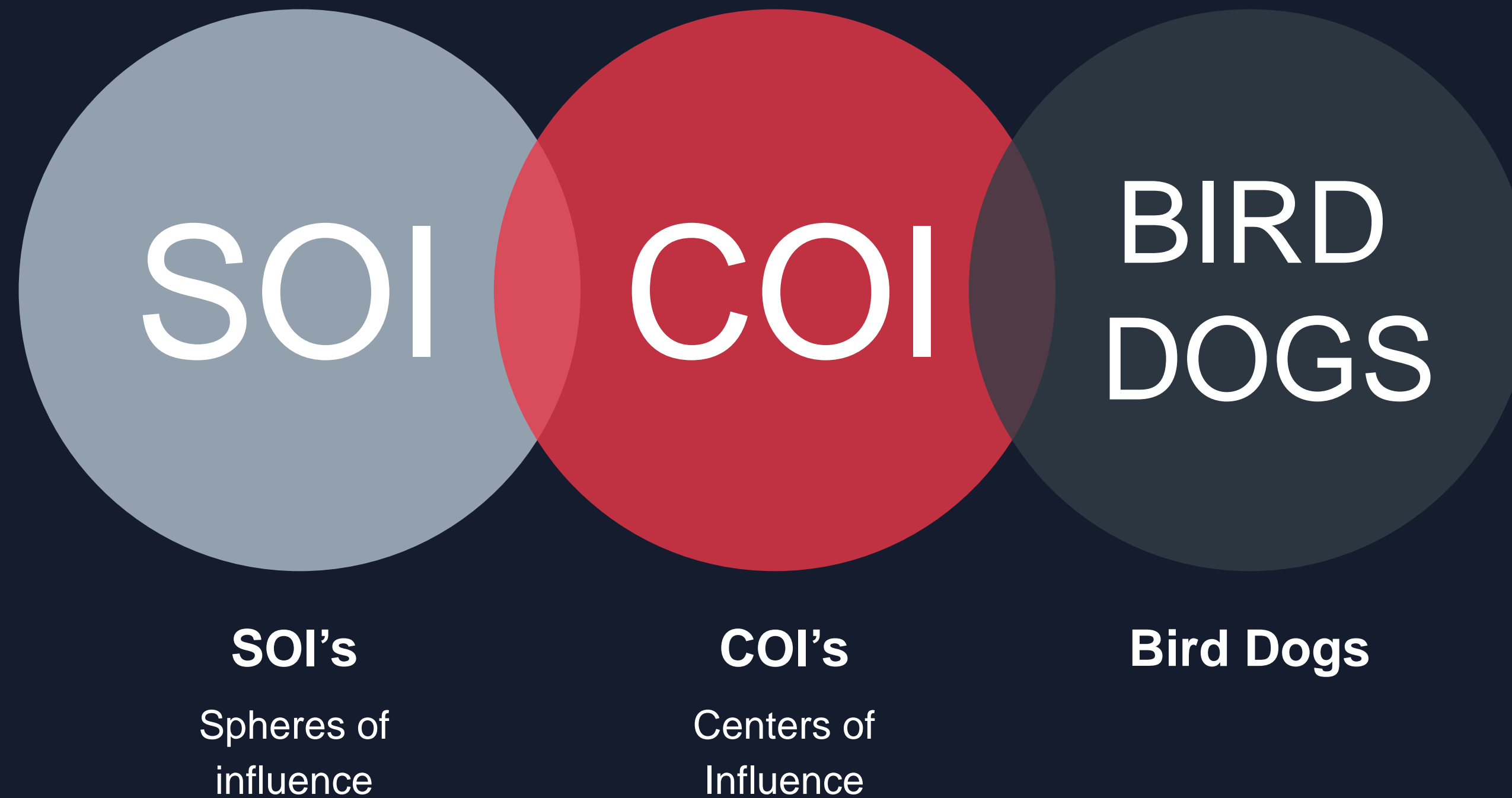
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How Many Do You Have Now & How Many Do You Need?



Answer: "As Many as You can Get!"
Always ask for a testimonial from them
about you for your marketing purposes.

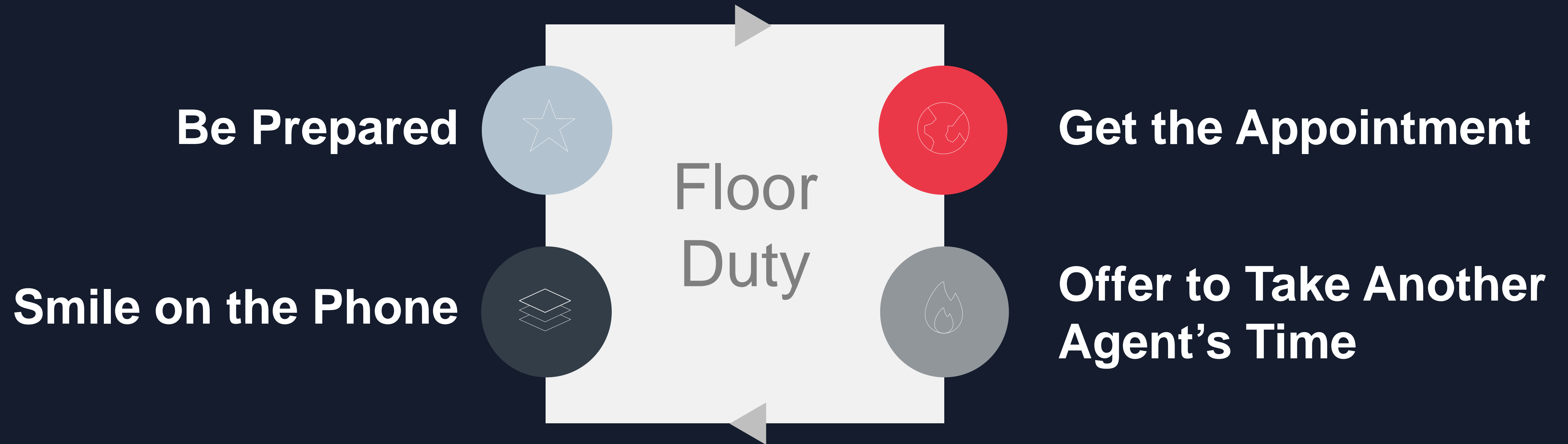
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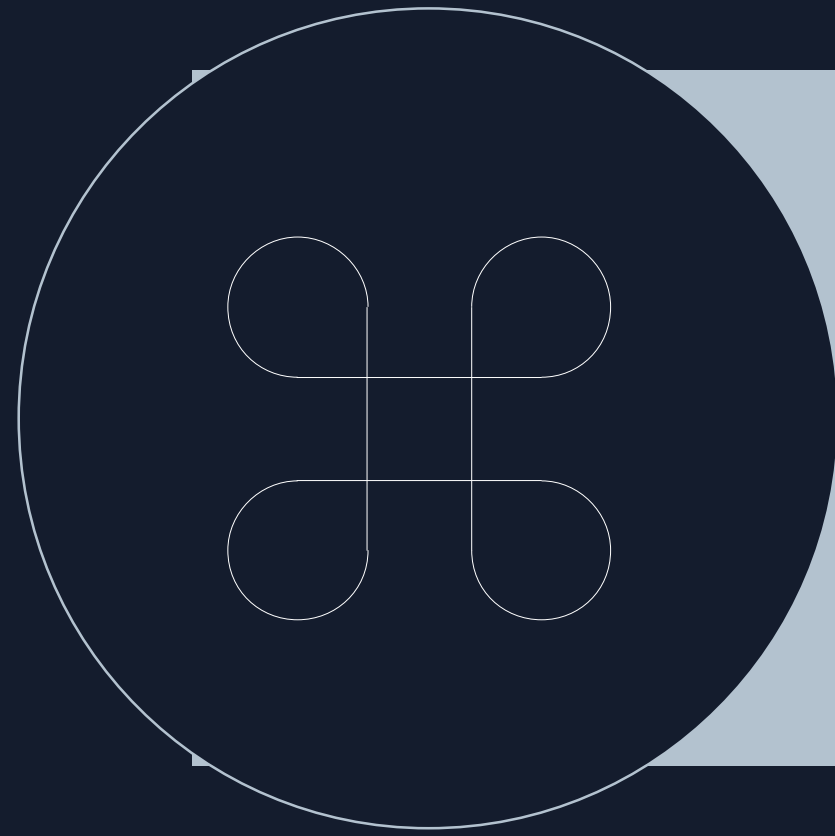


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Core Value Cycle



Who are SOI's?



People who know you and refer their friends and acquaintances to you.

Examples: Hairdresser, Doctor, CPA, Teacher

Staying on Top

Previewing is a Must for Staying on “Top of the Market”

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Other keys to success

- Professional Attire, Non-smoker, Groomed
- Enthusiastic! Demonstrates Self-Confidence
- Organized and Arrives on Time
- Has Knowledge of Product (House/Land, etc.)
- Has Knowledge of Real Estate Business
- Drives a clean, recent model vehicle

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Knowledge is Power!



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Continue Using the Criss-Cross



Criss-Cross Directory

Find the homeowner's name for sending letters to them and apartment renters and FSBO, FRBO with this service.

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A Salesperson Must Constantly Keep Abreast of Listing and Selling Techniques by:



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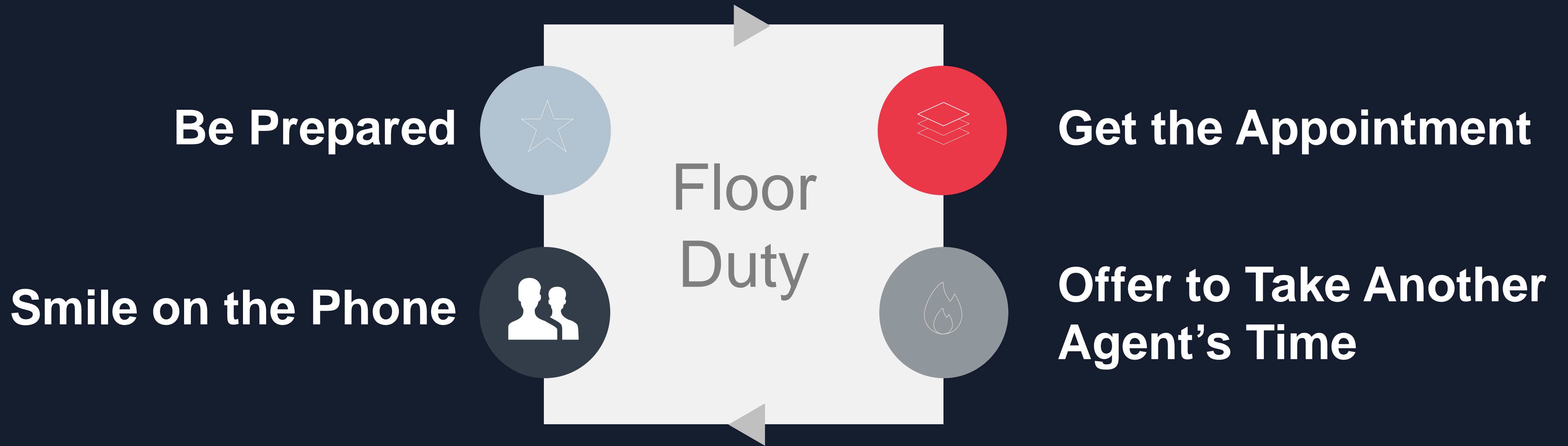
How to Hold an Open House



- Send Invitations to the Neighbors
- Advertise in the Newspaper the Hours Open
- Signs Directing Traffic to the House
- Knock on Neighbor's Doors and Invite them to Bring a Friend
- Have Marketing Materials Ready
- Have Contract and Net Sheets Ready
- Bring a Guest Book for Registering

Section 24 - 1

Floor Duty...Phone Time...Opportunity Time



Section 24 - 2

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Remember to Ask 20 People Every Day “Do You Know Someone Who Wants to Buy or Sell Real Estate?”

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Selling Real Estate is being your own boss.
Manage your time wisely. Be a smart boss.

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Real Estate is Organization and Planning,
Always be Prepared

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30 Days to Success in Real Estate

Real Estate is Prospecting,
The Agent is Always Prospecting

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Real Estate Provides for
A High \$ Return on Your Time. Section 30



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Real Estate is Consistent Work and Fun!
Congratulations on Your new Real Estate Career!

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