

Internet Marketing Lunch & Learn With Dan Keller

March 19th, 2013

BONUS Note Pad

The TOP 6 Lead Generation Sources of Top Agents

- (1) Get Social - Stop Being a Secret Agent (Social Media, Wear RE Logo Attire/Name Badge)
- (2) Deliberate & Consistent Past Client & Sphere Marketing Program (3-touch/month campaign)
- (3) Driving Traffic To An Open House (Detailed Strategy - 30+ signs, Craigslist, Door-to-Door)
- (4) Consistent Geographic Farming - "Pick Your Hood!"
- (5) Savvy Online Promotions (Craigslist, Website, Landing Pages, Google/FB Ads)
- (6) Passive/Aggressive Expired Listing Campaigns

You Are In the "Lead Generation Business" FIRST and FOREMOST

"How many sources of business do you need to find your "ideal client"? (NAR Stats per Tom Ferry)

Low Producing Agents: Have 1-3 sources

Average Producing Agents: Have 4-6 sources

Top Producing Agents: Have 10+ sources

Why Most Real Estate Agents Websites Fail To Convert

- (1) It's all about YOU (people don't care about what you say about yourself...)
- (2) It doesn't have enough property photos, videos, info

"The path of the online real estate shopper is to look at photos first, then look at details, then engage or take action."

- Spencer Rascoff, CEO of Zillow

Most RE Agents Websites Fail To Answer -

- (1) What's For Sale? (2) What's My Home Worth? (3) How's the Market?
- (4) Why You? (What do you do, and what do you know?)

Let's Schedule A Time To Review Your Current Marketing Strategy & How I Can Help You Generate An Extra 10-12 Transactions this Year!

Dan Keller [MLO# 115349]
Mortgage Loan Officer
(425) 350-7136

www.MyMortgageGuyDan.com





Hometown Lending
powered by **BAY EQUITY NORTHWEST**

the dankeller group

Lead Generation - #1 Be Social - See and Be Seen!

What if you wore a nametag or your company polo shirt everywhere you went? I guarantee people would ask you, "How's the Market"? **What would you say?** (most agents would say, "Great!" or "It's heating up" or "It's crazy out there..").

Try This Simple Script:

HOW'S THE MARKET?

Well, that depends....

Are you looking to buy, sell, invest or rent? They are all different, which part of the market are you interested in...

Lead Generation - # 2 Taking Care of Your Sphere: 3 Touches/Month

43% increase in your business by being TOP OF MIND!

- (1) Monthly Newsletter (I write it for you, you mail)
- (2) Text or call
- (3) Facebook comment/message or hand written note card w/ article or hello

Lead Generation - #3 Open House Strategy

- (1) 30+ Signs (I have over 200)
- (2) Single property website with text and mobile optimization
- (3) Craigslist 10 post in 48 hours campaign
- (4) Door to door campaign

"Hello, my name is Joe Realtor with Keller Williams RE... And I will be hosting a special open house at 123 Main street, right down the street on Saturday from 11-4p... Did you know that the Johnson's home was for sale? (hand them a flyer).

I promised the seller that I would get the word out in the neighborhood... and I was curious, who do you know that might want to live in your neighborhood?

Wonderful, again it is Saturday from 11-4p... Feel free to stop by, I'd love to show you the home.. By the way, have you ever considered selling your home? The reason I ask is because inventory is extremely low right now, and the current days on marketing is 8 days...



Hometown Lending
powered by **BAY EQUITY NORTHWEST**

the dankeller group

Expired Listing Strategy That ABSOLUTELY Works

Step 1: Identify the property address, seller's first/last names, and previous list price. Ideally within 24-48 out listing going dead.

Step 2: Purchase blank note cards

Step 3: Purchase \$5 Starbuck Gift Cards

Step 4: Hand-write the address and return address on the envelope

Script In Card:

Dear (name),

I'm sorry to hear your home didn't sell. As you know, selling today can be very complicated. I've learned there's only three reasons a great home like yours wouldn't sell. I'd love to sit down, buy you a cup of coffee and discuss it if you're interested. No pressure, just let me know"

Tom (realtor)

P.S. If you've changed your mind and decided not to sell, I'd still love to buy you that cup of coffee. Enjoy a Starbucks on me.

****Step 5: FOLLOW-UP – Make a landing page that shows some of the marketing that you offer, and tips that you would offer to help them sell their home. KEY – “Price” is not the focus. Staging, curb appeal, de-clutter, and you exclusive marketing program (see Dan for how I can help with that).**

Hand-deliver this packet to them. Step 5 is the deal-sealer if Step 4 doesn't work.

Dan Keller – (425) 350-7136

Call me if you have any questions or want to set up a time to draw out an online marketing plan that will help you close more listing appointments.