



JUMP START YOUR REAL ESTATE CAREER



S.A.L.E.S
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SUCCESSFUL AGENTS LEARNING EFFECTIVE STRATEGIES



STEPS TO IGNITE YOUR NEW REAL ESTATE BUSINESS

WHAT AN EXCITING TIME!

You have decided to be an entrepreneur and open a business in Real Estate Sales. Obtaining your Real Estate Salespersons License is the first step in achieving that goal. While you are working on those courses there are activities you can do in order to get a jump start into your new adventure.

This guide is designed for you to start looking at the real estate industry from the inside out. Follow this guide and start structuring your business NOW to save time and money once you are licensed.



NONE OF THESE ACTIVITIES
ARE DESIGNED OR YOU TO
APPEAR TO BE A LICENSED
REAL ESTATE SALESPERSON*

*Practicing real estate without an active license is a criminal offense, specifically, a Class A misdemeanor punishable by confinement of up to one year in a county jail and a fine of up to \$4,000 [TRELA 1101.756] TREC can also pursue administrative penalties not to exceed \$5,000 for each violation. Each day a violation continues can be considered a separate violation for imposition of the administrative penalties. [TRELA 1101.702] The Commission may also issue a 'cease and desist" order. [TRELA 1101.759] Finally, as a State Agency represented in civil court proceedings, TREC can obtain injunctive relief, including court costs and attorneys fees incurred in obtaining such relief. [TRELA 1101.751]

STEP 1

START YOUR DATABASE

When I started in real estate sales, even the best mentor I had in the business failed to tell me I needed a database. He was still using a rolodex in 2003! I learned the importance of a database and how enormously it impacted my career when I joined a commercial real estate firm. You spent the first few months with them building your database and if you didn't, they fired you. They taught me that the most valuable thing I own is my client database.

Starting your database may be one of the most daunting tasks you must undertake as a professional. It is, however, the only task that has the potential to pay off forever.

Who should I put in my database? **EVERYONE** you have ever met or you meet for the rest of your life should be in your database; Dentist, Mailman, Doctor, Car Wash Attendant, Hair Stylist, In-Laws, Veterinarian, Children's Friends Parent, Nail Tech, Teachers, Priests/Clergy/Pastors, Uncles, Janitors, College Professors, Alumni, Past Girlfriends/Boyfriends, Aunts....Keep going until you have everyone added.



CUSTOMER RELATIONS MANAGEMENT (CRM)

CRM are systems that are used to manage databases. There are many systems out there that do different things and cost different amounts. It doesn't really matter which systems you use as long as you use one. You should get a CRM system that is real estate specific and has as much functionality as possible.



PRO TIP

Go through your phone, social media, your parents phones, friends phones and anywhere else you can to start building your database. Put them all into some sort of list. An excel spreadsheet will work.

STEP 2

VISIT OPEN HOUSES



One of the best ways to meet new clients is by holding open houses. New and experienced agents do them every week in the hopes of gaining one or more clients. This is one of the easiest and most inexpensive lead generation techniques for a REALTOR®

Visit any open houses you see. Ask the agent for information on the home. See what they are doing for marketing.

- Do they have flyers?
- Were there enough signs to guide you easily to the property?
- Did they greet you when you walked in the door?
- Do they look professional?
- If you were a buyer, would you feel comfortable working with this agent?
- Did they try to get contact information from you?
- Did they hand you a business card?

These are the things you will be doing when holding open houses. Pay attention to your competition. This is also a great time to view neighborhoods you are not familiar with. Gaining market knowledge will help you speak intelligently about your city or area.



PRO TIP

Pay attention to how the agent at open houses interact with you. Take all the good points and write them down for later reference.

STEP 3

LOOK AT REAL ESTATE MARKETING



Look around you and see what REALTORS are doing to market themselves and the properties they list. You will need to market yourself. Social Media is needed and a strong social media presence is necessary but you will need much more than a page on your favorite social media showing memes and pictures about what an expert you are in real estate. You will need to have a "look". i.e. a common thread throughout all of your marketing. A logo, tag line and general feel about everything in a uniformed manner. Do not actually create any marketing that the general public can view until you are licensed.

- Pick up real estate magazine at supermarkets
- Google the top REALTORS in your area and see what they are doing online
- Look in local publications to see what types of ads are being run by REALTORS
- Look at the for sale signs used in your area and consider what you like about them
- Do REALTORS you see wear name badges?
- Collect business cards from all types of business people and pick out what you like about them
- Pay attention to mail outs and letters you receive
- Is there a niche that REALTORS are marketing?
- Look for marketing geared towards the customer you want to work with.



PRO TIP Keep a file of all the items you collect and highlight what you like about the ads. Do the same for internet ads and social media pages.

STEP 4

RESEARCH NETWORKING OPPORTUNITIES



For whatever it is that you like to do, there is a social group that meets and does it. Find ones that you have real interest in. Gatherings are usually short and typically monthly. You are not going to market yourself you are going to meet people.

Meetup.com is a great resource to find groups that meet in your area for everything from fashion groups to car groups to movie lovers groups. Take a look at the ones that interest you and see when they meet.

There are also business organizations like Toastmasters, Rotary Club, Texas Young Professionals and many more that you can join.

The list of charities you could join is endless. Research charities you would be interested in donating time and/or money to.

Again, do not actually join any of these groups until you are licensed. You want the members to meet you as "The Real Estate Pro".



Only join groups or attend functions for activities/groups for which you have an interest. People can tell when you are just there trying to get business.

PRO TIP

STEP 5

START PUTTING TOGETHER YOUR TOOLBOX



- Digital Toolbox
- Headshot
- Complete Biography
- Tag Line
- Logo (if you are going to use one)
- Mileage tracker app

Don't stress out when writing your biography! It's okay if you don't have real estate experience. You can mention where you are from, any previous related sales or customer service experience, why you love your area and why you love helping people!



- Physical Toolbox
- Newer Computer
- Printer/Copier/Scanner
- Digital Measure Device (Trust us, this is useful!)
- Hammer | Philips and Flat Head | Screwdrivers
- Zip Ties
- Flashlight

Physical tools are needed for your metal signs, flyer boxes and for your safety. You'll thank us for this!



PRO TIP

Having all of these items before you start will make your first few weeks much easier and help you concentrate on your brokerage training.

Congratulations!

YOU ARE ON YOUR WAY

Follow this simple guide to get a jumpstart on your
successful career!

If you have any questions along the way, don't
hesitate to contact me.



Tom Phillips
(210) 857-2375
PhillipsRealty1@outlook.com

