

Professional Development & Education Forum

Mission Statement:

Provide a forum to identify and communicate the professional and educational development needs of CAR Members and to encourage competence and sustained success in the real estate profession through education.

CAR Education Update:

- Ethics Course **FREE** – 2024 is an ethics renewal year. Sign into CAR to check your status and claim your free course if needed:
<https://www.car.org/education/licenser renewal/ethics-requirement>
- Buyer Representation Forms **FREE** – CAR offers a FREE course to help navigate the ins and outs of the Buyer Representation Agreement and other related aspects. ****THIS FORM IS LIKELY TO BE MADETORY, sign up for this free course ASAP!****
- REALTOR® Resiliency Package: Modern Financing and Statistics for Success – Visit store.car.org and use code 3FREECAR at checkout, advance your knowledge!!
- 45 **FREE** credits for License Renewal (Ethics Course included)
- Fair Housing Course: A new NAR required course coming in 2025, will be set up like Ethics Course with periodic renewal, free offering.

Panel of 3 Agents: Old School Hands on Agent; Social Influencer; Large Team w/multiple Offices

- **Primary Takeaway** – Believe in yourself and take the approach that fits you best, whatever you do, do it CONSISTENTLY.

> Lead Generation

- Hands On sends 6 handwritten cards per day to sphere of influence.
- Hands On sends Anniversary cards w/purchase price & current value.
- Large Team aims for many, many touches, social media, calls, texts, cards, emails, etc.
- Social Influencer started heavy with Open Houses and then transitioned to Social Media, friends, networking; favorite site is Instagram.
- Hands On mails quarterly post cards, fall usually includes a recipe because people will put it on their fridge and look at it for a long time.
- Hands On emails once per week, but not just about real estate, make it something they want to respond to.
- Social Influencer uses flodesk for emails, sees 55% get opened. She also pointed out not to just make it about real estate but rather personalize it. She provides videos about her life, community, events, shows a new listing that needs painting and sets up a poll for her peeps to vote on color (even though she already decided).
- Large Team uses hitmeup for mass text messages that come directly from your phone number so they don't come off as spam.
- Moderator mails Holiday Cards (usually Happy New Year) and includes a \$1 lottery scratcher with an ask to call her if they win and she gets multiple calls; if they call to complain that they didn't win then she'll send another scratcher.

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- Social Influencer sets up small gatherings of past Clients to do fun things and socialize, something as simple decorating cupcakes. She finds that she helps others establish long lasting friendships and those people think of her and how she helped make that friendship, leads to a great referral line.
- Hands On delivers poinsettias, others also mentioned pumpkins and other memorable items that will often stick with people for years to come.
- Large Team will set up larger, fancier events, quarterly pub gathering for example, invite usually requires something like the attendee must post a review on the spot or something to do with social media.
- Hands on sends a mailer on 1st year anniversary that includes the Settlement Statement for tax purposes and then sends a follow up courtesy text and pretty much everyone responds in a kind fashion.

> Tracking Results

- Large Team uses various Spreadsheets depending on their needs/goals.
- Hands On tracks manually on a daily basis.
- Social Influencer does not specifically track, she's found that her niche provides results so she just tries to keep it simple with what works and be committed to it.

> Social Media

- Social Media often have different demographics, be mindful of your audience and what they want to consume.
- Don't make it only about a new listing or a recent sale.
- Personalize the content to get more interaction.
- Tell stories about the transaction (being mindful about personal privacy).
- Highlight your personal life, doesn't have to be too personal. For example, it's okay to have another more personal profile with your children and closets friends and family.
- Choose your preferred outlet and stay committed and consistent. If Facebook is your thing, go all the way, if you prefer Insta, TikTok, etc., stay engaged and go all in.
- People on these sites want to connect with you, see your face, hear your voice and not just see pictures of new or closed deals.
- People want to be entertained, polls, questions they can respond to and then you can work in aspects of real estate, market info, new listings, etc.
- Large Team tells his Agents, "**Real Life is the show & commercials are the business-related postings.**" So don't forget to provide entertaining content to keep them engaged and then your real estate-related posting will get that much more attention.
- Ratio should about 75% entertainment/personal and 25% business.

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> Mail Farming

- Be consistent. It's estimated to take about 9-12 touches before you get a response.
- Golden Envelope Concept: No return address to indicate it's from a Realtor, no business card (because if recipient shakes they can tell and just toss), include just a simple note that asks if they would be ready to sell to one of my many buyers.
- Target your neighborhood, neighborhoods you do a lot of business in, neighborhoods you want to break into.
- Corefact.com is a great resource for mail farming campaigns.

> Open Houses

- Upon entry try to find something to connect with them about personally.
- Try to get them to stay as long as possible:
 - Engage their children with coloring, yard games, etc. so you can have an opportunity to chat with the Parents.
 - Find something to inform them about, local ordinances, laws, etc.
 - Try to book an appointment for same day/ASAP.
- Collect info via OpenDoor, Notes App on phone, paper.
- Hold a Going Away Party for Seller, get them to invite neighbors, friends.
- Spacio for QR code to collect info, emphasize that it's a safety precaution to track who is coming and going into your Client's home.
- ASK FOR THEIR BUSINESS. If you don't ask, they aren't likely to offer. Ask how their search is going, maybe they've faced challenges that you could offer a solution to.
- Follow up, next step, consistent, be responsive, have a plan for your next 4-6 steps of interaction and follow up.
- Create a Buyer Presentation: HighNote, search Etsy then load up onto Canva to customize.
- Call your meeting a "strategy session" or something else besides Listing Proposal or other standard and stagnate language.
- Create a Plan and use it for every single client to stay consistent. 15 Minute Introduction Talk, Review/Connect with a Lender, have Lunch/Coffee/other. Provide a breakdown of the transaction and what to expect.
- Use a CRM, phone/email calendar, notes app or other database to keep specific notes that you can reference and follow up on to keep things personal and unique.