

The Bigger the Problem You Solve-The More Money You Make!

Steve Probst

Real estate agents have a problem-they have millions of competitors-mainly other Realtors. While some companies provide sales and marketing training, a majority of them don't even hold sales meetings anymore.

To help solve their problem on how to set themselves apart from their competitors, or make more money, or manage their time better, here is how our team answered those issues!

We hired strong Realtor trainers to hold events in a local hotel that would help real estate agents grow their business. The invitation was open to any agent whether they did business with us or not. (No RESPA violation). We required the agents to pre-register for the event to account for the continental breakfast and training material handouts.

The agents were invited with a strong personal invitation from our team of Loan Officers. We created an event-marketing flyer that could be personalized by each Loan Officer. It was our goal for each LO to invite five or six select Realtors to attend. What we found many times was that those invited Realtors would call to see if they could bring along a friend in the business. The event popularity grew over time. We were positioned as the education company committed to helping grow our realtor partner's production through quality education.

Topics for the Events:

- Ten Steps to a Great Listing Presentation
- How to Position Yourself in a Contracting Market
- Understanding the Consumer's needs
- How to Achieve Effective Listening Skills
- The 90-day Plan to Close More Transactions
- Business Planning for the Real Estate Professional

At the beginning of the session, the speaker would go over relevant statistics from the prior quarter in the local market, such as new listings to the market, expired listings, closed sales, average days on the market, etc.

The sessions would start at 9am with continental breakfast and networking. At 9:30am sharp, the training session would begin and end usually by 11:30am. Many of the agents would mill around the room after the event to ask questions and network a little more.

Our team would hold these events every three months. January would be the first to kick-off the year, one in April to set the spring market, one in July to keep agents working through the summer and one in October for business planning. The attendance was usually over one hundred real estate agents. The cost for the event included the speaker fee, the room rental, the audio/visual equipment rental, food and beverage, and the training handouts. The total cost of the event was in the \$4,000 range.

The production of our team grew because of these events so much that we easily could justify the expense on a quarterly basis. It is a significant investment in time and resources initially. Once you complete two or three events it becomes much easier. You will find a couple of speakers that can easily fulfill your needs and a venue to hold the meeting at that is convenient to all. After the first couple of seminars the event kind of goes on autopilot.

Out of one hundred agents in the room we probably received business from half of that number. We were confident that over time we would gain greater market share because of our leadership in educating the local Realtor. These seminars positioned our team and our individual Loan Officers to do more business because of the visibility and goodwill that was created.

We found that our team members were no longer relegated to going out to visit real estate offices with rate sheets and doughnuts! They were setting appointments with real estate agents to discuss how they could help grow that agent's individual production with a consistent education process.

There is a great deal of power in the Law of Reciprocity. People who give freely of themselves and the resources they have available will always get back what they have given in great abundance! The great motivational speaker Zig Ziglar said a long time ago, "if you help people get what they want, you will automatically get what you want"! If you grasp this idea and let go of focusing on your own needs then you will feel the power of the law of reciprocity. The feeling of giving is so much more powerful than the feeling of getting!

Cost: Speaker and travel expenses \$1,000

Hotel room rental \$500

Food \$1,500 (100 people)

Printed materials \$500

Steve Probst is considered an expert in time management and business planning for loan officers. Steve has a product entitled "LO Biz Plan in a Can". He is the National Sales Manager for Fairway Independent Mortgage Corporation.

FSB's take on this idea:

We have the experience to assist in putting together something similar to this concept. The important factors will be budgeting for this expense. If this idea/concept is of interest to your branch, please reach out to Toni Pierce for assistance in designing and implementing this experience.