

# FIND YOUR BUSINESS

PROSPECTING IS THE CORNERSTONE OF LEAD GENERATION

## *IGNITE POWER SESSION #3*

### **Instructor Edition**

#### **In this chapter ...**

- Proven prospecting methods to find potential clients
- Uncover prospecting opportunities that yield results
- Cultivate relationships into business, repeat business and referrals

**Instructor:**

*Timing: 3 hours*

**Take-Aways of This Chapter:**

*The purpose of this chapter is to get participants excited about prospecting. As lead generation is job #1 for an agent, their success in real estate is directly proportional to the number of people who they meet and want to work with them.*

**IMPORTANT!**

- 1. Action Reveal – Instructor, this step of each class is essential to the Cappers in Training’s success. Please do not skip or diminish this powerful part of each day. It is essential to the participant’s success to establish this habit and for you to hold them accountable.*
- 2. Daily Calls – Every class will include Real-Play calls.*
- 3. Introduce the benefits of prospecting.*
- 4. Review the four Cs of prospecting.*
- 5. Find prospecting opportunities.*

**Activities in This Chapter:**

*The activities in this chapter are designed to get participants into productivity as quickly as possible. As a database is the most important business tool, it is imperative that the new agent establish this practice right away.*

- 1. Daily Report Out*
- 2. Daily Calls*
- 3. Steps to Prospecting*
- 4. Prospecting on Social Media*

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## 4 FIND YOUR BUSINESS

# Today's Expectations

## Capper in Training

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1. Find your business.
2. Prospect and lead generate using multiple methods.
3. Connect with potential clients.
4. Obtain referrals.

## Ignite Faculty

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To maximize your learning, your Ignite Faculty is committed to:

1. Show great role-model **videos** in class.
2. Devote the majority of time on **activities** in class.
3. Role model what it takes to be highly successful. Guide and support the Cappers in Training by holding them accountable to their **Daily 10/4** and pre-work **Mission**, and during the **phone call** activity make calls along with the class.

### **Instructor:**

*Quickly cover the expectations for today.*

*Cover this page thoroughly and make sure everyone is ready to move forward! They are expected to do a lot in this class and are expected to have completed their Mission.*

*Ignite is designed for a lot of "DOING", not just listening and learning, because doing is where the learning happens!*

*Remember there are expectations for you too! Be sure to review the videos in the Mission prior to class.*

*Help participants be successful!*

**Instructor:**

*For every day in class, participants*

*are completing their Mission in advance.*

*This is an expectation that you are holding them accountable to!*

- Take 10 minutes to debrief their Mission. This step is essential in that it shows that you care that they got it done and that it was valuable to them.*

- Ask for aha's from any videos they were assigned to watch. (Refer to questions on the PowerPoint.)*





- Ask – What did you take away from the Mission that will help you in your business?*

- When participants have a question about the Mission, before you answer, ask the class, "How would YOU answer that?" This is a good way to check for understanding and to reinforce participants learning from one another.*

# Action Reveal

There are three parts to the Action Reveal.

- Review **Mission** assignments and get questions answered.
  - Answer questions about any videos watched.
  - Provide your Aha's from the Mission.
- Announce your **Daily 10/4** activity results from the day before class and review leader board standings. Celebrate successes!
- Make **Real-Play** calls in class.

IGNITE	Mission 3
Complete this <b>Mission</b> prior to attending Ignite Power Session 3	
DONE ✓	<b>1. Daily 10/4 – develop your lead generation habit</b>
<input type="checkbox"/>	Complete your Daily 10/4 daily!
<input type="checkbox"/>	Report out – be prepared to report your Daily 10/4 results in class
<input type="checkbox"/>	Bring a supply of notecards, business cards, and stamps for handwritten notes
DONE ✓	<b>2. Catch up – if not completed in Mission 2</b>
<input type="checkbox"/>	Complete your KW White Pages profile
<input type="checkbox"/>	Activate your eEdge account
<input type="checkbox"/>	Activate and brand your KW Mobile Search App
DONE ✓	<b>3. Make it happen with technology</b>
<input type="checkbox"/>	Review: <i>KW Technology Setup</i> 
<input type="checkbox"/>	Read: <i>Create a New Marketing Campaign</i> 
DONE ✓	<b>4. Find your business with lead generation</b>
<input type="checkbox"/>	Watch <i>Internet Lead Generation</i> (2:19 mins) 
<input type="checkbox"/>	Sign up using your KW email on social media sites (LinkedIn, Facebook, Instagram, Twitter, Pinterest, etc.)
<input type="checkbox"/>	Join your local chamber of commerce and other networking groups (sources of new contacts!)
<input type="checkbox"/>	Bring your contact list and your laptop/tablet with you to the next Ignite class
DONE ✓	<b>5. Follow up – with previous Power Session</b>
<input type="checkbox"/>	Complete activities from the Action Plan in the previous Power Session
<small>*Access videos from <a href="http://KWConnect.com">KWConnect.com</a>. Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email <a href="mailto:support@kw.com">support@kw.com</a>.</small>	
	
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# Report Out – Daily 10/4

*Note: For help using myTracker, refer to instructions on the back of your Mission page.*

## Report on Your Daily 10/4 Activities

The **Daily 10/4** is your most important business activity!

Keep track of yourself and your fellow Cappers in Training and cheer their successes!

Capper in Training	10 Contacts added	10 Connections	10 Notes	Homes Previewed
1.				
2.				
3.				
4.				
5.				
6.				
7.				
8.				
9.				
10.				
11 <b>Instructor:</b>				
12 <i>Have participants report on the Daily 10/4. This is to be done EVERY class!</i>				
13 <i>1. Participants should have entered their activities into the electronic myTracker – show the leaderboard results in the classroom (on a projector if you have one.)</i>				
14 <i>2. In addition, have each participant either fill in his/her numbers or you can fill the numbers on a white board or flip chart that is displayed in the classroom.</i>				

*Techniques such as competitions will promote productivity and comradery in the classroom—refer to your Ignite instructor tools for ideas and inspiration.*

# Your Turn – Lead Generate for Business

**Instructor:**

Daily 10/4 Real-Play

*Remind participants that Real-Play is money-making activities done in the classroom with the support and guidance of you and fellow participants. Remind them*

1. Begin by saying an affirming message out loud.
 

**“Opportunities come easily to me.”**
2. Get your phone and your list of contacts and call people you know (Mets) and any referral names you were given by your Mets.
3. Use scripts provided: the same one you used on Day 1 and one new script for calling referrals.
  - Goal #1: Call for 20 minutes and **make contact** with as many people as possible.
  - Goal #2: **Ask for referrals** from each contact.
  - Goal #3: **Offer your KW Mobile Search App.**
4. Record your results below.

Reminder: Comply with federal and state Do Not Call (DNC) and spam laws and the policies of your local Market Center.

*that you are serious about them being successful in this business! Scripts for today are on the next pages.*

Results				
Name	Phone Number	App ✓	Referral Name	Result of Call
1.				
2.				
3.				
4.				
5.				
6.				
7.				

**Time: 15 minutes**



## Scripts for Calling

---

Use the scripts you learned in sessions 1 and 2.

### REFERRALS

Hi \_\_\_\_, my name is \_\_ with Keller Williams Realty. Your name was given to me by a close friend of both of ours, (your Met's name), and he/she said that I should give you a call. Is right now a good time to talk for a couple of minutes? Excellent!

(Your Met's name) said that you were thinking about buying/selling a house in (time frame for buying/selling) and asked if I would please give you a call. He/She and I both want to make certain that you are in great hands and that you have the very best, so that's why I'm calling.

Since everyone likes to know what houses are selling for, I'd like to share my real estate app with you. You can see what's going on anywhere, from your street to any place in North America! It's free, there's no cost to you, and I can send you a text to link to it. Does that sound good? Great!

#### ***If they are buying ...***

Have you seen anything you like thus far? Great!

Are you working with any other agent? No? That's good.

#### ***If they are selling ...***

When are you planning to move?

Have you listed with another agent? No? Excellent!

#### ***Continue ...***

The next step is for us to get together. I can answer all your questions and explain how the entire process works. It will only take about 20 minutes. Can we meet today, or would tomorrow be better for you?

#### ***If no thanks ...***

I understand. Just so you now, I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you hear of someone with a real estate need, will you keep me in mind? Great. And, after you download the app and try it out, send me a text and let me know how you like it. I'd appreciate that.

Thank you for your time today, and please let me know if there is anything I can ever do for you.

## 1. New to Real Estate

---

Hello, this is \_\_\_\_\_! Do you have a moment? I'd like to share the exciting news that I have become a real estate agent with Keller Williams Realty.

With this new partnership, I have all their knowledge working for me. Plus, my clients get all my enthusiasm and hard work. I thought about sharing this with you because I knew you would be someone to help me grow my business.

*Continue with Rest of Script.*



## 2. New to Keller Williams Realty

---

Hello, this is \_\_\_\_\_! Do you have a moment?

I'd like to share some exciting news with you. Usually, I'm the one helping people make a move. This time, I'm the one who moved! I've moved my real estate business over to Keller Williams Realty, and just because my company name has changed, the level of service I offer to clients hasn't. My clients will continue to get all my enthusiasm and hard work. And, as you already know, I'll do whatever it takes to help people. May I count on you to help me grow my business?

*Continue with Rest of Script.*



## Rest of Script

---

First, I'd like to share my real estate app with you. You can see what's going on anywhere, from your street to any place in North America! It's free, there's no cost to you. I can send you a text so you can link to it. Does that sound good?

And I'd like to ask, who might you know from work, your neighborhood, or a group you belong to who's interested in buying or selling a home, or investing in real estate? Can you think of anyone right now? Thanks for taking a moment to think about it.

I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. And after you download the app and try it out, send me a text and let me know how you like it.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

### 3. Remind Them You're in Real Estate

---

Hello, this is \_\_\_\_\_! Do you have a moment?

It's been awhile and I'd like to apologize for not staying in touch. I've been busy growing my real estate business and working with great clients like you. I wanted to share with you that I have a personal goal to help \_\_\_ (#) families get into the home of their dreams this year. As you already know, I'll do whatever it takes to help people. May I count on you to help me reach my goal?

*Continue with Rest of Script.*



### 4. New to the Area

---

Hello, this is \_\_\_\_\_! Do you have a moment?

I'd like to share some exciting news with you. I have moved to \_\_\_\_\_ (*new town*) and I'm with Keller Williams Realty, and I thought about connecting with you because I knew you would be someone to help me get my business going in \_\_\_\_\_ (*new town*). May I count on you?

*Continue with Rest of Script.*



### Rest of Script

---

First, I'd like to share my real estate app with you. You can see what's going on anywhere, from your street to any place in North America! It's free, there's no cost to you. I can send you a text so you can link to it. Does that sound good?

And I'd like to ask, who might you know from work, your neighborhood, or a group you belong to who's interested in buying or selling a home, or investing in real estate? Can you think of anyone right now? Thanks for taking a moment to think about it.

I have a wealth of interesting and timely information about the real estate market in your area, and I'd love to send it to you. Let me make sure I have your current email and address.

And do me a favor, please. If you do hear of someone with a real estate need, will you keep me in mind? Great. And after you download the app and try it out, send me a text and let me know how you like it.

Thank you for your time and help, and please let me know if there is anything I can ever do for you.

**Instructor:****Your Turn – Handwritten Notes**

*Have participants*

Daily 10/4 – Handwritten Notes

*write notes to the people they just called.*

1. Write notes to **2 – 3 people** you called to thank them for their time.

**METS**

*Congratulate them for making progress on their Daily 10/4 already!*

Thank you for taking the time to chat with me today. It was great to catch up with you and let you know what I've been up to with my business. I'm thrilled to be with Keller Williams Realty, and I am available to you at any time, to be an asset and resource to you, your family, and your friends. Please call me whenever a question or need comes up. I'll stay in touch. I appreciate you and I wish you all the best.

*Note: If anyone forgot notecards, ask to borrow a few from a fellow*

**REFERRALS**

Thank you for taking the time to chat with me today. It was great getting to know you and I look forward to helping you. Please know that I am available to you at any time, to be an asset and resource to you, your family, and your friends. Please call me whenever a question or need comes up. I'll stay in touch. I wish you all the best!

*participant, or (optional)*

2. Enclose a business card in each note, stamp, and mail from your Market Center.

*have participants*

**Time: 5 minutes**

*buy notecards from the Market Center.*

*Stress how important this step is.*

# Get Your Head in the Game

In Power Session 2, you committed to build your database and launch your contacts on touch campaigns. To continue to add to your database, you will need to lead generate for additional contacts.

## Discussion: Why Lead Generation

- Why is active lead generation important?

*Active lead generation ensures that not only will you get business quickly, but when done consistently, it also ensures a steady stream of business. Said another way, active lead generation turns the feast-or-famine cycle that most agents go through and creates a steady upward increase in business.*

- What do you think is different about the lead generation of successful agents compared to their not-so-successful peers?

*The difference between successful and not-so-successful agents is that successful agents make lead generation a daily habit and set out to master the skills, systems, and tools of lead generation.*

**Instructor:**  
*Guide a discussion about why lead generation is important. The purpose is to have the participants embrace the lead generation process because of its importance to growing their business.*

*“Success leaves clues: Agents who take Ignite achieve 71% more contacts, 65% more calls and 88% more previews. They grow their market share and create opportunities.”*

*John Davis, CEO, Keller Williams Realty*

# Make It Happen

## Lead Generation - It's Job No. 1

Prospecting is the quickest and most productive way to get leads and appointments for business. The quantity of leads and the quality of appointments you obtain is a direct reflection of your prospecting effort. Remember that the Daily 10/4 has lead generation built into the formula. You do this daily to build a habit of doing what's most important to your business before all else!

Prospecting determines the size of your funnel.



Prospecting is the cornerstone of lead generation. Every time you meet someone, you should be thinking, ***“What is the relationship opportunity here?”***

# Benefits of Prospecting

Prospecting is an investment and commitment to your business. Prospecting is critical to your business for the following reasons.

Discussion: What are the benefits of prospecting?

## Instructor:

*Discuss the benefits of prospecting with the class.*

- *Is inexpensive and yields immediate results*
- *Puts you in control of filling your pipeline of leads*
- *Increases your confidence and skill*
- *Yields quantity of leads which yield quality leads*
- *Keeps you in direct contact with the market and protects against market shifts*

## Ask:

- *Why are these benefits important to both a new agent and a tenured agent?*

*Discuss the myth and truth on this page.*

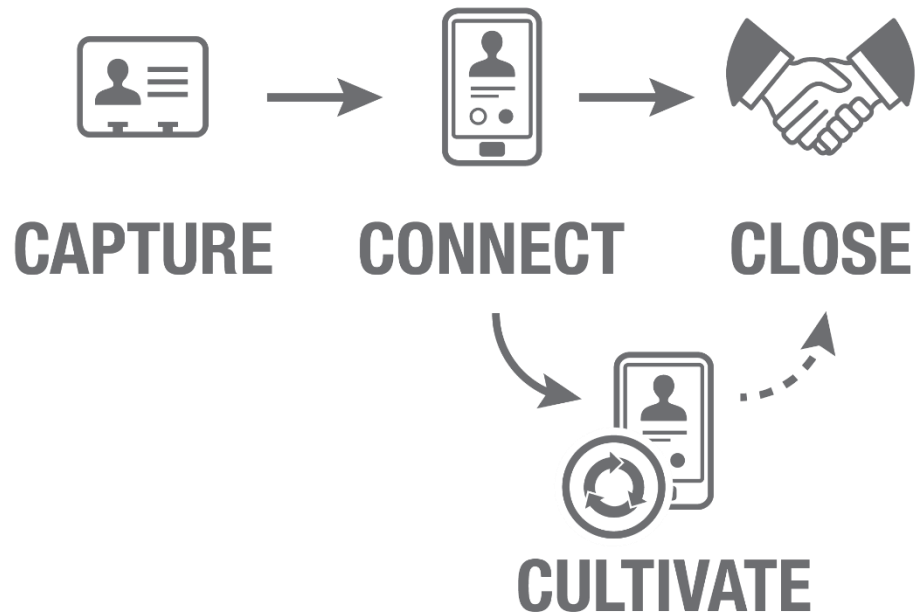
**MYTH** | Prospecting = Annoying People = Rejection

**TRUTH** | Prospecting = Meeting People and Building Purposeful Business Relationships = A Strong Real Estate Business

## The Four Cs of Prospecting

Prospecting is a conversation. It's all about creating the kind of personal connections that will lead to purposeful relationships you can build a business on.

You make prospecting happen through **four simple steps**.



1. You first **CAPTURE** leads by getting their contact information.
2. Then **CONNECT** by establishing a relationship.
3. Finally, **CLOSE** them for an appointment and eventually to buying or selling real property.
4. **CULTIVATE** them to maintain and strengthen your relationship.

Business-building conversations aim to achieve these goals:

1. Get an appointment.
2. Get a referral.

And they always accomplish the following:

3. Strengthen the relationship.





## 1. Capture

## CAPTURE

The goal of building a database is to capture as many Haven't Mets as possible and turn them into Mets quickly, and then turn Mets into repeat and referral business. One of the best ways to do this is to leverage your Mets through prospecting.

In Ignite sessions 1 and 2, you have been capturing contact information from your Mets, but odds are you still don't have all the information you need from everyone.

My Database				
Name	Phone	Email	Mailing address	Connected on social media*
1. Franny Friend	555.1234		123 Main Street	FB
2. Allie Resource	555.5678	allie@resource.com		
3. Nick Neighbor		nick@neighbor.com	1212 Maple Lane	FB LI
4.				

Remember, every time you speak with someone in your database, make sure you have all their information.

In your conversation, just add on "By the way, what's your ...?" Then enter it into your database immediately.



## CONNECT

### Instructor:

*Ask participants for more examples of connecting questions for each who, what, where, why, when, and how.*

## 2. Connect

Successful real estate agents understand how important it is to connect with people, and refine this skill by doing it often and consistently. Your goal in the Connect step is to approach an individual in a way that builds rapport and trust. One of the best ways is with questions.

Look for opportunities to be of service to them. When you use your scripts and uncover a real estate need, dig deeper for more information that will help you close.

### Instructor:

*Explain to the participants how you can create a reciprocal connection with people. This would be asking how you can connect people you know and meet with them, and how they can connect people they know and meet with you.*

CONNECTING QUESTIONS		
Get details to add to your database.	“If you would, please tell me a little bit about your family/job/ life, etc.”	WHO
Assess their wants, needs, and plans.	“What are you looking for?” “What do you want to do?”	WHAT
Pinpoint their location.	“Where would you like to buy?” “Where is your home located?”	WHERE
Determine their motivation.	“Why are you moving?”	WHY
Get a feel for their timeline.	“When would you like to do this?”	WHEN
Assess their expectations.	“How do you plan to do this?”	HOW

Using questions that start with the words who, what, where, why, when, and how will get you the full story on anything.



## CLOSE

### 3. Close

Closing is the process of asking for business. Connecting is crucial, but unless you get their business, you won't be making any money. Many agents are very successful at connecting with people. It's the asking for business that is so challenging.

Your goal for the call is to close for at least one of the following:

1. An appointment with them
2. A referral from them
3. A reciprocal connection with them

1. The Hard Close	Let's meet!
2. The Soft Close	I've really enjoyed visiting with you. When would you like to get together to discuss this further?
3. The Direct Close	Can we meet today or would tomorrow be better?
4. The Indirect Close	Would it be OK if I got you some information to look over and then we can meet to discuss?
5. The Trial Close	I think you would agree that we have gone over enough today that meeting would be our next step.
6. The Assumptive Close	It sounds like we should meet. I am available most times this week, so what works best for you?
7. The Negative-Positive Close	Would you be offended if I asked if we could meet to go over this?
8. The Take-Back Close	I've really enjoyed visiting with you. To be honest, I'm not sure if I can be of help or not, but I would be honored if we could meet to find out.
9. The Tie-Down Close	Wouldn't it make sense for us to meet in the next day or so?
10. The Alternative Choice Close	What works better for you? Meeting today, sometime this afternoon, or tomorrow morning?

**Instructor:**

*Ask the participants to read each one out loud. Then say, “What’s your style?” Circle the two that resonate the most with you.”*

## Cultivate



Whether or not you have closed for an appointment or gotten a referral, once a connection has been made, it can always be strengthened—it’s an ongoing process.

The relationships established here will continue to build as you keep in touch and perhaps eventually do business together. And you want the relationship to keep building—people who like you will do business with you and refer more business to you.

Setting your contacts up on a touch campaign in eEdge will continue to cultivate the relationship.

**8x8 Seller: Good Information**  
Good Information Sellers Campaign

Interval Campaign

- 7 Email Steps
- 0 Direct Mail Steps
- 2 Activity Steps

[Show Campaign Step Details](#)

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**33 Touch: Home Ownership Matters**

Date Campaign

This campaign ensures year-round contact with your "Mets" in your client database. The campaign elements help keep you top-of-mind with of real estate issues that matter to clients.

- 26 Email Steps
- 0 Direct Mail Steps
- 17 Activity Steps

[Show Campaign Step Details](#)

Be sure to use the information you gain about them, their wants and needs, to enrich your future touches by sharing information that they will appreciate.

And for anyone who gives you a referral, include a thank-you reward and positive progress reports about the referral into your touches for that referring contact.



# Instructor: Your Turn – Sphere of Influence

*Explain that*

Fill out your Sphere of Influence

*participants will be*

*timed in this* Write down as many names as you can for each category. Even if you only know someone’s first or last name, write it down!  
*competition to see*

*who can write down the most names.*

My Sphere		
Immediate Family	Hobby/Sports Groups	Personal Services (hair, nails, etc.)
Friends	Teachers (yours/your kid)	Home/Auto Repair
Relatives	Church/Club/Volunteer	Real Estate Agents
Neighbors	Professional Services (doctors/dentists, etc.)	Mortgage/Title/Appraiser/Inspector
Past Coworkers	Banker/Insurance/Financial/Attorney	Other

*After 10 minutes, count up the number of names and congratulate the “winners”.*

*Ask for their aha’s about their Sphere of Influence!*

*Ask the participants how they can get ideas or categories for Other. Think phone book.*

**Time: 10 minutes**

# Time-Blocking with the 3-3

Prospect efficiently and consistently with three processes in your three hours of daily lead generation. The formula for this time-blocking discipline is called the “3-3,” and stands for three things done in three hours. As a new agent, you can and should spend more than three hours doing this:

	ACTION
1. PREPARE	Prep call lists.
	Say affirmations, focus on Big Why.
	Practice scripts.
2. TAKE ACTION	Prospect.
	Update database.
3. MAINTAIN	Track results.
	Schedule commitments.
	Write thank-you notes.

**Instructor:**

*The 3-3 in today's class will mimic the actions agents should be taking on their own once they are out of Ignite. Be sure to point out the process they are following as you move through the exercises. For example, say, "Just like you would do if you were lead generating on your own, now we are going to prepare/take action/maintain."*

## Video

Activity: Watch Masters at Work



- Watch the video: “Cold Calling with the Real Estate Brothers”
- What are your aha’s?

**Time: 5 minutes**

**Instructor:**

*Find this video online on Ignite on KWConnect, under Instructor Resources. Play the video and ask for aha’s.*

## 1. Prepare

---

### **Instructor:**

*Explain the meaning of “just listeds” and “just solds.” Explain “Allied Resources” and “expired or withdrawn listings.”*

Solid preparation is the foundation of any successful prospecting. Plan to spend approximately 30 minutes getting ready.

1. Prep Call Lists – generate a list of names, phone numbers, and pertinent info
  - Referrals
  - Sphere—who is due for a call?
  - For sale by owners (FSBOs)
  - Leads from sign calls or website
  - Neighbors of just listeds, just solds
  - Expired or withdrawn listings
  - Allied Resources
  - Any past clients
2. Rehearse Scripts
  - Formal script practice is a daily activity you should be doing with a script partner or as part of a team prior to your preparation time.
  - Say affirmations, focus on your Big Why, and keep your eye on your goals.

## 2. Take Action

---

It’s prospecting time! Approximately two hours of the 3–3 is spent making connections, building relationships, and asking for business.

1. Get out your database or call list and start calling.
2. Update your database with each call. It is important to get the details while they are fresh in your head.

## 3. Maintain

---

### **Instructor:**

*Ask for aha’s regarding how the daily three hours of lead generation is spent.*

Approximately 30 minutes of your daily 3–3 is time spent wrapping up your lead generation with methodical follow-up.

- Finish entering results into your database.
- Write follow-up notes.
- Track results.
- Schedule and calendar follow-up.
- Fulfill promises such as sending any information they requested.



# Prospecting Opportunities

We have discussed working with your Mets and asking for referrals. But once you have contacted all of your personal contacts and any referrals you have received, where are you going to find more contacts?

So far we have learned different methods for finding, reaching out to, and connecting with potential clients. Now we will use this information and focus on different prospecting opportunities.

## Video

Activity: Finding More Leads



- Watch the video: **“Finding More Leads”**.
- What are your aha’s?

**Time: 5 minutes**

**Instructor:**

*Find this video online on Ignite on KWConnect, under Instructor Resources. Play the video and ask for aha’s.*

Discussion: What are your prospecting opportunities?

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Instructor:**

*Lead a discussion of where prospecting opportunities come from. Let them be creative! Don’t supply answers until they’ve exhausted their ideas.*

# Prospecting Sources

1. Door Knocking, Geographical Farming
2. For Sale By Owners (FSBOs)
3. Expired or Withdrawn Listings
4. Open Houses
5. Agent Referrals
6. Social Media

## 1. Door Knocking, Geographical Farming

---

Door knocking in a neighborhood (also known as a targeted geographical farm) to promote your business means talking with prospective clients. And, it's a great way to promote your upcoming open house!

- Don't be pushy; come from contribution and let people know what is happening in the area.
- Ask for business, offer advice, and be available as a resource.
- Provide market information when it's appropriate:
  - “Did you know homes in our neighborhood are selling in less than 30 days?”
  - “That home over on Mayberry just sold for \$350K! That means home values are going up.”
  - Vendor referrals: “My clients seem to like ABC Company”.

## 2. For Sale By Owners (FSBOs)

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The best agents have long recognized that people who place their own for-sale sign on their property and run their own ads have proven one thing: they are motivated to sell. If you are persistent with these sellers, you'll have a good chance to win their listing—after your competition gives up.

### NAR Fact

The National Association of Realtors (NAR) estimates that about 9 percent of all homes that sell are sold by the owner.

### Contacting FSBOs

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1. **Get their information:** Get their contact information and add them to your database. You can often find their numbers in a cross-reference directory, or stop at their home when you see their sign. Finding FSBOs is as easy as driving neighborhoods where you want to work in real estate. Or, you can look for “by owner” advertising online or in your local newspaper. Your goal: Meet them any way you can.
2. **Get an appointment to see their home:** At this point, it's not about getting the listing.

#### AGENT:

Good morning, my name is \_\_\_\_\_ with Keller Williams Realty, and I noticed your home is for sale. As a real estate customer service expert, I like to keep up with the inventory in this area so I know what kind of buyers to bring. Would you be offended if I came over to view your home?

*If “Yes” (they would be offended), or “We don’t want to list with a real estate agent.”*

I promise I won't ask you for your listing. The reason for my call is not to list your home. I would simply like to put the home on my For Sale by Owner Inventory List. Would today at 3:00 p.m. or tomorrow at 1:00 p.m. be better for you?

#### Instructor:

*Tell participants that some of the problems that FSBOs face are: Selling takes a lot of time, requires pricing and other skills they probably don't have, as well as resources that are not available to them.*

3. **Go slowly at first:** Your goal is to see their home, so take a light-handed approach until you have a chance to tour their property inside and out.

**AGENT:**

Mr./Ms. FSBO, thank you for allowing me to view your home today. Would you mind just showing me around and pointing out the features?

Where are you going next? When do you need to arrive?

Mr./Ms. FSBO, thank you so much again for showing me your lovely home. I want to wish you the best of luck in selling it. I have \_\_\_\_\_ (offer one of your reports) that might help you sell your home. I'd be happy to drop it off, because I'm hoping for a win-win here. I can provide you with information to help you sell and I hope that, in return, you will refer any buyers not interested in your home to me. Is there anything else I can do to help?

4. **Win their trust by being a resource:** Build rapport and a relationship with them; approach them with an attractive alternative to what they are doing by being a resource first (provide home staging tips or a discount coupon for a local home improvement store); later, you can start them on an 8 x 8 touch program in eEdge.

**AGENT:**

It was good to meet you the other day. I'll plan to check in with you from time to time—just to see how things are going and where there have been any changes in your plan to sell.

Selling is hard work. I have a tip sheet on preparing your home to sell that might help. I'll be in your area tomorrow: can I drop it off around 9:00 a.m., or would the afternoon around 2:00 p.m. be better?

5. **Focus on saving money:** This is one of their goals; show how they can actually save money by working with a good agent.

**AGENT:**

There are some good statistics available about the prices buyers pay for homes. I'd like to show them to you, or drop off a copy. What day and time would be convenient? It'll just take a minute.

6. **Focus on saving time:** Show that they can get their life back and return to doing things they enjoy more, while a professional—you—gets their home sold.

**AGENT:**

Good morning, Mr./Ms. FSBO. I thought you might be able to use this information on home improvements and cosmetic changes that are most effective with buyers. How are things going?

### 3. Expired or Withdrawn Listings

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Expired listings are properties that did not sell during their listing contract—usually between 90–180 days. Canceled or withdrawn listings are properties that were taken off the market before the listing expired. Both are a good source for business because, most of the time, the sellers still want to sell their home.

**THREE COMMON  
REASONS HOMES  
DON'T SELL**

1. Price
2. Marketing
3. Condition

Find expired and withdrawn listings by searching your MLS daily for new property status changes. Follow these strategies and associated scripts to win with owners of expired listings:

1. **Confirm expiration:** Make sure you confirm that the listing has expired. If it has not, soliciting their business is a violation of the NAR Code of Ethics.
2. **Stay low-key, but be persistent and consistent:** Expired or withdrawn listings are more responsive to a low-key approach rather than a high-pressure sales pitch. They've been disappointed—perhaps both in their agent and the process.
3. **Meet in person:** Face-to-face initial contact is ideal. It will demonstrate your high level of interest and allow for better rapport building.
4. **Be ready for a listing presentation:** Have your listing presentation prepared before you make contact. The seller is usually eager to sell their home as soon as possible and may not want to waste time.

**Instructor:**  
*Reinforce the importance of complying with the NAR Code of Ethics regarding expired listings.*

**Instructor:**

*Remind*

*participants that buyers are often sellers. It's easy to forget to ask the following logical questions at an open house: "Where are you living now? Do you need to sell a home in order to buy?"*

4. Open Houses

Open houses represent your first and easiest public opportunity to do the job of a professional real estate agent by positioning yourself as the local expert and offering your services to the following people:

1. Buyers
2. Buyers who are also selling
3. Sellers
4. Other agents

*Get purposeful with open houses!*

Take advantage of every phase of the event to promote your services to your Mets, Haven't Mets, and social media network.

	When	Who	Action	How
<b>Open Houses: Lead Generation Focus</b>	<b>Before</b>	Database	Invite to open house Ask for referrals	Call Email Social media
		Neighbors Nearby renters	Invite to open house Ask for referrals	Door-knocking
	<b>During</b>	Face-to-face visitors	Get appointments Ask for referrals	Talk Build rapport
		Database	General prospecting	Call
	<b>After</b>	Face-to-face visitors	Get appointments Add to database	Call Email Note Marketing campaign

## 5. Agent Referrals

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Believe it or not, some agents have leads they are not following up on for one reason or another.

### *Reasons Agents May Pass On Leads*

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- Too many leads and a lack of time or resources
- The agent may favor working with sellers and be amenable to passing on some of their buyer leads to you
- An agent from a different city/town/stats may refer leads of buyers moving to your area

The best way to get referrals from other agents is to cultivate relationships with them and ask for referrals!

## 6. Social Media

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The best way to engage with a quality database is through social media. If you're like most people and use social media every day, you can think of it as a 365-touch system. Here are some ways you can interact with Mets and their Sphere and position yourself at the top of their minds:

### *Facebook*

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Facebook is where people go to connect with friends and family online. Most agents want to connect with friends and family of clients. It provides trust and word of mouth marketing.

#### **TIP**

Don't use your personal Facebook account for your real estate services. Why? It may lack professionalism, and you miss out on a lot of essential business features (such as the ability to run Facebook contests and check your Facebook Insights). It's really easy to make a business Facebook page, and it's worth the effort.

**Instructor:**  
*Tell: "Using social media can be a great part of your overall lead generation strategy, but direct methods of lead generation like prospecting FSBOs, etc., will generally lead to faster results, so prioritize your lead generation time accordingly."*

1. **Post about your neighborhood.** Show off your geographic farm or neighborhood. This both markets your area to prospective residents, and shows your passion and knowledge of where you are selling homes.
  - For example, if there is a new community center being built, post about it, and talk about the benefits and how it will make the lifestyle better for new (and existing) residents.
2. **Use images** when you update. Images on Facebook are the most engaging types of content. The more likes, shares and comments your posts get, the more they will be viewed in news feeds by the friends of your Facebook friends (people who like your page).
3. **Post about events in your neighborhood.** Show how wonderful your city culture is. Post about local events in your town. If you're going to a neighborhood event, tell your friends, and invite them to join you. Also, ask questions to spark engagement and get more comments.
4. **Congratulate new homeowners** on closing day. This shows you care about your clients. You'll do this in person and on your Facebook page too!
5. **Engage with polls or surveys.** Polls and surveys provide an amazing way to create more engagement on your page, and have fun with your friends. You can use them to develop deeper relationships with your clients, get to know their likes and dislikes, and promote yourself as an agent who listens. You can even use them as a way to market your listings too!
  - For example, run a voting poll to ask your Friends what photo they like best from your latest listing.
6. **Post your listings.** Yes, use Facebook to post your listings too. The golden rule in social media is 80/20. That is ... post 80 percent of your content about lifestyles, customer interests, and other updates; post 20 percent of your content about you and your product. This keeps your social media social, and engaging.
  - When you post your listings, keep the personality of you on your Facebook page. This is not a print ad. Tell about the home and what points will sell it. Tell how many bedrooms and baths. Tell the address. Tell the price.
  - Ask questions about your new listing, to get comments about what people like about it, what they like about the neighborhood, or comments about the schools and community facilities. Post about your open houses too.



## Twitter

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Twitter is another amazing way to keep connected to your clients. Twitter gives you 140 characters to give updates to your followers. Use it to engage and strengthen your relationships.

1. **Tweet questions.** Post questions to your followers to encourage a response. For example, ask:
  - What's the best thing about moving to a new home? #moving #newhome #whatgoeswhere
  - What would your ideal kitchen look like? #kitchens #daretodream #newhome
  - How often do you renovate your home? #newhome #renovations #homedecor
2. **Tweet about your listings.** Again, use the 80/20 rule. 80 percent of your content is about lifestyle and connecting; 20 percent is about your listings.
3. **Tweet tips about staging and moving.** Help out your clients (and yourself) by teaching them how to stage their home for better sales. Post links to helpful articles and videos on how to present a home when you're selling it. Include tips about how to pack and make a move less stressful.
4. **Tweet local news.** Twitter tends to be a great place for news. If there's a new school being built in your area - tweet about it. Good news stories show how great your neighborhood is, and how well you know it.
5. **Tweet about charity events.** Tweet about local events you support. Show you are connected, trustworthy, and care about your community.
6. **Use hashtags.** On Twitter, using hashtags gets your tweets seen by more than your followers. Use relevant and specific numbers to get found by those looking for your subject matter.
7. **Use @mentions** to keep in touch with clients. Twitter lets you send tweets to specific people. Aside from using direct messages, send out a tweet to congratulate a new home owner, or to thank a local merchant for assisting you, etc.

## *Pinterest*

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Pinterest is the fourth largest social site and is all about connecting through images. This provides an amazing opportunity to show off the visuals of your listings. Your listings get sold by appealing to visual emotions.

On Pinterest, you set up boards, pin images, and engage by repinning, liking, and commenting.

1. Set up a board about your neighborhood or geographic farm. Sell the area around your listings. Create boards about the amenities, shops, and services available in the community.
2. Set up boards about your hobbies. Show who you are. If you like to cook, post some of your favorite recipes. If you like to play tennis, post about tennis groups and where to play tennis in your locale.
3. Set up boards about home decor. Appeal to the inner designers on Pinterest, and show off beautiful photos of amazing home decor. Link to how-to sites.
4. Set up a board for your listings. Keep with the 80/20 Principle, but make sure you have a board specifically for your listings. Make sure your listing board is located in your first four. This keeps your listings easy to see.
5. Use hashtags. Just like on Twitter and Facebook, use hashtags to connect with your market, and extend your posting reach beyond just your following.

## *Instagram*

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Instagram is widely used in different parts of the world and is growing in popularity. It allows users to upload photos and videos with stories, filters, locations, and hashtags. Its flexibility allows connection to other social media platforms, and can be viewed on both mobile and desktop platforms.

1. Post your photo and bio along with a link to your branded mobile Search App and bio. Include a story of your Value Proposition
2. Post listings with multiple photos and descriptions. Include applicable hashtags. Send targeted, private messages of listings to clients.
3. Show live events or walk-throughs of open houses, include comments in the story, and even highlight each room of the house.
4. Highlight stories of clients: First time homebuyers and happy sellers. These become testimonials and valuable online reviews.

## Other Social Sites

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There are many other social sites real estate agents can use effectively.

1. **LinkedIn:** Set up a business page and make sure your LinkedIn profile is complete - include a good a summary, introducing yourself, and why you're a good agent choice (both to buy from and to sell through). Join local groups and participate in them. Keep connected with your clients, and ask for referrals through the site (just as you would in person).
2. **YouTube:** Make videos showing your listings. Use a short video to introduce yourself (you can embed this onto your website too!). Use videos to show off the best features in your neighborhood or geographic farm.
3. **Blog:** Blogs are a great way to write about your knowledge of your trade, and get your clients clicking on to your website.
  - Use your blog to post news about the local housing market, interest rates, and property listings. A blog post lets you describe your listings in a longer format than most other social (and traditional print) marketing.
4. **Community websites:** Many neighborhoods have community websites and Facebook pages; this is an excellent way to get connected with potential clients.

### **Instructor:**

*Ask participants for any additional ideas for social media.*

# Instructor: Your Turn – Social Media

*Break*

Skill-Building Activity: Post to Social Media

*participants into*

*groups of two.* Pair up to plan and post to social media:

*Have each participant write a “post” based on instructions, and reply. Both post and reply should elicit response from anyone interested in real estate.*

1. Use the data from your local MLS to construct a statement followed by a question as if you were updating your status. For example:
  - Homes stay on the market for an average of 40 days in Denver. Curious about your neighborhood?
  - Who says no one is buying or selling in this economy? Last month, 563 homes sold in Boise.
  - The average home price in Springfield is \$168,240. Curious about what your home is worth?
2. Each of you post it to Facebook, and then respond to each other’s post with a comment or question. Note: You may need to “friend” each other first.
3. Watch for comments and likes to appear!

*Debrief activity by asking for volunteers to share results and aha’s.*

Post:

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Comment or question:

- \_\_\_\_\_
- \_\_\_\_\_

**Time: 10 minutes**

Aha’s from Activity

- \_\_\_\_\_
- \_\_\_\_\_

# Become a Lead Generation Machine!

*“My fear of failure was greater than my fear of lead generating.”*

*Gary Keller, cofounder and chairman,  
Keller Williams Realty*

Make a commitment to prospecting, faithfully time block to do your three hours of lead generation every day, and your business will succeed - period.

Think about all the places you go and people you see throughout your day. There are opportunities around you everywhere—all day, every day.

Our research confirms that many real estate agents experience fear or anxiety about making contact with other people—particularly people they do not know. In fact, most agents would confess, “It was hard for me”.

Successful agents just found ways to quickly get beyond their reluctance and get comfortable with the call. Their end goal was more important than their fear.

Truth

**It takes purposeful practice over time to grow in any area.**

# Putting It All Together

1. **Action Plan**
2. **Prepare for Your Next Class**
3. **Recall and Remember**

## Action Plan

Recap of all assignments from today, and in preparation for the next class.




Action	Completed / Due Date
Continue to add contacts to your database.	
Develop methods for prospecting.	
Put your 3–3 time blocking into action.	
Prepare for the next class. Download the pre-work Mission.	

*Bring your phone, laptop/tablet, and database to every class.*

# Prepare for Your Next Class

Complete your Mission prior to the next scheduled Ignite Power Session. Download your **Mission** for the next class from Ignite on KWConnect.

**Instructor:**  
*Ensure that participants access their next Mission and work on it between classroom days. Stress the importance of this time well spent!*

IGNITE	Complete this <b>Mission</b> prior to attending Ignite Power Session 4	Mission 4
DONE ✓	<b>1. Daily 10/4 – develop your lead generation habit</b>	
<input type="checkbox"/>	Complete your Daily 10/4 daily!	
<input type="checkbox"/>	Write notes on the homes you previewed and bring to class to share	
<input type="checkbox"/>	Report out – be prepared to share your Daily 10/4 results in class	
<input type="checkbox"/>	Bring a supply of notecards, business cards, and stamps for handwritten notes	
DONE ✓	<b>2. Extend your learning</b>	
<input type="checkbox"/>	Share your Big Why and Value Proposition with five friends or family members (to affirm in your own mind and garner support)	
<input type="checkbox"/>	Practice scripts with a partner	
DONE ✓	<b>3. Gather your tools – and bring to class</b>	
<input type="checkbox"/>	Download and print the Ignite Prelisting Presentation for Sellers— from Ignite on KWConnect	
<input type="checkbox"/>	Download and print the Ignite Listing Presentation for Sellers— from Ignite on KWConnect	
<input type="checkbox"/>	Create a list of names to call in Power Session 4 Real-Play and <b>bring</b> to class	
<input type="checkbox"/>	Bring copies of scripts used in sessions 1 and 2 for use in this session	
DONE ✓	<b>4. Prepare for a listing appointment</b>	
<input type="checkbox"/>	Watch: <i>Create a System to Secure Listings</i> (5:30 mins)	
<input type="checkbox"/>	Watch: <i>Listing Presentation – Bruce Hardie</i> (16:06 mins)	
DONE ✓	<b>5. Follow up – with previous Power Session</b>	
<input type="checkbox"/>	Complete activities from the Action Plan in the previous Power Session	
<small>*Access videos from <a href="http://KWConnect.com">KWConnect.com</a>. Ignite. Need help? Contact your Technology Coordinator or Tech Ambassador in your Market Center, or email <a href="mailto:support@kw.com">support@kw.com</a>.</small>		
		

## Instructor: Your Turn - Prepare

*Have participants*

Targeted Prospecting

*prepare their call list for the next class.* Every day in class you will be making calls to specific targeted groups. We will follow the three-step process each time.

*This will consist of more people they identified in their sphere and FSBOs. Help them figure out how to contact FSBOs.*

1. **Prepare** – Create your call list for the next class.
2. **Take Action** – Real-Play calls will be made in the next class.
3. **Maintain** – Notes will be written to all those you call in class.

### Prepare Your List

You identified more people in your Sphere of Influence today. Prepare a call list for your next class consisting of the people you haven't contacted yet. Include some FSBO people to call as well (find them online or get phone numbers from their signs).

Name	Phone Number(s)



# Recall and Remember

**Instructor:**  
*Allow time for  
 Cappers in  
 Training to  
 complete this  
 Recall sheet.  
 Ask for their  
 answers  
 before  
 supplying the  
 correct ones.*

What are the benefits of prospecting?

- Is inexpensive and yields immediate results*
- Puts you in control of filling your pipeline of leads*
- Increases your confidence and skill*
- Yields quantity of leads which yield quality leads*
- Keeps you in direct contact with the market and protects against market shifts*

What are the Four Cs of Prospecting?

- Capture*
- Connect*
- Close*
- Cultivate*

What is Time Blocking with the 3–3 and why is it important?

- Prepare*
- Take Action*
- Maintain*

What are ideas for posting to a social media site?

- Listings, tips, community information*
- Refer to curriculum for additional answers*

How many new contacts in your KW eEdge database by the end of Ignite? *200 new + your*

How many new contacts do you have today? *They should have existina Mets close to 50 by now!*

# From Aha's to Achievement

## AHA'S

**Instructor:**

*Have participants fill in their aha's individually or brainstorm as a group.*

*What are your aha's?*

## BEHAVIORS

**Instructor:**

*Ask: How will you translate your aha's into concrete changes in your behaviors? Example: **Aha**—I need to practice my scripts. **Behavior Change**—find a script partner and schedule time*

*What behaviors do you intend to change?*

## TOOLS

**Instructor:**

*Tell: List out the tools you will use to achieve real behavior change.*

*Examples: accountability tool, time blocking on calendar*

*What tools will you use?*

## ACCOUNTABILITY

**Instructor:**

*Tell: Evaluate what kind of accountability will sustain your behavior change. Is this an accountability partner? Mentor? MyTracker? Be realistic. The best accountability system is the **ONE** you will use.*

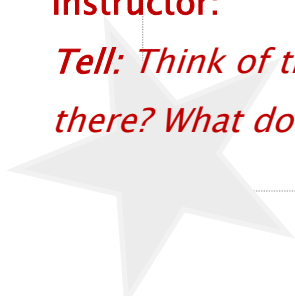
*What does accountability for this look like?*

## ACHIEVEMENT

**Instructor:**

*Tell: Think of the results you want to achieve. What are you doing to get there? What do you have? What will you do?*

*What will you achieve?*



# Achievements of the Week

**Instructor:**  
*This section occurs on the last class of each week.*

**You have survived your first week of Ignite!** You have been introduced to many new skills. Hopefully, as the Six Personal Perspectives explain, you are committed to developing mastery over these new skills.

Mark your progress below:

New Skill	Started Implementing	Continuing to Master by Doing...
Declare your personal Big Why.		
Set your monetary goal.		
Be accountable to your Big Why and monetary goal.		<p><b>Instructor:</b>  <i>The purpose of this section is to work on accountability and mark progress.</i></p>
Use influencing sales language.		<p><i>Use this time to recap, encourage and congratulate the participants for what they have learned and accomplished thus far.</i></p>
Build your database.		
Organize your database.		
Set up direct marketing campaigns and assign them to your contacts.		<p><i>Have the participants review this page and put a check mark in the columns that best describe their progress.</i></p>
Prospect to find potential clients.		
Uncover prospecting opportunities.		<p><i>This format will be in each end-of-week Ignite session.</i></p>
Obtain referrals.		<p><i>Remind participants to add contacts to touch campaigns.</i></p>
How many new contacts did you add to your database?		

**Instructor:**  
*Explain the importance of these resources to “enhance” their learning. The videos, tools and books mentioned are for serious learners!*

*Point out how important these can be to their success.*

# Enhance Your Learning

## Watch on KWConnect

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- Win a For Sale by Owner
- Win an Expired Listing
- Social Media
- Enhance Your Campaigns with Social Media
- Cold Calling Examples

## Use Tool

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Prospecting Call Sheet

7<sup>th</sup> Level Open Houses

Open House Checklist

## Web

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REALTOR® Magazine Personal Marketing Tool Kit

<http://realtormag.realtor.org/tool-kit/personal-marketing>

## Additional KWU Training:

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Customer Experience

