40 Best Practices to INCREASE GCI

Setting Goals

1. Know what economic factors are currently driving the real estate market
   - i.e. Interest rates, foreign buyers, new construction, rentals, etc.

2. Set written goals
   - Studies show written goals are goals ½ achieved
   - Set goals on GCI, transaction, personal income, vacation, etc.

3. Business Plan
   - Create and/or update your written business plan every year

Time Management

4. Schedule your time
   - Emails, telephone calls, administration, showings
   - Being in front of clients makes you money – focus your time accordingly

5. Time management – the four D’s
   1. Delegate it
   2. Delay it
   3. Discard it
   4. Do it

Generating Leads, Capturing Leads & Website Optimization

6. Qualify online leads just like in-person leads
   - Are they ready, willing, and able to buy?

7. Post to Craigslist

8. Always drive consumers back to your IDX website

9. Make sure your website “talks” to your CRM

10. Input/import ENTIRE sphere into your CRM
    - Engage all of your clients, not just your online leads

11. Be seen and easily found
    - Make sure you engage in SEO to increase rankings

12. Create localized content for not just cities, but specific neighborhoods

13. Use auto posting tool and/or virtual assistant

14. Make sure your website highlights community info like school information

15. Make sure your site delivers exactly what your ad copy indicates

16. Incorporate listing syndication into listing presentation
    - Demonstrate the additional exposure to gain listings

17. Photos, photos, photos.........& good ones!

18. Leverage your IDX provider’s SEO options

19. Create & use 25-30 keyword phrases

Nurturing Leads Into Sales

20. The “quality” of a lead is ultimately determined by the “quality” of your response
    - The majority of agents do not cultivate leads.
    - Provide relevant content and convert them from a lead to a client.

21. Respond FAST, FAST, FAST to leads

22. Consistent, professional contact is essential to incubate leads
    - Use an automated system with campaigns and marketing to keep leads engaged

23. You’re selling “YOUR service,” not houses

24. Use the 7 Days to Better Lead Engagement plan to follow-up with leads
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Use the 7 Days to Better Lead Engagement plan to follow-up with leads

Push similar listings to active buyers for greater engagement

Be patient with leads - The best nurtured leads may take 6, 12 or up to 18 months to transact

Winning with email - Increase your engagement by focusing on Subject lines, content within the body of the email and call to actions

Set up ongoing TARGETED campaigns for different types of clients - Buyers, sellers, investors, repeat customers, luxury clients, etc.

Networking

Ask for referrals - Ask current and past clients REGULARLY if they know anyone wanting to buy and/or sell

Being in front of people is where the money is, don’t hide behind a computer

Pop-by past clients - Use creative reasons to stop by. i.e. take them a lottery ticket before St. Patrick’s day and wish them “luck of the Irish”

Tools to Streamline Your Business

Don’t recreate the tech wheel - Invest in a robust and complete solution

When you invest in a system, use it to its maximum potential

Phone scripts - Know what consumers expect from their agents verbally

Use effective templates to increase engagement

Texting can be a useful communication tool

Leveraging Social Media

When using social media, blend some personal with professional - Clients want to make a connection with you and that often comes from personal interests

Use lists in Facebook to control posts to specific audiences - Make content relevant to keep people engaged

Use videos for personal promotion and listings - When you send video links, direct them back to your website

Read “Social Media is like a Cocktail Party”

The 40 best practices were generated from content covered on the 40/40 Lead Enhancement System webinar series, designed exclusively for RE/MAX by Market Leader.

To access recordings of the complete webinar series, visit www.marketleader.com/remax/webinars

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