BANG-UP

REAL ESTATE AGENT

*A Roadmap to Six Figures & Beyond*

RAN BIDERMAN

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# Introduction

## A Message for You

Hi, my name is Ran Biderman, and I am here to share with you a roadmap to success and a system that could help you grow your real estate production no matter what level you are at. The information I included in this book is based on real-life experiences and not on theory. There is nothing theoretical about growing a successful real estate career. It’s all about action, getting in the mud, and doing the work.

I have been in real estate for over two decades as a real estate agent, a broker, an investor, a developer, a coach, a mentor, a trainer, and a brokerage owner. During this time, I have had the privilege to work with thousands of real estate agents, brokers, owners, sellers, buyers, developers, builders, and investors from all over the world.

This humbling experience has taught me plenty about people:

* The different personality styles and cultures
* How people work
* How they negotiate
* What makes them tick
* How they learn
* How they make decisions
* How sensitive people get when their ego is active (more about that later on)
* How to keep deals intact
* What kills deals
* How to keep everyone involved in a win-win

This experience has also taught me that doing the work is one thing but getting another person to do it is a whole different thing. That’s why many broker-owners fail at getting agents in action and consequently why so many real estate agents fail and end up quitting this business.

Becoming a top-producing real estate agent requires more than reading a book or knowing what needs to be done or how it needs to be done. Success requires action—a lot of action. It requires strength and the stamina to keep going when the going is hard. It requires self-motivation, consistency, and determination to keep doing what’s needed even when you don’t feel like it, especially when you don’t feel like it. So it’s not so much about what you do; it’s more about how often and how consistent you’re doing it.

After selling a lot of real estate for over two decades, as well as building successful real estate brokerages from scratch and owning a few, I’ve decided to share my experience and expertise with real estate agents and broker-owners who feel ready and willing to take things to the next level.

**If you are a real estate agent** and you feel ready to become a top producer, closing a lot more sales and building a predictable and profitable real estate career, I recommend you to get engaged with the work assignments I have given throughout this book and take the action needed. If you do all the homework assignments and take the recommended action, you could have a lot of fun doing it and gain a lot more knowledge and experience.

**If you are a broker-owner** and you want to help more agents in your office become more successful, and understand what it takes to be more successful, simply share this book with your agents and make sure they follow through and complete all of the homework assignments. Success can be simple if you don’t complicate it. Just make sure they follow the book assignments and the instructions. This book can ease your process and streamline your training to make sure you eliminate babysitting and handholding.

The success you can gain depends on how much action you take during this reading experience and your participation in the homework assignments given throughout the book. You can pick up ideas, and thereafter choose to participate in my group coaching sessions and work assignments and connect with other agents who follow the same system. When you follow this manual exactly, you will regain valuable knowledge, but how far you’ll take it depends 100% on your ability to execute the work assignments and do the work consistently.

If you are looking to grow your production, then plugging in and doing the recommended homework assignments and connecting with other like-minded agents is crucial.

This book can help you overcome some fear and limited beliefs about what is possible for you. I will also include many tips about improving your lifestyle as a whole, your schedule, your focus, and more. For the skeptics, I am sorry, but I have no medicine for you. If you wish to succeed, you will first need to work on your mindset and the way you choose to think about your future. We will talk about it more in this manual and give you some assignments to help you discover why you are stuck and how to unstick yourself. The first thing, though, is to keep an open mind (the opposite of being a skeptic). Act as if today is your first day as a real estate agent and your page is blank. Forget about your ideas, your experience, your style, and what you think you know. Focus on rebuilding. I know it’s hard, because I had to do it myself. After three years in the business, I thought I knew it all, but I was wrong, and it took a long time to admit it. When you get stuck, it’s usually because of your attitude about accepting new information, a new direction. If you feel like a know-it-all, you will always struggle to break through, and you won’t be able to maximize your potential. So hopefully you’ll choose to let go of this attitude and open your mind to receive the ideas in this book.

One more thing: I am very direct when I speak, write, and communicate. This approach is not always accepted with open arms, so I’d like to apologize in advance. **Remember something important** my goal is to make you successful, nothing else, and to do it, I sometimes need to step on some toes. So, wear your winter shoes when reading this book, and everything will be just fine, I promise.

Let’s begin.

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**PART 2:**

**THE FOUNDATION,**

**FIRST THREE CHAPTERS**

**(CHAPTER 7, CHAPTER 8 & CHAPTER 9).**

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# PART 2: THE FOUNDATION

In this part of the book, we will get into the roadmap to success. I will share with you specifics about the actual work, how to do it, what to do, why it needs to be done, when to do it, and where it’s going to lead. Be ready to take notes and do each assignment. Let’s go.

# Chapter 7

## The Morning Routine

At this point we begin the daily action stage. Up until now we have covered the preparation stage, what it takes to prepare your mindset to build a successful real estate career. In addition, we covered the major causes of failure in the business, including a negative mindset (particularly about money and success), the ego and how it controls our behavior, being an uncoachable closed-minded “know-it-all” type, and of course, procrastination and the inability to take action.

In part 2 of the manual, we will cover the actual steps you’ll need to focus on and how to build a successful real estate career.

When I meet with agents and brokers during my training events and online webinars, I always ask them: “What time do you wake up in the morning, and what is your morning routine?” This question immediately reveals who I am dealing with. Waking up early is a show of character. It takes discipline and a serious commitment, especially for those who aren’t morning types. I used to believe I was not a morning type. At the time (before I joined real estate), I was working nights as a bartender, and since I went to sleep around 4:00 a.m. every day, I used to love waking up later in the afternoon, thinking I was not the morning type. When I left bartending and replaced that with real estate, it was really hard for me to adjust myself to wake up at 4:00 a.m. instead of going to sleep at that time. It took a serious habit-breaking commitment for me to be able to change, but I knew I had to do it, and eventually, I managed to turn myself into a morning person.

Success tends to attach itself to the early risers. Every successful person I know who has achieved very high levels of success and performance in their field—athletes, business owners, entrepreneurs, attorneys, and of course real estate agents—all wake up no later than 5:00 a.m. The earlier a person wakes up in the mornings, the more focused and productive they seem to be, and therefore success and prosperity attach themselves to them. I think it is a blessing that G-d created in this world.

To achieve high levels of production and sustain the pressure and the workload that comes with closing many real estate transactions, you must focus on strengthening your body: give it enough rest, eat well, exercise, meditate, and stay strong. To do that you’ll need to develop an exercising routine in the mornings, eat a healthy breakfast, drink lots of water, and meditate to clear your mind and prepare yourself mentally for the day ahead. You don’t just turn positive all of a sudden. You need to prepare for it first, and following this plan is what I am talking about.

Those who wake up late will never be able to follow the morning routine I am going to share with you here, and therefore they won’t be able to sustain a busier workload and stay healthy long term. When I work with you, my first goal is to discover your habits and routines. **The morning routine is the foundation of every successful high-performance career.** If you neglect the importance of the morning routine, you will never be able to actualize your potential. No one can achieve high levels of success without the discipline to wake up early and follow this or a similar morning routine. It’s not a question of being awake more hours. It’s a question of being awake at times that serve your goals better.

Breaking through what is holding you back and actualizing your potential is my goal. Achieving this goal is always challenging because most people are not willing to go through the breakdowns that naturally arise in the process of growing, and without these breakdowns, a breakthrough cannot exist. Let me explain.

Victoria first contacted me during her second year as a real estate agent. She was full of energy and excitement about the life she wanted to build for herself and her young family. Victoria was already producing more than the average agent, closing thirteen transactions in her first year. She was ready for a breakthrough but needed someone to coach her and help her discover what she couldn’t see by herself. When I first spoke with her (during her introductory coaching call), she told me about her morning routine. She was waking up every morning at 6:30 a.m. Now for most people, 6:30 a.m. might be considered early, but for the goals Victoria had set to accomplish, it wasn’t early enough. Her goal was fifty plus transactions a year, and she wanted to get there by the end of her second year in the business. For most people that production level in year two is an impossible goal to achieve, but I felt Victoria could get it done. So we got to work on it.

The first thing was getting her to wake up at 4:30 a.m., and for that to happen we had to make sure she went to bed earlier. You can’t eat the cake and have it too. You have to sacrifice some to gain some. If you want to be successful (a.k.a. an early riser), you must be willing to change your behaviors and habits. The first goal was to get her to go to bed by 9:00 p.m. Why? Well, to lead a healthy lifestyle, one must sleep well, and we’re talking about at least seven to eight hours of deep sleep. If you go to sleep at midnight, you will never be able to stay healthy waking up at 4:30 a.m. You’ll break down physically and mentally long before you get to close fifty deals, so sleeping earlier is the only way. If you go to bed by 9:00 p.m., you’ll easily wake up by 4:30 a.m. (what I consider the most magical time of the day), and it is that space in time where prosperity begins to attach itself to you, it’s when you begin attracting prosperity and positivity into your life.

After a few months Victoria managed to go to sleep by 10:00 p.m. consistently. She was waking up at 4:30 a.m. every morning, six days a week, to follow the routine I’ll share with you in this book.

**Getting Everyone on Board**

Victoria made a commitment during our coaching call to wake up at 4:30 a.m. every morning, six days a week. This was not simple. Remember, Victoria has a family and other people relying on her. She first had to explain why she needed to sleep by 10:00 p.m. This conversation wasn’t easy for her since her husband Michael likes to go to sleep after midnight, and he wanted her to be with him during that time. In addition, Victoria had to get the kids to sleep earlier, which wasn’t an easy task, she needed Michael to help her with dinner preparations, bath time, and putting the kids to sleep. She had to sell her family what she was trying to accomplish for the entire family. It was a challenge. We are not talking about waking up at 4:30 a.m. once a week. We are talking about making a commitment to build a new daily morning routine, building a new habit to go to sleep earlier and wake up earlier. It is challenging and can cause some breakdowns in your life, especially if you are married and have other people depending on you, but you can do it. I had to deal with it as well, and so do thousands of other successful real estate agents, brokers, and entrepreneurs.

Killing old habits is hard, but Victoria had a strong why and therefore strong willpower to do whatever it took. When she finally managed to go to sleep by 10:00 p.m. and wake up at 4:30 a.m. for a few months, her life changed completely. She followed my morning routine and ended up with forty-seven transactions by the end of her second year (not fifty, but close enough).

Victoria wasn’t the only one I have worked with during that time. But she was the only one in the coaching group who managed to be consistent with the morning routine. Others also managed to wake up earlier than they normally would, but not consistently, and consistency is the name of the game when we’re talking about building new habits and creating huge breakthroughs. This goes back to my 98/2 concept (only 2 percent are committed to greatness).

So now the obvious question is, what time do *you* wake up every morning?

The ability to wake up at 4:30 a.m. every morning will remove 98 percent of your competition! Most people will never make the commitment to do it, let alone follow through on their commitment.

Here is a simple question: Do you want to make more money? Start waking up at 4:30 a.m.

Why 4:30 a.m.?

A successful journey depends on how well you begin the journey. The more time you have to prepare → the more prepared you are → the better results you get → the happier you are.

It is a beautiful and positive cycle. Try it.

**The Morning Routine**

The morning routine is designed not just to grow your income and improve your business but also to create a better lifestyle, a much healthier lifestyle, a stronger and healthier body, mind, and spirit. Everything will change for the better if you are willing to follow this morning schedule and routine.

* **Wake up at 4:30 a.m.** This time is magical because everyone else is still asleep, and they will stay asleep for a few more hours, and the world is all yours. You will shortly realize how magical 4:30 a.m. feels. I know I am in love with it. For those who can’t even think about 4:30 a.m. because for whatever reason you’ve decided to believe you’re not a morning person, you’re missing out on the one simple thing that can completely change your life. A morning person is just a myth. When you start following this routine, you will surely turn into a morning person shortly after. By the way, during the summer it will be easier for you to follow this routine and a bit more difficult in the winter days. Therefore, it’s best if you begin this routine in the summer. But if you picked up this book during the winter, don’t wait; just handle the challenge, and no matter what, don’t allow yourself to procrastinate.
* Make sure you don’t touch your phone until you’re done with the routine. No social media, no emails, no news. Be patient.
* The first thing you should do is drink a glass of water with one squeezed lemon followed by another glass of water. This will help you lose some saturated fat and improve your digestion.
* Get dressed and begin your morning exercise. Don’t delay this step for later. This will wake you up mentally and physically and make sure you stay up and sharp.

**Important Sidenote:**

Before you begin exercising, it is recommended to consult with a doctor and make sure you are in shape to follow an exercise routine.

The exercises I am talking about can be any of the following:

* Running
* Walking
* Dancing
* Zumba
* Jumping rope
* Weightlifting
* Yoga
* Aerobics
* Spinning class
* Kayaking
* Swimming
* Climbing stairs

Basically, you want to engage in any activities that make you break a sweat. Do it for a minimum of thirty minutes and preferably sixty minutes. The purpose is to raise the heart rate and keep it up for a minimum of thirty minutes. Again, please consult with your doctor before engaging in any kind of physical exercise and ask what the best way for you to begin is.

After your exercise, it’s time to slow down, stretch, and prepare yourself to meditate. At the end of an exercise routine, it is easier (especially during the early morning) to slow down the mind chatter, meditate, and focus on your breathing. The following will help you with your meditation/prayer routine:

* Begin with some stretching. Stretch each muscle and then take a seat.
* Sit in a comfortable position (not too comfortable; we don’t want you to fall back asleep).
* Take ten deep breaths and relax your muscles. Begin with your face and relax your muscles. Relax your forehead, eyes, nose, lips, tongue, throat, neck, and back of your head. Relax your shoulders, relax your chest, relax your stomach, relax your back muscles, relax your torso, relax your hips, relax your core, relax your upper thighs, relax your calves, relax your feet, and relax your toes.
* Once you feel completely relaxed, begin “gratitude in action.” All you need to do is simply go through a list of things you are grateful for in your life. For example, feel grateful for having all your body parts, your eyes, ears, mouth, nose, hands, legs, fingers, nails, skin, hair, etc. Be grateful for the air you breathe, the sun, the sky, the trees, birds singing, your family members, your dear friends, the money you earn, the food you eat, the water you drink, the roof over your head, your clothes, your car, your ability to speak, listen, and think, and the list goes on and on. Spend at least ten minutes being grateful.
* Right after the gratitude routine, begin visualizing your ideal lifestyle. Imagine what your life will look like in twelve months; five years from now; ten years from now. Where do you live, what do you do, who’s with you? Keep imagining and visualizing for ten minutes.
* It should be about 6:00 a.m. now. Let’s fuel.

Now it’s time for you to cook your breakfast. Make sure you eat a healthy diet that includes food that provides you with positive energy, like whole grains, fruits, vegetables (stick to natural, sugar-free food), and drink plenty of water. Avoid a heavy, greasy breakfast. Keep it light and be right.

Get ready for the day. Take a shower, get dressed, look sharp, and be ready for an outstanding day.

After you’re dressed for success, sit down and write your goals for the day, and then read them out loud.

At this time you are ready to begin your workday. I will get into your workday schedule in the next chapter on time management.

Fueling your body is essential for a healthy and productive life. If you wish to attract success into your life and be more productive, don’t compromise. Your mindset also depends on what you eat and how grateful you are for what you already have. Being grateful is the only way to attract more reasons to be grateful. If you are not grateful (and everyone has plenty of reasons to be grateful) you will never experience real prosperity and real success. Trust me, follow this morning routine, and it will change your life.

Establishing the right mindset is the foundation for success in your personal life, in your business, and most importantly, with your health. Your mindset directs your energy. It is the navigation system that decides in which direction your life will take you. It is your compass and your fuel.

**If You Can’t Wake Up at 4:30 A.M.**

I often hear agents say, “There’s no way I can wake up so early.” If you are having difficulty waking up at 4:30 a.m. (because you normally get up at 7:00 a.m.), begin by waking up an hour earlier for seven days. Then for the next seven days, wake up an hour earlier than that, until you find yourself waking up at 4:30 a.m. Remember, changing your life takes discipline and courage—courage to do what it takes, discipline to go to sleep earlier and wake up at 4:30 a.m. to follow this routine. Courage is something you can develop by doing something over and over again. Discipline can be developed the same way. As the Nike slogan says, “Just do it.” You begin by beginning. It’s that simple. If you see that you cannot even get up an hour earlier for seven days, then I suggest you go back to the why and find out how bad you really want to achieve success. If you don’t want it bad enough, there’s nothing I or anyone else can do to convince you to want something. You either want it or you don’t, and if you don’t, why are you reading this book?

**Homework:**

The morning routine I shared with you will keep you busy between 4:30 a.m. and 7:30 a.m. Go back and reread this chapter and make a commitment to follow the morning routine for the following seven days. After seven days, make another commitment to continue this routine. After thirty days of doing it, you won’t be able to stop. Now go try it out.

# Chapter 8

## Time Management

A popular topic, time management, is a favorite topic of many mentors, coaches, and gurus who promise they can teach us how to do it. Although many people from all walks of life have challenges with it, time management is much simpler to conquer than you think (when you follow the ideas in this book).

**Let’s Get Clear on Something Important**

To manage time, you will first need to understand how to prioritize your time based on the goals you have set and the business plan and schedule you’ll need to follow to accomplish it. **Prioritizing is the biggest challenge for most people, not time management.**

If you tell me, “Ran, I want to close thirty transactions a year, and I’m willing to work ten months each year to achieve it,” we know you’ll need to close three transactions per month, and that’s what we are going to focus on doing. That information gets us closer to a business plan, meaning you must generate *X* number of leads per month to convert to three transactions per month. Once we discover the *X*, we can then divide it by the number of days you’ll be working. Once we know how many leads you need per day and how many contacts you need to make to get these leads, we can then plan and manage your time accordingly.

Let’s look at some rough numbers. For example, using thirty transactions per year, I can roughly say you’ll need to generate thirty contacts (conversations) per day. Doing that will lead you to close thirty plus transactions per year. We know that rough information from actual numbers people in the field report to us on their daily activity tracker form.

Now, if you need to generate thirty conversations per day, and it takes about an hour to generate ten conversations, that means it will take you roughly three hours to generate the thirty conversations. This activity *must* be prioritized as **top priority** on your schedule, meaning nothing replaces it, and I mean nothing. So from 8:00 a.m. until 11:00 a.m., you’ll be making calls in order to generate the number of conversations you need.

We also know that in order to generate a qualified lead that can turn into an appointment, you’ll need to follow up on the leads you’re generating until you convert some of them into appointments. If you need thirty conversations per day, you’ll need about an hour to follow up on your leads. So between 11:00 a.m. and 12:00 p.m., you’ll prioritize following up on leads, and that’s the only thing you’ll do during that time frame. (Prioritizing is the name of the game.)

There you go! We have 8:00 a.m. until 12:00 p.m. booked and prioritized. Following this schedule consistently and faithfully is what time management is all about. You take control of what happens during each a.m. hour. When you prioritize, you are in full control of your business and the results you’re getting, especially during your a.m. time (which is why it’s so important to get started early every day).

Now that we put this morning routine in perspective, let’s look at the ideal schedule and time management for top producers. Remember, the prospecting time depends on how many conversations you need to generate every day, and that depends on your goal for income and the number of transactions closed annually.

Another factor to look at is how many contacts you make per hour. Some agents manage to make twenty contacts per hour (usually using a dialer), and other agents barely do five contacts per hour. The difference between these results is usually the agent’s sales skills and the technology they use. If one agent uses a dialer while the other is just dialing him/herself, obviously the agent using a dialer will get a lot more contacts per hour (more on the dialer in a later chapter). If one agent has better phone skills and more experience, that agent will naturally get better results.

Blocking your time for important activities and making a commitment to follow the schedule according to the time blocks is the only way to manage your time. If someone cannot make a commitment to follow their schedule, they don’t have a problem with time management; they have a problem with lack of commitment to their priorities.

To achieve high levels of productivity, an agent must first make a strong and solid commitment to follow a productive schedule and to respect the priorities set on their schedule. Here is an example of a top producer’s schedule.

An ideal schedule:

* **4:30 a.m.** Wake up and get ready (water with lemon and get dressed).
* **4:45 a.m.–5:45 a.m.** Exercise and stretch (choose your preferred method).
* **5:45 a.m.–6:15 a.m.** Meditate and gratitude.
* **6:15 a.m.–7:00 a.m.** Shower, breakfast, get dressed, and get ready.
* **7:00 a.m.–7:15 a.m.** Answer emails and quickly check social media and texts.
* **7:15 a.m.–7:45 a.m.** Do role-playing and script practice.
* **8:00 a.m.–11:00 a.m.** Prospect and book appointments.
* **11:00 a.m.–12:00 p.m.** Follow up on leads and book more appointments.
* **12:00 p.m.–1:00 p.m.** Have lunch and reflection time.
* **1:00 p.m.–4:00 p.m.** Return emails, schedule showings, do transaction management and listing management, show properties, do buyer consultation meetings and listing presentations, make social media posts and comments, do marketing activities, go to open houses.
* **4:00 p.m.–6:00 p.m.** If no appointments are booked, do more prospecting and lead follow-up calls.
* **6:00 p.m.–6:30 p.m.** Write a daily summary, do number tracking (how many contacts, appointments, listings, contracts etc.), prepare the leads, and list follow-up calls for tomorrow.

Your “flexible time” will be between 1:00 p.m. and 4:00 p.m., depending on the appointments you manage to schedule during prospecting time. Your priority should always be listing presentations, then buyer consultations and showings. All the rest, including marketing, social media, listing management, transaction management, etc., should all be done after you’re done with your *A* activities.

*“A”* activities are as following:

* Role-playing and script practice (a.k.a. skill building)
* Prospecting, including phone calls and door knocking
* Following up with leads, prequalifying, and booking appointments
* Doing listing presentations
* Doing buyer consultations
* Showing properties
* Writing offers
* Negotiating contracts

Every other activity falls under *B* and *C*. So when you prioritize and build a schedule, remember the rule: an *A* activity can never be replaced by a *B* or *C*, no matter what comes up. An *A* activity is gold, and you don’t replace gold with bronze. This is a rule of thumb: when you wonder if what you’re doing falls under an *A* activity, always ask yourself, “Is this activity directly generating leads for me right now? Is it leading me to book another appointment?” If the answer is no, then it’s not an *A* activity.

If you follow the above schedule from 4:30 a.m. until noon, all the rest is secondary because the morning routine is what sets your momentum and productivity levels. Later in the game, when you begin hiring and delegating to others, a personal assistant, a transaction coordinator, and marketing assistants will all plug in (part time or full time) to help you accomplish more during your work hours and focus on more *A* activities during the day while *B* and *C* activities are done by others. It is crucial that you prioritize and hold yourself accountable or use one of the other mechanisms discussed earlier for accountability to make sure you follow these time management rules.

What happens when you choose not to prioritize is chaos. It begins with little things. For example, a buyer requests a showing in the a.m., and you say, “No problem!” You then leave your office at 9:00 a.m. and get back to the office at 11:30, missing your lead-generation and follow-up hours; no appointments were booked. You then need to move the entire schedule around just to accommodate the showing, and you don’t recognize that you’re jeopardizing your success by doing it this way. You think: “Ran, are you telling me that prospecting is more important than showing a home to a qualified buyer?” and my answer is: “That’s not accurate. What I am saying is that you didn’t consider your prospecting and follow-up time a priority, which would have caused you to tell the buyer: “Mr. Buyer, unfortunately, 10:00 a.m. is not good for me. I can show you that property around 1:00 p.m., or would 5:00 p.m. be better?”

Before you jump to book appointments based on the buyer’s first time preference, protect your schedule and offer other time options. If you had a closing at 10:00 a.m., I am sure you wouldn’t book a showing at the same time, would you? Also, if you already had a listing presentation at 10:00 a.m., would you cancel that appointment to show your buyer a home? No, you wouldn’t. So why would you cancel prospecting? Because you don’t prioritize it correctly and you’re not giving it enough importance. When you block something on your schedule, you must have the integrity to follow through and respect your schedule.

Let’s set some basic rules to help you with time management and prioritizing.

An *A* activity prioritization:

The first thing you must prioritize is your lead-generation activities. Since without generating leads, you’ll have no appointments, therefore lead generation comes before appointments. So don’t book appointments during your lead-generation time.

Lead follow-up. Without following up on leads, you won’t have qualified appointments, meaning lead generation comes before you book a qualified appointment. Therefore, don’t book appointments during lead follow-up time.

A listing presentation. This activity is the only one you can compromise your prospecting time for. I am not saying you should do listing presentations during prospecting or lead follow-up time, but if a seller can only meet you in the a.m. hours, only then will you compromise prospecting time. But that doesn’t mean showing a house qualifies compromising prospecting or lead follow-up.

A buyer consultation appointment. This is when you get an exclusive buyer agreement signed and is the only buyer appointment I would consider in the AM, but only after I offered at least three other time slots from 12:00 p.m. to 7:00 p.m. and the buyers cannot meet unless it’s in the a.m. This buyer must be a referral. I would never cancel a lead-generation activity for a buyer who calls me from a for-sale sign standing outside a house.

A closing. Since most closings are booked by title companies or attorneys, I will always try to make sure they don’t book them during the a.m. Remember, most of the time, I refer the clients to them, meaning without me, they wouldn’t get the business. I only ask one thing in return: “Please don’t book closings in the a.m.,” not a big request. If the attorney for my client or title company decides to book a closing in the a.m. regardless, I will then try to explain to my buyers and sellers why my attendance is not really needed at the closing. If I see them unhappy about it, I will show up at the closing. But I won’t just jump to show up at a closing during the a.m. without trying to move the time first. It’s an attitude you must hold: respect your schedule. Don’t compromise your lead-generation time for anything else unless it’s a real emergency. Not when someone tells you it’s an emergency, but only when you decide it’s an emergency. I am sure you know what I am talking about.

Negotiating offers. When you get an offer in writing, it takes a top-priority preference (right after lead-generation and follow-up time). Negotiating a deal is how you make money, and it must take preference. Sending an offer, following up on the offer, and being on top of it until you have an accepted offer is a top priority and must be scheduled accordingly.

Role-playing. Let’s get honest. Most agents (98 percent) would never cancel a showing, let alone for role-play. That’s because most agents don’t understand how important role-playing is for the results they wish to get during their lead-generation time. Role-playing and script studying is the most important activity during the a.m. It is crucial even when you feel good about your communication skills. Now, normally you wouldn’t need to deal with a 7:15 a.m. to 8:00 a.m. showing appointment, but in case it comes up, I would first try to book it during a later time, and only if I saw no other options would I delay my role-play hour for later that day. Most people would just cancel role-playing, and that is why it is 98/2. These agents will never be able to compete with superstar agents who practice daily and prioritize their skill building. The phone skills and communication skills in our business are the most important skills and what makes superstars, superstars. And these superstars are born by role-playing and practicing their scripts.

After you’re done with role-playing, lead generation, and follow-up and there’s no other *A* activity for the day, you will focus on *B* activities:

* Preparing for a listing presentation
* Preparing CMAs
* Delivering prelisting packages
* Booking previews and showings
* Doing open houses
* Doing home inspections
* Attending closings
* Answering emails, texts, and comments on social media
* Doing all other activities that directly support an *A* activity

After the *B* activities are done, you will focus on *C* activities, including sending postcards, creating videos, making social media posts, uploading photos and listings, and doing database management, listing management, and marketing.

To help you with time management, remember it’s all about prioritization and sticking to a schedule no matter what and protecting your schedule 100 percent of the time. You are in charge of your own day. Don’t allow others to manipulate your schedule. Be firm, be committed, and be professional.

**Homework:**

1. Make a commitment to follow a schedule verbatim. Begin immediately.
2. If you don’t like the schedule I shared in this chapter, or if you cannot follow it for whatever reason, make your own schedule, but make sure it is built around prospecting, lead generation, booking appointments, and converting leads.
3. Create a priority list. What is important to you? Make a list of it and then rank the list on a scale of 1–10 while making sure you’re prioritizing your day to include *A*, *B*, and *C* activities.
4. Make a firm decision never to cancel an *A* activity for a *B* or *C* activity.
5. Instead of trying to manage time, begin following a specific schedule. Just look at what comes next and do it. Keep it simple.

# Chapter 9

## Prospecting and Booking Appointments

For most real estate agents, prospecting is repelling (the P-word) because they think prospecting is cold calling and chasing people. But when I say prospecting, I am talking about generating leads, and one of the best ways to generate motivated leads and book appointments with motivated sellers is to call people. If you don’t like making phone calls, keep reading.

Statistics show that top-producing real estate agents engage in many different forms of prospecting, but phone prospecting is on the top of that list. For many other agents, especially low-production agents, phone prospecting is considered an aggressive sales approach, and since many real estate agents don’t consider themselves salespeople, they avoid prospecting and therefore also avoid high production levels.

Top producers prospect daily, and if you meet someone who doesn’t prospect and they’re killing it, know that they’re not telling you the whole truth about their lead-generation and appointment-setting systems (which must include calling people). The fact is no one can book qualified appointments without using the phone and calling people.

From day one in the business, I was exposed to the simple truth that **those who engage in phone prospecting get all the listings, and those with the listings make all the money**. I have watched the number one producer in my office prospect daily, and every couple of days he would get another listing. It was that simple. He made phone calls all day long, calling property owners and asking them if they would consider selling their property if he could get them a good price. Now obviously, depending on market conditions (buyer’s market or seller’s market), the price would differ. So I watched him making phone calls all day long while the other fifty plus agents in that office mostly avoided the process of calling, except for a few agents (the top producers). Later on in my career it became obvious to me that more than 90 percent of what we consider being a superstar agent (those who close over one hundred deals a year) are those who spend more time calling people, and as a result, they list most of the properties in any given market.

I don’t buy into the “You don’t need to make phone calls to get listings” message of some internet and social media gurus and fans. I use social media, but never to replace the core, never to replace phone calls and face-to-face meetings. When I say prospecting, I am talking about all the activities that generate leads and help us book qualified appointments. (Pay attention, we are not talking about buying leads here.)

**Forms of Prospecting**

1. **Phone calls** to all sources of leads, including warm calling and cold calling.
2. **Door-to-door** prospecting (a.k.a. door knocking). When done with all the above lead sources, this form of prospecting can bring you phenomenal results. I met a real estate agent who makes a seven-figure income strictly with door knocking. When I met her, she was in her seventies.
3. **Social media** communications and messaging (including targeted marketing).
4. **Phone texting/messaging** to all lead sources. This approach should be done in conjunction with phone calls.
5. **Email marketing and landing pages on your website.**
6. **Social media groups.**
7. **Networking events.**
8. **Content marketing.** I am talking about creating how-to-videos and blog posts, writing articles, writing relevant comments on topic related posts, making videos, etc.
9. **Postcards.** This is an amazing lead generator. I have gotten hundreds of listings from postcards alone.
10. **Open houses.** I am talking about open houses by invitation only, to homeowners who live next to your new listing. This is an amazing opportunity for you to get listings around your listings, and it is done in combination with door knocking.

All of the above forms of prospecting can generate leads for your business. If you do them in combination, you can take over many real estate markets at any price range. Let’s look a bit into each of those approaches and see which ones are mandatory and which ones are optional.

1. **Phone prospecting.**

This is by far the most impactful lead generation activity. There are many positive reasons to utilize this approach. Most top producers include phone prospecting in their daily lead generation activities, and so should you.

There are two main types of phone prospecting: Warm calling and cold calling.

**Warm calling** is when you call people you already met, know, and have a relationship with. This lead source is the best way to generate referrals and repeat business. Basically, you’ll be contacting your sphere of influence as well as your past clients on a regular basis, talking about real estate, sharing important data, staying in touch, and of course, asking for referrals.

**Cold calling** is when you call people you don’t know and have never met. This group is obviously a bigger group of people. The goal is to add them to your warm list database by building relationships and adding value to each conversation. In this group you will also be calling FSBOs, expired listings, people who live around your listings and sold properties (a.k.a. just listed, just sold), for rent by owners, and more. In this cold group, you will also find prospects who reach out to you (incoming calls) because they saw your signs, postcards, social media advertising, etc.

It’s important to be prepared for these phone calls ahead of time, know who to call, and prepare the call list in advance (preferably the day before). It is also important to prepare and practice your conversations in advance (a.k.a. role-playing). The best way to prepare for the calls is to use scripts and dialogs and practice them ahead of time on a regular basis. This is what I mentioned earlier (time management) when talking about scheduling role-play sessions every day. Role-playing is the best way to memorize and internalize scripts and feel comfortable using them in a live situation.

When calling, the goal is to provide value and ask questions to determine if someone qualifies to list or buy. You will get much better results when you treat this activity as a numbers game and try to remove your emotions from the process. If you normally seek approval from others, you won’t like making these calls, and if your emotions are not under control, you won’t be prospecting for long. That’s a promise.

The reason most people avoid phone calls is because they are unprepared for the emotional rollercoaster involved in this process. Picking up the phone is one thing; knowing what to say and how to generate leads over the phone is another. Agents who take the time to develop these skills eventually become top producers and free themselves financially, for life.

The more you practice, the better you’ll get and the more leads you’ll generate. If you make one hundred FSBO calls, you will have a lot more confidence, more skills to handle the call, and more chances of booking appointments that turn into listings. But if you quit calling FSBOs after five or twenty-five calls, you will never know the financial freedom agents who specialize in listing FSBOs can have. By the way, it’s the same for all the other lead sources, including expired leads, for rent by owners, investors, spheres of influence, just listed, just sold, etc.

Once you memorize, internalize, and get used to using scripts, you will gain freedom, confidence, and motivation to continue. It is a wonderful experience when all of a sudden you are booking appointments with ease. When every phone call you make is in control. When you keep someone interested during the conversation and they don’t hang up on you. When you manage to book listing appointments every day. When you improve your skills and your numbers get better. It is a wonderful experience, a freeing experience, and I wish for you to experience it. But I can’t do the work on your behalf. You will have to engage in prospecting yourself in order to gain this freedom. How bad do you really want it? (Go back to your why.) Get hungry and get on the phone.

**2. Door to Door (A.K.A. Door Knocking)**

This activity repels a lot of agents, and most real estate agents run away when I mention door knocking. I myself really like door knocking for many reasons:

* First, you can begin the process with a very minimal investment ($50–$150). All you have to do is get some “Free Home Evaluation” postcards/flyers or business cards with your information on them and go give them out to homeowners in your neighborhood.
* Second, you get to walk around and meet people and talk about your real estate brand. (It’s a numbers game. If you do it long enough, you’ll begin getting listings, and once that happens, it never stops.)
* Third, you get to know the neighborhood and the available listings all around.
* Fourth, there is no limit to the number of contacts you can make every day. You’re in charge 100 percent.
* Fifth, homeowners and neighbors will begin talking about you and remember your face and your brand.
* Sixth, when you meet people face-to-face, you have another huge communication impact that doesn’t exist over the phone (as long as you’re dressed professionally, smile, and act excited).
* Seventh, your competition is much less likely to door knock, which allows you to separate yourself from your competition and get all the listings before anyone else gets them.
* Eighth, success is measurable. Once you keep track of your numbers, you can figure out how much money you’ll be making and make your business more predictable and easier to figure out. For example, if for every 25 doors you knock on you get one lead (25:1 ratio), that means you just need 25 more doors to get another lead. If for every five leads you get a listing, now you know that to get a listing, all you need is to knock on 125 doors. If selling that listing made you $10,000 in commission, you are getting paid $80 per door knock. Pretty cool, right? Now go do it.

The list of benefits goes on, but I think you understand the point. Utilizing this technique in your business can free you financially and provide you an amazing lifestyle. I know agents who make seven-figure incomes with door knocking. You can do the same.

**3. Social Media Communications and Messaging**

There are countless books about this subject, so I will keep this topic short.

When I mention social media, I am not talking about posts alone but communicating through social media, directly messaging your clients and prospects, making contacts, making comments, building relationships, following up on leads etc. This also includes communication through videos and audio messaging. (That is a huge niche by itself.)

The obvious reason to add this form of prospecting is the fact that everyone is on social media, and staying in front of them is a key component to building your brand awareness.

Also, participating in social media is free, and if you can generate leads on a free platform, that’s a no-brainer. But remember, free and easy to use means everyone else is doing it as well, and for me, when everyone is zigging, I want to be zagging, meaning if everyone is on social media, no one is door knocking.

Here are some ideas you should implement in your social media efforts. **Now bear in mind, social media platforms change rapidly. Some of these might not be current in a few years (depending on when you’re reading this book):**

Facebook account. This one is obvious. Connect with all your friends and centers of influence and use Facebook messenger to communicate with people and stay in touch. Staying in touch is what this is all about, not posting “look at me” or “Who do you know that wants to buy or sell?”

Facebook fan page. You need to create a fan page and build your audience. Building an audience takes time and effort. Therefore I do recommend that you hire someone to do that for you. If you can’t afford it, you can do it yourself, but it will take a long time unless you pump some money into it. It’s better to invest this time on phone prospecting or door knocking. Social media should be a *B* or *C* activity and not replace an *A* activity. Once your page is up, spend some time creating some engaging posts. (Google that subject, and you’ll easily get lost in an ocean of information.) Once you have some posts, begin inviting all your friends to like your page. Once you have followers (the more, the better), you can begin to target them with specific marketing, which is a powerful tool (but it costs money if you want to get real results).

Join some Facebook groups. Joining related groups and commenting and participating in the group posts and chats can get you leads. You should focus on local groups chats, real estate-related groups, investors, your town/neighborhood groups, and other local business groups.

Instagram. This is the number one social media platform for real estate agents and brokers. You should use it to promote your listings, just listed, just sold, coming soon, photos, videos, and engaging images. You also want to connect with all your contacts on this platform, follow them, and make sure they follow you back by liking their posts and engaging with their posts. There are many different ways to grow your influence on Instagram. I recommend that you read some books on the subject.

LinkedIn. This is your professional social media business card. If you are not on LinkedIn, many people won’t do business with you. Make sure you grow your LinkedIn influence by asking your fans and friends to connect with you and recommend you and your services. The trick on LinkedIn is to engage with other people’s posts, make comments, and like and share their posts to promote things you like. Also, you should be writing articles about your local market. Bring value to your readers and share market stats, etc., which can attract a lot of home buyers and sellers to read your posts. Videos are also very responsive and attract likes and shares, especially if your videos are funny, entertaining, and positive.

YouTube channel. Creating a channel and maintaining it is a full-time job unless you hire people to do it on your behalf. What you should do on YouTube (or any other video platform) is post your listing videos and upcoming listings. This tool can be used to secure listings if you use it correctly. Again, this platform is time-consuming. If you just post an unedited video, you will look like an amateur, and that is not good for your brand. Editing videos is a full-time job. If you wish to do it inexpensively, I recommend finding a video editor on platforms like Freelancer or Fiverr. The best videos to post on YouTube are how-to videos.

TikTok. I myself don’t like this platform because it’s full of inappropriate videos and ridiculous people making fun of themselves. But it is a popular platform, and it can get you some followers as long as people like your style and your videos.

There are plenty of other social media platforms, but these are the ones you should focus on right now. I will keep this topic current on my websites and social media sites for when you seek out a more updated list.

The secret to success is consistency, engaging with people daily by liking, commenting, and sharing their posts with your audience and creating engaging posts. Remember, social media is not an *A* activity, and it shouldn’t be. So make sure you invest time in it only after you complete your *A* activities for the day.

**4. Phone Texting**

Texting is a sensitive subject, and there are also laws about text messaging you must follow. (Google it.) First of all, you should avoid spamming at all costs. Therefore, you must think before you begin group texting people. I recommend you only use texting as a secondary step to phone prospecting and conversing with someone who shared their number with you during a face-to-face, and *never* group text.

Texting can be extremely powerful when used correctly and diligently. Let me give you an example of when and how to use it. Say you just called a FSBO and managed to have a nice conversation. After the call you immediately send a text: “Hi \_\_\_\_\_\_\_\_\_\_\_, thank you for picking up my call. It has been a pleasure talking with you. I will be in touch when I am done with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.” A better approach would be to record a short video (with the same script) and send it to the potential client or your contact. Recording short and personal videos is an extremely powerful tool, and you can make a huge impact if you use it correctly.

Basically, after every phone call you make, excluding the ones who hung up on you, you should be sending out a text message thanking them for picking up your call. You should be using a signature at the bottom of every text. A signature should include your full name, phone number, email address, website, and social media.

An example for a video script is as follows: “Hi \_\_\_\_\_\_\_\_\_\_(name), I wanted to thank you for picking up my call. I am excited about helping you and looking forward to speaking with you soon. Have a beautiful day.” A personalized video like that can be very helpful in building your relationships and setting you apart from the competition.

Texting can also be used to keep your fans informed of important updates. For example, you could ask people to opt-in to your monthly text message where you can record a short video to include important information and updates about the real estate market, guide them to your social media sites, etc. I am not a fan of group texting, so avoiding it and anything spammy is your best choice.

**5. Email Marketing**

Although a text has a higher reply to ratio, email marketing is a very powerful tool, and you should utilize it to build your brand awareness and communicate with your existing clients.

An important sidenote:

Since all licensees are held responsible and liable for their actions (and they should be), I always recommend that my agents keep copies of all communications with buyers and sellers, and an email is the best way to do it. Unfortunately, at times you come across a client that feels like you said something or did something to harm them financially, emotionally, etc. Anyone is entitled to say whatever they want, but no one can deny what’s coming out of their email box. When you keep things in writing and communicate via text and emails, you then have clear evidence of what happened in any given situation.

This is highly recommended for all agents and brokers**: all communications about important subject matters should be put in writing.** As licensees, we must obey and act according to the licensing law at all times. Nothing is worth getting sued for, and trust me, if you remain in this business long enough doing many real estate transactions, you will probably get sued or mentioned in a lawsuit by a pissed-off client. Your errors and omissions insurance won’t cover your deliberate errors, and you need to protect yourself first by following the law and by keeping track of communications through emails and texts. Nothing is worth losing your license for! Remember that please. I have seen agents and brokers get in trouble for being reckless and greedy. Don’t make mistakes. Follow the law, and if you have doubts about what to do, ask your broker of record or a real estate attorney and make sure to read the law in your pre-licensing book. Getting fines and suspension of license or losing your license is not worth it, not for any amount or anyone. Be careful please.

Back to email marketing, on your website and on your social media platforms, you should include a link/banner inviting your visitors and fans to join your email newsletters. This will give you permission to send them emails and include them in your monthly newsletters and marketing campaigns without being the spammer. You should also use landing pages. These are one-page websites people should land on when clicking on your links in your emails, texts, newsletters, social media posts, etc.

Email marketing is a powerful way to keep your brand in front of your past clients, centers of influence, friends, family, and fans. Our entire industry is about building, keeping, and developing relationships with people. Once a month you should focus for one to two hours to create an intelligent, well-thought-out email campaign that brings value to your database. You can talk about the local real estate markets, what was sold by you and your company, what was listed, the deals you like, the mortgage rates, the trends and market conditions, etc. It is also very important to include some success stories and testimonials of your happy clients. Stories are what magnetize people and make them read and share your emails. Keep it interesting and valuable, and please don’t spam or send too many of these emails. The right frequency of a newsletter is once a month. You will be sending other emails as well during the month, but a newsletter should be sent once a month.

Another important and very rewarding activity is sending emails to your database every time you list a house and every time you sell a house. *Just listed* and *just sold* emails and postcards are the most effective way to get more listings. I know many top producers who only focus on *just listed* and *just sold* postcards, and they’re killing it.

**6. Social Media Groups**

I have mentioned it a bit before, but let’s expand on this subject a bit more. Looking for and joining social media groups can be a powerful *B* activity for lead generation and growing your brand (a.k.a. brand awareness). This is a relationship-based business, and the more people you know, the more people know you, which means more and wider influence.

Ask yourself, where do my ideal clients like to hang out online? Which groups do they belong to? What platforms do they use?

The best way to find out is to look on their social media profile and see which groups they belong to. Look around for repeated groups and topics of interest throughout all your connections. You will easily put together a list of groups you should join and start interacting with. Some groups are closed groups, and you’ll need to ask for permission to join. Others are open groups. For the closed groups, when you make a request to join, explain why you wish to join and mention some of your friends have recommended joining. Once you join a group, post a message on the group wall introducing yourself to the group. Then pay attention to the group conversations and figure out the vibe and the key players. If you want to get noticed, the best way is to like posts and comments and make relevant and beneficial comments to existing posts. By doing so, you will soon connect with people and develop relationships. The goal is to take these relationships off social media into your database. This takes time and a commitment to provide value and be helpful without spamming and without seeking reward. Stop thinking about what’s in it for you and begin investing in building connections. If your input is valuable, people will ask to connect with you, and that is when you can add them into your database and begin a relationship by connecting with them on other social media platforms, inviting them to join your newsletters, calling them, and scheduling meetings.

**Remember:**

What’s important about all of these prospecting techniques is staying in front of people on all platforms and making sure they always see your brand name bringing value to the marketplace. Don’t seek instant gratification, and if you do, be ready for disappointments.

**7. Networking Events**

I am not a fan of networking events because I see a lot of agents wasting their time at these events. But I also know some top-producing real estate agents and brokers who thrive at these events. Normally, a networking event is created to help people connect and influence and exchange business cards to promote their brand and meet with other like-minded people. At these events, you will often hear people push their own agendas and ideas and try to influence you to promote their business and ideas. This is all good because it gives you the opportunity to do the same. Do yourself a favor and come prepared with business cards and a short elevator pitch about your business and the value you bring to the table.

The good thing about these events is that you can meet one influential person who can promote your business to their circle of friends and colleagues, which can then easily turn into multiple transactions and a hefty amount of great leads. Don’t underestimate the power of networking. All you have to do is get dressed professionally, go meet some people, and try to find ways to help them grow their businesses, which will automatically build value and benefit your brand. We live in times where many people can only think in terms of, “What’s in it for me?” or, “What have you done for me lately?” Separate yourself from that by offering your help, your input, your network. Give and give and give, and shortly after, you will receive.

Some networking events are closed and private. These are often the best events, but you’ll need someone to invite you in order to get in. If that’s the case, you’ll need to find someone you know who can get you in. This is another reason to network: finding people who can get you into other important networking events and other professional groups. So don’t be shy. Go out there and connect with the crowd. Expressive personalities thrive in these environments, and if you have an expressive personality, I highly recommend you utilize this tool in your business.

**8. Content Marketing**

Content marketing is blogging, vlogging, writing articles, writing books (like this one), creating videos, writing on social media, etc. It’s about bringing valuable content to the marketplace and having that content refer people back to you and your business. Everything I have mentioned so far in this chapter can fall into this category, but the real definition of content marketing is creating content on specific topics based on your own experience and expertise in the subject matter.

Content marketing is the opposite of what’s in it for me. You need to begin thinking, “What’s in it for them?” and then create content. You shouldn’t have any expectations to receive any direct return (although it can boost your brand), but to give of yourself and your experience to help others who seek out that information.

The secret is knowing where to put this content and how to make sure it leads people back to you for more content. There are many content marketing experts and gurus who sell seminars, books, and programs on the subject. Please make sure you don’t get into any expensive commitments (courses, monthly subscriptions, etc.) unless you can afford them and you know for sure you’ll be using them. Content marketing is time-consuming and can easily take your eyes off the ball. It takes time to see any return on investment, but if your content is valuable, you will see a return in time. Be patient, and don’t seek instant gratification.

Content creation should be done in your spare time. It is a *C* activity, so don’t switch it with an *A* even if you don’t like prospecting. I have seen too many people invest countless hours, days, weeks, months, and years in creating content that no one buys or uses. Don’t be that person. You chose to become a real estate professional, so be one, and stop running away from *A* activities.

**9. Postcards**

This is one of my favorite topics. Why? Because postcards bring results, and the ROI (return on investment) is *huge* **if you do it right**. Also, it’s easy to put on autopilot, and anything that’s easy to autopilot that brings good results and a high ROI must be implemented in your business. So let’s talk about doing it right.

Postcards must be sent to your entire database and farm on a regular basis. When I say farm I am talking about geographic farm, a designated area you are focus on prospecting and marketing to. If you wish to start taking advantage of this insane tool, you must follow these rules verbatim. Believe me, I have tried and lost a lot of money before I did it right. Let me do you this favor and save you valuable time and money. This tool has made me and other top-producing agents more money than any other tool in the business.

Here is how it should be done:

1. Always use a jumbo postcard. Don’t send out anything smaller than a jumbo card. A jumbo card size is 6” x 11”.
2. Use a full-color postcard. Your brand image is on the line. Black and white is unacceptable.
3. Send a minimum of five hundred cards.
4. Send them twice a month. Preferably on the first and fifteenth of each month. If you wish to get better results, do it weekly, but never less than twice a month.
5. Get your brand name in the front in addition to the company name. Include your picture (please do yourself a favor and use a current picture, professionally made, with a smile, headshot or half-body portrait). Include your phone number and your email address. Also make sure to include all legal requirements and disclosures and ask your broker of record for approval before you publish.
6. Use a professional service to send these out on your behalf. There are plenty of companies and printers who offer that service. You don’t have time to do it yourself, so don’t even think about licking stamps.
7. Create templates ahead of time for just listed, just sold, coming soon, free home evaluation (a.k.a. free market analysis), holiday cards, open houses, and market updates.
8. Don’t overthink it. Just do it.
9. Put it on autopilot by paying for the entire year in advance (set it and forget it).
10. When people contact you asking to be removed from the list, respect their decision and remove them from the list.

Remember, there are countless companies out there that can do this on your behalf. I don’t want you to spend hours every two weeks putting this thing together. I want you to **set it and forget it**.

**Rule of thumb:**

Don’t do this unless you can make a commitment to pay for at least twelve months in advance to send these postcards twice a month. I’ve seen many agents send a postcard once expecting a return on it, and since they didn’t get any return on one mailer (unless they got super lucky), they decided it wasn’t working and quit. I’ve also seen some other agents send postcards only infrequently (during holidays, etc.), and they never get the return I am talking about here. This has to be done twice a month (or more if you can afford it) and for a minimum of eighteen months before you calculate your ROI. It is a business commitment, and since you now own your own business (an independent contractor), act like it. Begin calculating your ROI on everything you do, know your numbers and what return each activity brings you.

Your postcards should cost about $0.65–$1.25 apiece, depending on the services, the quality, etc. Shop around before you choose a company to work with. Make sure you get a good-quality postcard before making a commitment long term. Always put yourself on the mailing list. (It’s best to use someone else’s name on it and use a different address than your billing address). This way you’ll know when your prospects are getting their postcard and the quality of the shipping. The price ($0.65–$1.25) should include balk mailing, not just printing.

You must send your postcards twice a month (minimum frequency), and if you can’t, don’t do it. Just save some money until you can commit to doing this for a minimum of twelve months. Those who followed this rule know what I am talking about. The ROI is over 1,000 percent if you do it right. I am talking about 10X more than you invest. I have recorded many videos and shared them on my YouTube channel. One of them is specifically talking about ROI on postcards. It would be good for you to expand your knowledge on this subject. Remember, the more cards you send, the better the return. When your database grows, so does the ROI. It’s a numbers game.

**Why Do Postcards Work So Well?**

The reason postcards work so well is that you are sending out a consistent message to the same group of people, getting in front of them over and over again. Sending postcards twice a month makes a statement and shows your commitment and financial ability (which means you are successful at what you’re doing). When people see you consistently listing properties and selling them, they know you are the best choice for the job. I know many real estate agents who make seven-figure incomes every year focused on listing properties, and sending postcards is one of their main lead-generation platforms.

You can do this in any market, low end, high end, as well as commercial and investment properties.

Now before you hold me accountable for this information, I want you to know that the success of this system is directly dependent on your ability to communicate successfully when people contact you about these postcards. That is why I always focus on making sure you understand what to say and how to say it in order to book appointments. Also, when people who get these cards Google your name and they find some negativity about you, like bad reviews and complaints etc., the postcards won’t be able to save your business. You’ll have to clean up your act first and make sure that when people Google your name, they find what they should find in order to hire you on the spot. So before you go full force on any of these prospecting techniques, make sure you Google your name first, and if what shows up is not to your liking, begin to change it immediately. If you find negative content about you, Google “how to remove bad reputation or negative content,” and you will quickly find an ocean of solutions. The best way to avoid negative feedback in the first place is to make sure people have super-positive experiences with you.

**10. Open Houses**

Open houses are a great tool when done correctly. I am not going to write too much about them except what I believe is useful for the chapter topic. We are talking about prospecting and generating leads. An open house as a tool to generate leads is twofold. On one side you attract potential buyers; on the other you can also attract potential sellers. I tend to focus on the latter, generating potential seller leads.

Before I do an open house, I order some postcards that look like wedding invitations. The address is on the outside of the card, and the details of the open house are on the inside. These are “by invitation only” open house invitations that I give to homeowners who live around the subject house, normally five hundred invitations. Now, you can mail these cards out a few days before the open house, or much better, do what I do, and door knock the neighborhood to hand out these invitations in person, face-to-face. I use these open house listings to get me more listings. I am not focused on finding a buyer, although many times I do find the buyer during an open house. Homeowners who contemplate selling now or in the near future always show up to see the house and how I present it to buyers. When you do an open house, remember it’s showtime, and be on your best behavior.

Open houses, done correctly, will showcase not just the property but more importantly, your brand. That’s why you want to make sure the home is presentable. I’ve told many sellers I refuse to do an open house unless they agree to make their home presentable, remove clutter, sometimes throw some fresh paint if needed, and fix the landscape and the house front appearance. I also make sure to bring with me a mortgage broker to help qualify buyers who walk in without an agent and another agent to help me with showing buyers around. It’s a team effort, and you should never do it by yourself. (It can also be dangerous to do it by yourself.)

I do one open house by invitation only, and then right after I do a public open house for two hours. That’s it. I don’t offer to continually do open houses for my sellers, since they are a waste of time. If buyers want to see the house, it has a sign outside, and they can call you to schedule a showing or ask their agent to do so. My recommendation, open houses should be used as a tool to get you more listings, not more buyers. If you like working buyers, by all means use the open house as a “buyers magnet” to find you more qualified buyers. I don’t focus on it since I am focused on listing properties.

Let’s recap. Prospecting is lead generating. What you should focus on is doing the *A* activities first, and don’t ever do a *B*/*C* activity instead of an *A* activity.

On the list I shared here, only phone prospecting, door knocking, and texting are *A* activities. All the rest fall into *B* and *C* activities. When you begin creating momentum in your business, all *B* and *C* activities should be delegated to someone else, and you should stay focused on *A* activities only. You should spend time improving your communication skills by role-playing, chanting your scripts out loud, memorizing your scripts and dialogs, and learning how to handle objections over the phone and face-to-face and how to book appointments when you find a qualified lead.

Implementing all ten techniques will surely generate you more leads than you can handle.

That is a good thing. You always need to generate more leads, and when you cannot handle the volume, it’s time to grow your business and hire people. We will talk more about that later on.

# About The Author

A person wearing glasses

Description automatically generated with low confidence

Ran Biderman is a real estate broker-owner and coach who began his career over two decades ago in Manhattan, New York. In his extensive experience in the industry working as a top-producing listing agent and an investor consultant, Ran has been involved in negotiating thousands of win-win contracts for himself, his clients, and agents. In addition to real estate transactions, he has successfully built multiple real estate brokerages and helped hundreds of struggling real estate agents go to six figures and beyond with his formula for success, including hard work and extreme discipline, as revealed in this book.