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FAMILY
REUNION

KWFR 2018 TAKEAWAYS



1. As an industry, we have a target on our back. As KW we have a target on our back. As Keller Williams Market Pro Realty, we have a target on our back. Breath, we still have a pulse.
2. There were changes in tech management at KWRI and, it was by design.
3. Data share is a part of our culture.
4. 18,000 plus agents are still very excited about their future in real estate.
5. As rainmaker and future OP, must be more intentional with my calendaring and time.
6. CGI tool
7. LORE
8. Find my agents 'Why' and focus on it.
9. Dotloop for teams.
10. Can my system work in China, if I wanted to start a team there?
11. Laura Gillott gets face to face and asks for business. Has 14 events annually and has a playbook/ops manual for each event. They send over google forms and ask for business on the forms when RSVP events. PIE and WHIPPED CREAM for referrals.
12. Peter Chabris is more transactional in nature, however, understands to be successful you need to be more relationship-based than just High D and move and conquer, have surveys to measure his success in each transaction.
13. Chris Suarez has 5 levers that he uses with his team to identify which lead-gen lever they are best suited for and has them focus on that one level of action to be successful.
14. David Huffaker does a huge open house lever and has a large ISA team, covering the calls surrounding the open house.
15. Kenny Klaus is a farming expert, digitally and in print. He does charity events that center around his sphere. However, he is focusing on being omnipresent.
16. BTOP-Building Trust Over the Phone gives the opportunity to agents and staff to learn and do more.
17. Brindly Tucker/ Leverage Scalable program and ops panel, said the 1-3-5 every decision and drill it down further and further until they get a true essence of simplicity
18. Focus on the client experience, not your experience. Perception is the reality, not your perception, it's theirs that will create success.
19. One team has a listing manager for each listing specialist, higher need for time-blocking, they have weekly seller experiences, they use dialers for touches once the agents have left, so they can run through massive lists and leave messages for their sellers, if they don't answer.

20. To find better admin talent, look at law firms and banks for the DISC talent needed. Always be looking for talent.
21. Cody Gibson says "The brain likes specifics and that, in itself, is a pattern interrupt."
22. We get paid at the level of questions we ask; professionals get paid and operate differently than amateurs.
23. Doing anything takes time, doing it the wrong way takes more time.
24. STOP THE SCROLL with Social Media, is the goal! Social Media is the new frontier.
25. If you take one listing appointment a day, what does that look like?
26. Talk to clients using 2x3 - 2 contacts a week for 3 weeks, get belly to belly, ask a FSBO to list their house and have an Open house.
27. Instead of sending a CMA, send them over an API (average price index) .
28. The best way to know the market, is to touch it daily and be in it! Do as many market indexes as possible. Send them out to FSBOs as a pre-listing package.
29. People love to act when they do not have risk involved; offer weekend listings.
30. Winning is as much a habit as losing is.
31. Put a sign in the yard for buyers after they close, 'Sold by' signs. Check with brokerage, MLS, board, and commission.
32. "Some people list homes, see we are in the habit of selling homes" -Expired Script
33. "So what I am hearing is you are willing to pay a buyer's agent 3% to bring a buyer to your house and negotiate against you? Did you know that the average FSBO sells for about 88% of list price, where my average list to sold price is around 95-97%?"
34. Schedule closings at the beginning of the month vs the end of the month. Why be in the habit of always closing at the end of the month, when everyone else is closing?
35. Pros work differently than amateurs.
36. Monday-Tuesday FSBO EXPIRED, Wednesday FOLLOW UP, Thursday DATABASE/SPHERE, Friday FREE/MAKE-UP DAY

37. When Making offers to buyers from sellers, think outside the box.

38. Look at very old FSBO and Expired for sweet spots.

39. 12% of emails get read, 93% of text messages get read.

40. Getriley.com is a text company that will send live texts then when they get the client ready, hand it off to you. Use emoji when sending the text to Buyers, FSBO, and Expired.

41. You do not have the competition you think you do, the only competition is yourself.

42. Be appropriate in the moment.

43. Stop by FSBO to talk to them.

44. Beautiful thing about being new, is making mistakes.

45. It's hard to fail at something when you are the only one doing it!

46. Use pinwheels instead of balloons for open houses!

47. Use 5-6 fake names on registration forms for an open house before people get there.

48. Create pages and be the admin; its not as common as you think!

49. Do short recruiting videos, mini sessions of webinars, and share failures.

50. Put recruiting ads on Facebook and LinkedIn.

51. Stepping out of lead-gen is the very last thing you will do, however, if you do and need to hire ISA/OSA, look at recruiters, headhunters, and car sales.

52. Call a lead 6 times in 5 days, get them to answer the phone! Use the double-dial.

53. It takes time for your ISA team to convert leads; be understanding.

54. An ISA should be someone warm and fuzzy, someone that you can build rapport within 3-seconds, they should be problem-solvers and have assertiveness.

55. Funny makes money - Know how to use humor, culture and values.

56. An ISA should be like a bouncer and sniff out non-serious people, setting actual appointments for the team.

57. 'H2H' communication: Heart to Heart letters or stories on Facebook.

58. Create lists to separate your sphere on Facebook; who are you marketing too? Is Facebook technically a CRM?

59. Create lists based on CRM bull's Eye.

60. You can also choose what you see in your scroll, as well as who you share things with.

61. Have non-real estate conversations. Care, contribute, help and repeat. Nurture into an appointment.

62. Invite to Events - Teach friends to connect with you on messenger and how to give referrals!

63. Create a list of 500 called, 'Top 500,' see who you can get in there as soon as possible!

64. Ask friends the golden question: "Do they have a friend or family-member who they would refer to you?"

65. 12 direct themes (ie. New Years, Valentines Day, funny things to keep in mind and what is going on posts, etc. Ask what others are doing for those events.

66. 33-touch creates mind-share, any advertising makes you omnipresent and creates mind-share so that you are more memorable to people looking for an agent.

67. 52-touch and put it into overdrive.

68. Smile and Dial ****

69. "Please do not keep me a secret, refer me to any friends, co-workers and family-member.s. Thank you in advance. "

70. "Are you 100% committed to an agent/Realtor, yet?" Oh Great, so what it sounds like is there is an opportunity for me to earn your business. "

71. Consistency will outweigh skill, per Cody Gibson. If you're making the right micro or macro actions then success has a better chance of following vs being inconsistent.

72. To be a 7th level team you do not have to have ESO/ISA/Showing Assistants, etc. Every team will and can follow a variation of the model in order to function and thrive in their environment. There are no set formula.

73. If your clients are having to ask you questions, you have failed them and are not setting the right expectations.

74. My own discovery was that I need a visionary to be my replacement. My wife said to me yesterday that I am expecting everyone else on the team to be a visionary and they are just not fitting peg into the hole. It's not that they don't have vision contributions, it's not on the mass scale in order to be true creators and have a massive implementation.

75. The Elephant Buffet! We all have them and they multiply and get bigger over time. They usually do not go away, they just get bigger and reproduce into new bigger and smaller elephants.

76. Don't set compensation as a goal. Find work you like and compensation will follow. If you're getting into coaching or leadership for money, save your time. If you're passionate the income will come.

77. Myths of coaching:

- coaches have to be in control
- coaches have to keep up all the time and know everything
 - coaches need to fix people's problems
 - we help you fix your own problems
 - drink the water you intend to sell
 - coaches have to be perfect
- coaches need to have a relationship where the client likes you all the time
- if you are someone that has to be liked all the time, you won't be a good coach.
 - Mission is to help them succeed, not to be their friend
 - are you willing to tell people what they need to hear?
- you're looking for their respect as opposed to them liking you?

78. Coaching isn't telling and teaching, it's helping clients self-discover.

79. Be a servant leader, leadership is being supportive to other people.

80. Coaching pay: \$300 per client during red shirt program

81. Red Shirt Program

- 12 weeks
- bootcamp style
- \$450 per month for 3 months
- 1 hour calls
- minimum of once a month, you will have a 1 on 1 call with red shirt coach

82. Head coach program

- 12-18 months
- Graduation = RAISE

83. Who you are in business with matters.

84. KW MAPS cornerstones:

- we believe the client is creative, resourceful and whole
- we believe the coach must address the person as a whole (their entire life, yet keep them in production)
- We believe the issues are from the client and their business
 - we believe the relationship is one of partnership

85. P.A.R.T.N.E.R

- P- place their agenda at the top of your agenda
 - A- add value to them on a daily basis
- R- resource them with influence, ideas and tools
 - T- tailor your service to meet their needs
- N- Never violate the trust they have in you
- E- exceed their expectations in everything you do
 - R- respect the relationship and grow in it

86. Who you become is who you attract.

87. MAPS

- M- Master of KWRI systems, models and bold content
 - A- Attitude of positive accountability
 - P- Production advancement
 - S- Skills of excellence

88. Maps coaches 'Deadly Dozen'

- tenacious for results
- cares about the client and their business-coming from contribution
 - team player-passionate about MAPS success, not their own
 - humility = coachable
 - decisive and responsive
 - demands excellence
- takes charge-demonstrates leadership
 - direct and tells client the truth
 - competitive-MAPS to win
- knowledge of real estate and a high-level of KW models and systems
 - learning-based
- asks questions-goes deep to find the answer

87. No one has expansion figured out yet and, we are on the right track.

88. MAPS: "I am going to start the process of becoming a MAPS coach so I can help others besides just my agent partners."

89. Talent: Look in different places for talent...corporate backgrounds are great.

90. Learned a lot about our ISA department and that they are not producing the results they should be."

91. Marketing, needs to be re-vamped.

92. Facebook is a database.

93. Get outside of the real estate bubble, local agents should not be on your Facebook.

94. Be sure to implement, so you must time-block.

95. Set a timer 10-15-30 minutes

- Personal
- Groups
- Pages

96. Jennifer way- 9 closings in first 45 days.

- Casual conversations via private messaging
 - 10 per day

97. Find someone you have not spoken with for a while. "Whats going on? Hows life? How are you?"

- friends-Find friends, go out and find your people.
 - hometown, current city
 - colleagues
 - employers

98. Don't talk to the new friend for 10 days. Wait until they post something engaging. BE COOL.

99. Canva.com

- create an inviting name-community geared
 - create a cover with video or canva.com
 - don't be a secret agent

100. Facebook ads: can be very specific

101. Facebook Live

- connect with your audience
 - be creative
 - plan the video, if possible
 - most important... be yourself

102. Tips for best professional use:

- create live video from your business page
- save and then share to your personal page
- go to your business page, videos, download it
 - upload it to Youtube as a new video

103. Sellers systems and buyer systems: Have a finite point from start to close, from appt to closing.

104. Need to focus on referrals. You must ask, ask, ask, for referrals!

105. People don't think about you unless you call them.

106. 30-day Calendar

- what am I going to do once per month and when am I going to do it?
 - geographic farming- 1st week of new month

107. Focused outcome, You Seek Appointments;

- MREA economic model says 30 appointments yield 16 close sales
- annual sales goal in units closed, then essentially double that number and appointments annually.
- a single agent that is capable of 36 closed sales, needs 72 appointments. Six per month. Three buyers, three sellers.

108. Get one lead generation source working before taking on another. Prospecting and marketing are done in many lead generation targets.

109. Most important thing we need to focus on, is the appointments needed.

110. Understand the 1-1-5

- 1 goal for the year
- 1 chosen priority for Lead Generation
- 5 actions: 24 mailers

111. The people you call 'Sphere and Past Clients' should feel special about knowing you.

112. Referral appreciation program:

- thank people for the referral
- drive to their work with a special gift
- dinner for two; please introduce me to the referral

113. Classics for listings

- Sphere- is someone having a life event?
 - FSBO
 - Expired
 - Just listed Just sold

114. Classics for buyers:

- Sphere
- Open House
- Sign calls
- Apartment buildings/absentee owner

115. Synergy: Choose lead-gen that targets the same population and involves actions you will enjoy, or are willing to do.

116. Working database feeds pipeline:

- names and FORD goes in
 - drip campaigns
- calls made referring to mailers and data intersection
- data collected related to selling, buying or referring
 - next point of contact set and purpose of call
 - visits happen when something resonates
 - calls become self generating over time
 - visits should add abundant data
 - lunch, happy hours, dinners, BBQs, parties

117. All of this is simple. I have to take actions. Wishing or wanting will not make a difference.

118. Hiring my first ISA is my One Thing.

119. Client Events are easy. Just do it.

120. I am going to create hundreds of videos - Mariana Costa.

121. Protect your data!!! -Gary Keller - eye opening on what we do with our data!!

122. ISA - be clear on how they win..break it out by day, week and month. Talk about how they they won today.

123. Great Leaders, open doors that give other people opportunities, are the ones that help them find a better way, another way - yet never say 'NOway' - Dianna K.

124. Don't go for the low hanging fruit - go for the quality - time, leverage, money, and opportunity. Know who you are calling and why you are calling.

125. You cannot influence something you don't understand.

126. When you are done, be done. If you didn't follow your daily plan, you've sabotaged your time with your family.

127. Craft the time you are not working. Time-block it. Don't leave 1/2 your life unattended. Don't burn out.

128. Get reviews - as many as you can. Millennials (and others) research them.

129. Revise "A" buyer's search all the time to find them houses that may not be in their desired hood, number of bedrooms, school, etc. Push them props. Don't rely on the search to be the only way they see things.

130. Until you think bigger.. You won't do more... you need to stretch your mind.

131. Giving People the 'Why' is so important... it creates buy in at a higher level.

132. Mega agents don't make excuses and are not looking for an easy button, they do what it takes... so ask yourself, are you doing what it takes?

133. Ask the hard questions to help them self-discover.

134. As a coach my job isn't to make you happy, it's to make you better... when you take a stand for people's greatness... they will not be happy.

135. Pre-list packet

- create
- maintain
- follow up

136. Door knock - 1x every 6 months

137. Facebook

- split lists (agents, past clients, family)
- contests
- boost posts for buyers
- buyer agents should post specific searches for buyers
- personal message to all of the "A's" - a letter a day

138. Secrets of Top Agents

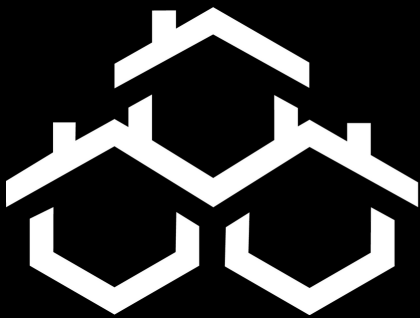
- know what your scripts actually mean
- always be ready to handle objections
- weekly role-play with someone different each time
- Ask for business 15x

139. Client Events

- take video testimonials at the events
 - ask for business at the event
- before event- Phone Call, E-mail, Physical Invite, Mass Text, Facebook Post
 - “Space is limited”
 - follow-up call after event
- feedback questionnaire about the event
- separate Raffle for attendees with an actual referral

"If you don't know what you want out of your life, you will never have enough money. Wealth is a state of mind."

-Gary Keller



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