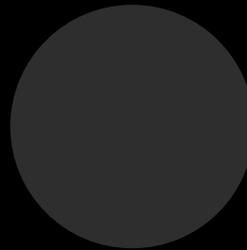
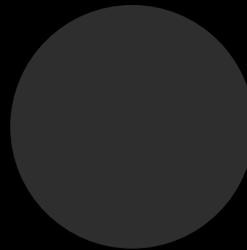


# REV UP!



## MODULE 03

Your Database IS Your Business  
Creating Your Digital Footprint







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ONE University 23811 Aliso Creek Road Suite 168 Laguna Niguel, CA 92677



# WELCOME TO REV UP! 03

## IN REV UP! MODULE 02, YOU LEARNED:

- Your ONE Value Proposition (*OVP*)
- Setting up your individual signature, real estate branding, email/voice mail message
- Philosophy of Farming
- Types of Farms
- Researching and choosing a Farm
- Outlining the Farm touches
- Walking your Farm
- Maintaining of your Farm

## IN THIS MODULE, YOU WILL LEARN:

- Why your database is the foundation of your business
- The four irrefutable laws of managing your database
- How to use the Circles of Opportunity to build and add to your Database, and to get predictable business from it
- Utilizing Client Relationship Managers (*CRM*) for staying in regular and automatic touch with everyone in your database
- What is an online presence and why is it important for your business?
- How to create, build and maintain your online presence.





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Creating Your Online Presence	Pg. 23





“

03

**AFFIRMATION**  
I am happy, positive and have a can-do, solution oriented attitude.

”

# THE IMPORTANCE OF A DATABASE.

## THE CORE VALUE OF YOUR BUSINESS

A database is the core value of a successful real estate business. As in most industries, a strong client base not only generates a steady stream of leads, but it can also become a salable asset in the future. The business minded professional knows that without a database their business is solely reliant on their efforts. In other words, if they stop working, their business stops with them. A well-maintained database should be part of your short, mid and long-term goals. It is your exit strategy.

## WHAT CAN A DATABASE DELIVER?

Statistics show that a seasoned database of people (*connections*) communicated with 30 to 40 times a year with a balance of touches including emails, personal touches, social media, and direct mail will result in a consistent long-term referral based business. Once a database is established and properly seasoned, agents can continuously expect 70-80% of their business to come from repeat and referral customers for the life of their career. In some cases 100% of a agent's business is repeat and referral. Be aware that it can take six to 12 months of consistent connections to season a contact that will produce referral business.

## BUSINESS PLANNING

A fundamental portion of a real estate business plan is the database. In addition to outlining types of touches, you must define when and how they are delivered, and what they will cost. You will need to plan for the growth of your database itself. Plan your work and work your plan.

## TRACKING THE RESULTS

Track your results. You will be excited to see and celebrate your success when you measure and track business plan milestones. Challenges and obstacles will occur; however, tracking activities and results allows you to make course adjustments quickly and efficiently.

# THE FOUR IRREFUTABLE LAWS OF DATABASE.

## 1. BUILD YOUR DATABASE

Discover your circles of opportunity by using the Circles of Opportunity outline as a tool to build your initial database. Start from the center circle (*inner circle*) and work outward.

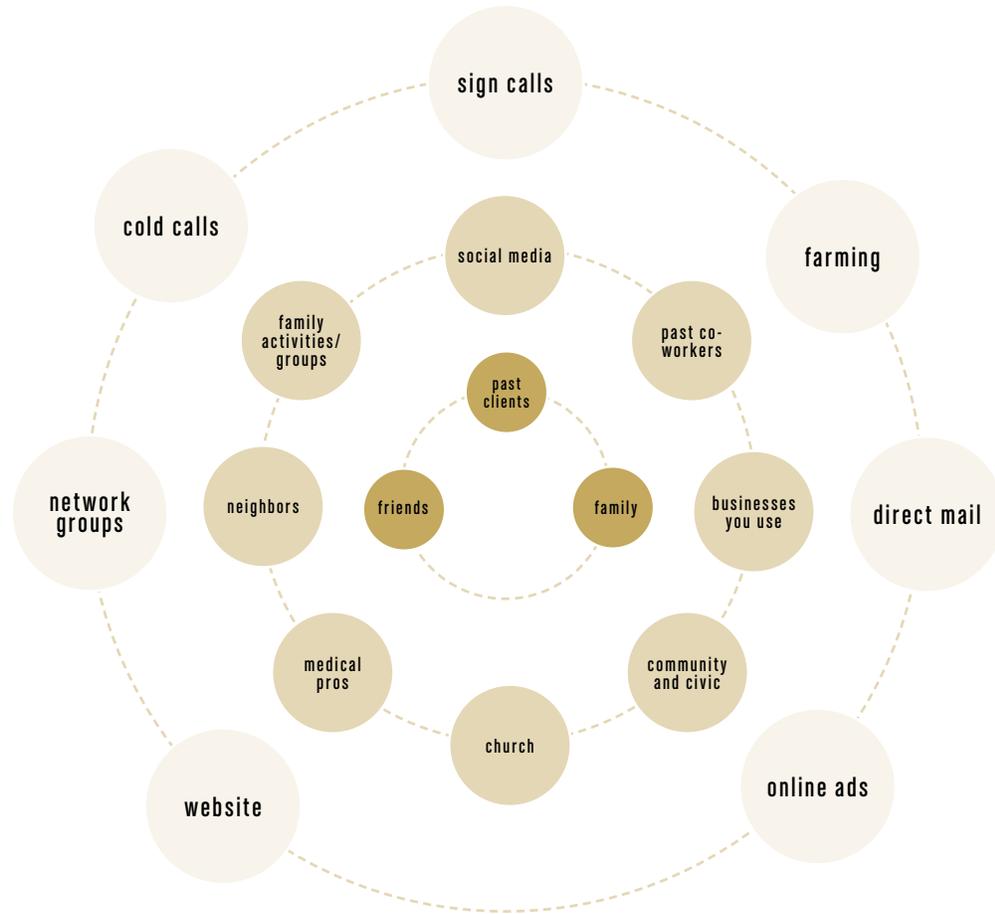
Your **first Circle of Opportunity (COO)** is represented by the inner circle. These people have either already done business with you or will in the future, and will absolutely send you a referral when the opportunity arises. They are already in your inner circle. You are their trusted adviser.

Your **second COO** (*working outward*) represent the people that you have met and know who you are. These are folks who need to be trained to think of you whenever they hear the words "real estate."

Your **third COO** represent people whom you have not yet met. This is a vast and potentially limitless opportunity.

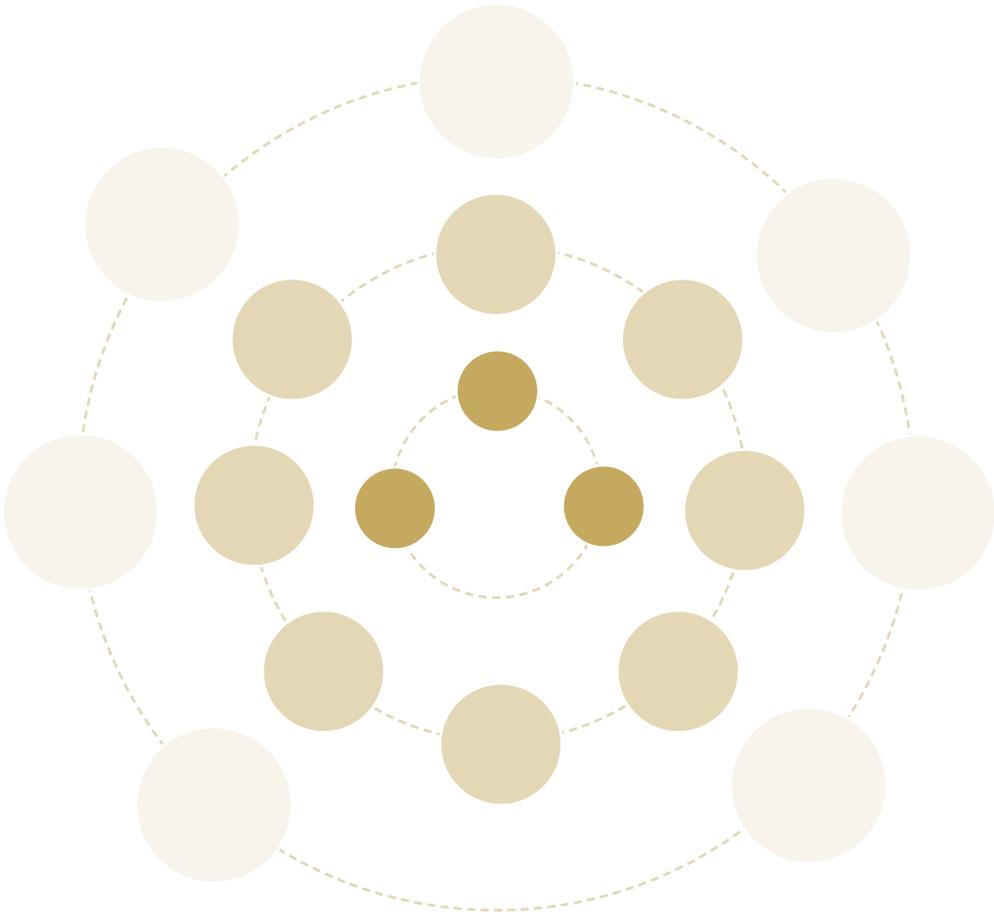
As you nurture your database, your circles will naturally move inward until they become part of your inner circle and you become their trusted advisor.

### Circles of Opportunity Model



- NOT CONNECTED
- CONNECTED, NO BUSINESS YET
- CONNECTED AND HAVE REFERRED

### Circles of Opportunity Model



- NOT CONNECTED
- CONNECTED, NO BUSINESS YET
- CONNECTED AND HAVE REFERRED



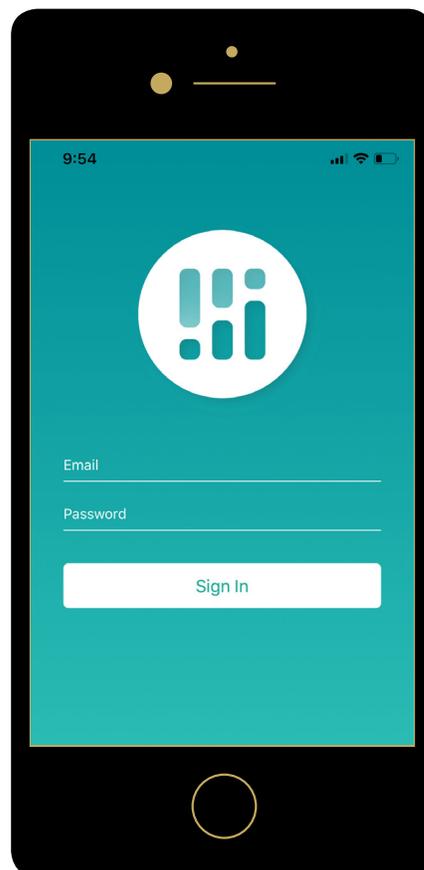
## IDENTIFY YOUR CIRCLE OF INFLUENCE

### Create Your Contact List

Later you will enter your contacts into a spreadsheet that will in turn be imported into your chosen CRM. Start with the top five people you know who will do business with you or refer business to you. Keep writing until your page is full or you've listed a minimum of 25 people. Use the "Discover Your Circles of Influence" handout to jog your memory and build this list.

#### TIPS:

- a. Use the Database Contact List spreadsheet to enter the key contact information.
- b. Follow the instructions on how to import your contact spreadsheet into your CRM.



## Choose a Client Relationship Management Application

When used properly, a Client Relationship Management application (*CRM*) will provide leverage in your business, allowing you to automate touches and communicate to and with your database. Additionally, a good CRM will keep you organized and efficient in your business. Check with your MLS to see if a CRM is provided as part of your membership dues. Realty ONE Group also provides our agents with web templates and a customizable CRM.

### Features of a Good CRM Include:

- Content Management
- Document Storage
- Client Management
- Transaction Manager
- Calendar
- Email Marketing
- Customizable Action Plans
- Task Manager
- Social Sharing

## Enter Contacts Into Your CRM

If you haven't already done so, put all your contacts into an Excel spreadsheet. When entering a contact into your database, gather as much information as possible. An ideal contact list will include:

- Name (*first and last*)
- Name of spouse or significant other (*first and last*)
- Address (es)
- Phone number(s)
- Email address (es)
- Names of family members and their relation
- Birthdays, anniversaries, or other special dates
- Social media (*Facebook, Twitter, Instagram, LinkedIn*)
- Contact type (*COI, past client, buyer lead, seller lead, etc.*)
- Notes (*where you met, most recent conversation, needs etc.*)

## Categorize and Organize

In order to organize your contacts, it is helpful to categorize them. By doing this, it will allow you to send information to the category it is pertinent to. It will also help to avoid losing touch or allowing clients or leads to fall through the cracks. An ideal list of contact types to start from would include:

- Circle of Influence (*COI*)
- Past clients
- Farms (*geographic, demographic, psychographic*)
- Your "Number ONE Fans" (*people who send you referrals*)
- Buyer leads (*to "active buyers" later*)
- Seller leads (*to "active sellers" later*)
- Geographic Farm
- Business Farm (*cross pollination*)
- Vendors (*e.g. roofers, maintenance, repair, etc.*)
- Escrow Officers/Attorneys

## 2. FEED YOUR DATABASE DAILY

### The ONE Habit

Feeding your database daily should be a primary goal. To stay consistent and on course in the growth of your database, utilize

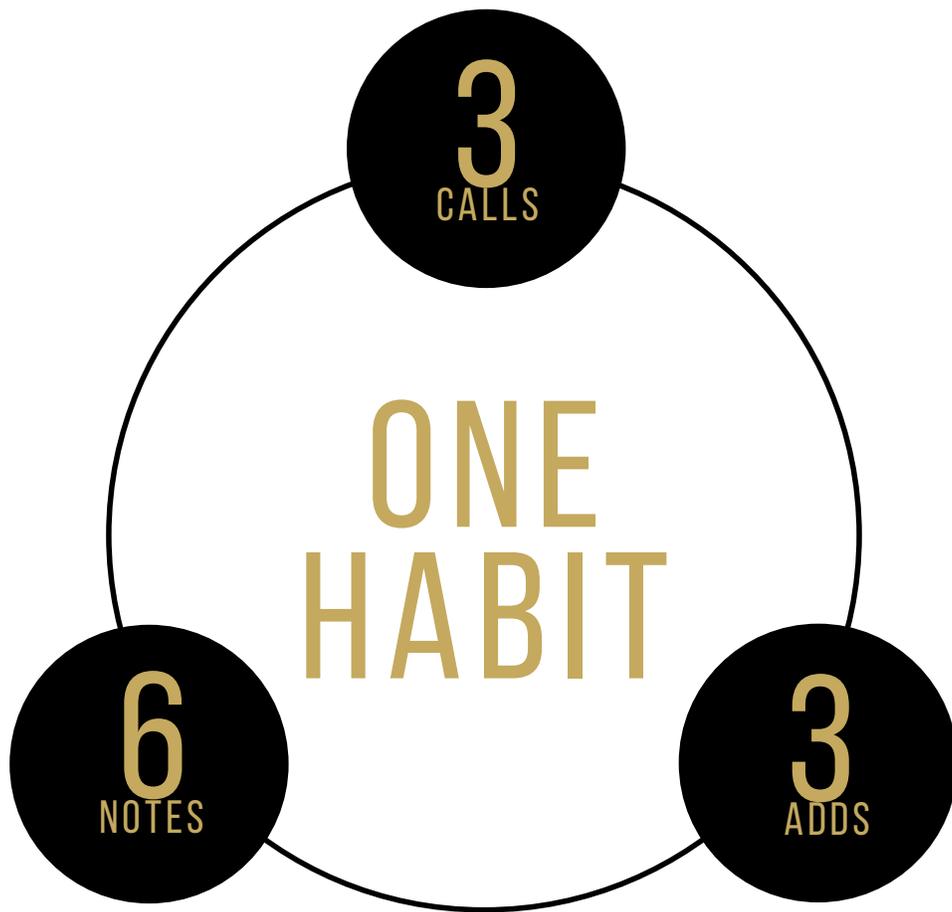
The ONE Habit:

- Three adds
- Three calls
- Six handwritten note cards

This is a simple system that consistently reminds you to tell the world that you own a real estate business. Everywhere you go and everyONE you meet is an opportunity to grow your database.

#### TIPS:

- a. Follow this process when using scripts for business: memorize, customize, internalize, capitalize.



### **A FEW POINTS YOU MAY WANT TO CONSIDER WHEN PRACTICING THE ONE HABIT:**

Create and use a ONE-minute script. This is a short script that can be stated in the amount of time an elevator takes to go between floors. A good script should include who you are, what you do, and value for the recipient. Ask for someone's information rather than giving yours. Giving your business card is good. However, getting theirs is the key.

Convert "Not Yet Connected" to "Connected." As seen in the Circles of Opportunity, there are limitless people that we do not know yet. The goal is to meet them, put them into a database and then they are considered known. In time, they will become people in your inner circle.

A database will grow as a result of your prospecting activities. Every type of prospecting that you do will feed your database. For example: an open house is an excellent opportunity to meet potential buyers or sellers. It is also an opportunity to meet contacts who may not be ready to buy or sell at this point; however, if added to your database, they may buy or sell in the future or send you a referral. This demonstrates the value of every seasoned contact generating referrals that contribute annually towards commissions earned.

A well maintained database will begin to grow on its own. Every referral from within the database is an opportunity to add a new contact to your database. This creates momentum, resulting in the snowball effect. A simple script for this would be:

**"Hello, my name is \_\_\_\_\_. From time to time, I run across useful updates about the \_\_\_\_\_ real estate market. I am happy to send them to you. Is email or 'snail' mail better for you?"**



TIP:

a. Write your ONE-minute script.

### 3. NURTURE YOUR DATABASE

When communicating with your database, there are several basic ground rules:

- **Deliver a consistent message.** Every touch or contact should be consistent and clearly state your message (*e.g., I am a real estate agent, I specialize in X, I want to work with you*).
- **Must be branded.** Refer to Module 02 to learn how to create and develop your brand.
- **Make it personal.** Phone calls followed by a personal handwritten note card are second only to a personal visit. A minimum of four calls a year should be made to your database. When calling, practice the F.O.R.D. Script. F.O.R.D. is an excellent way to keep on point, stay focused on the client and not yourself, as well as ask for a referral.

Your initial plan to nurture your database will allow you to effectively start the seasoning process.

**"A good plan implemented today is far better than the perfect plan implemented tomorrow."**

**F**AMILY

**O**CCUPATION

**R**ECREATION

**D**REAMS

F.O.R.D. Script.

Introduction/Announcement - utilize all techniques:

- Realty One Group announcement/welcome
- Letter mailed to your database
- Email to your database
- Postcard sent to your database
- Personal follow up call
- Personal handwritten note cards to 25 people from your list
- Twelve to four connects
- Social media

Twelve Monthly Newsletters - there are numerous sources that provide customizable, content rich templates:

- Your Website
- Supporting vendors (*home warranty, escrow, etc.*)
- Local MLS or Association

Calls, Cards & Social Media - stay top of mind:

- Four calls followed by personal handwritten note cards
- Greeting cards: birthdays, anniversary's, holidays, etc.
- Simple social media weekly plan: "3CLP" (three comments per day, three likes per day, and ONE post per week)

#### 4. MAINTAIN YOUR DATABASE

As your database grows, you must constantly update your contacts. Either move them inward toward your inner circle (*re-categorize*), or move them out (*D is for Delete*).

A word about deleting contacts: sometimes we fear that if we delete someone from our database, we will somehow lack or lose business. Remember that likes attract. If you have been trying to work with someone who insists on being unhappy, angry, belligerent, and/or difficult, it is better to let them go. Since negative people hang out with other negative people, if you work hard to keep that kind of person happy (*and miraculously succeed*), they will likely refer you to more negative people. Negative people take more time, energy, and resources than happy, cooperative people do.

# SERVICING THE LEADS.

## CREATE/CAPTURE

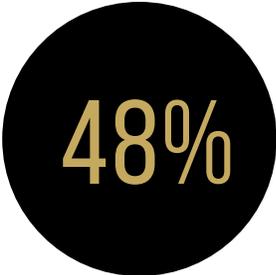
The lead process begins with creating the lead. As your database grows, it will become a consistent source of leads. Understanding the value of every lead generated is essential.

The time, work, and money that are spent in generating each lead can be wasted if a good system to capture those leads is not in place. Time is of the essence when responding to a lead. A Harvard study found that a real estate professional is ONE-hundred times more likely to capture a lead if responding in five minutes rather than waiting 30 minutes to respond. Recent NAR statistics show that 76% of all sellers and 74% of all buyers work with the first real estate professional they meet. In other words, if you are the first to respond, you are three-quarters of the way there.

## CULTIVATE

Once you have captured a lead, they become a connection. Now is time to nurture that connection and cultivate the lead. A systematic follow-up plan based on each type of lead should be in place.

In a recent study, statistics show that:



SALES PEOPLE NEVER FOLLOW UP WITH A PROSPECT



SALES PEOPLE MAKE A SECOND CONTACT AND STOP



SALES PEOPLE ONLY MAKE THREE CONTACTS AND STOP



SALES PEOPLE MAKE MORE THAN THESE THREE CONTACTS



SALES ARE MADE ON THE FIRST CONTACT



SALES ARE MADE ON THE SECOND CONTACT



SALES ARE MADE ON THE THIRD CONTACT



SALES ARE MADE ON THE FOURTH CONTACT



SALES ARE MADE ON THE FIFTH TO 12TH CONTACT

## CONVERT

Once you have cultivated and nurtured a connection, your next goal is to convert them. This requires identifying their wants and needs through the consultation process. By digging deep and asking additional questions you may find that their wants and needs differ from your initial interpretation; this is where listening skills come into play. Once you have identified their needs you will be prepared to support them in achieving them.

## CLOSE

There are many steps to a successful closing of either a seller or buyer transaction. Constant communication with all involved parties is key. An informed client is a happy client. Even if there is no news to share, a simple call stating so is an effective way to show your client that you are looking out for their interests.

## COMMUNICATE FOR REFERRALS

Every closed transaction is a tremendous opportunity for future referrals, providing you stay in touch with them. The average consumer agrees that they would work with their former real estate professional if they could just find them. A systematic follow-up plan with past clients is key.

**"Surveys from NAR show that the average consumer would work with their real estate professional again if they ever heard from them."**



## CREATING YOUR ONLINE PRESENCE.

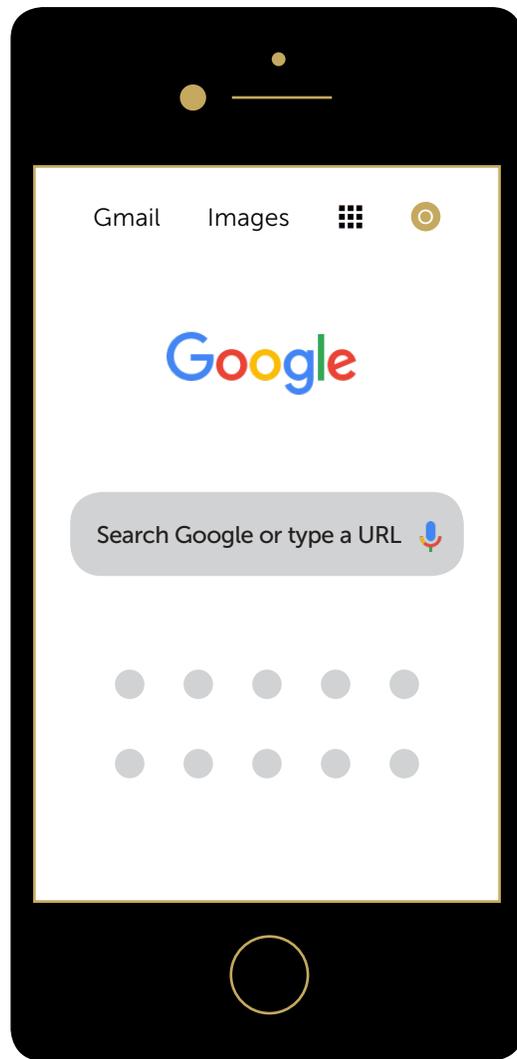
What is an online presence? This is your visibility and that of your business on the Internet. It's how easily you and your business can be found online. And the quantity of data that exists about you and your business. It covers all formats including websites, social media, video and blog.

Depending on your experience online, much of this may be common knowledge; but, we have also found that many of our agents do not fully utilize this resource in their real estate businesses. This section is designed to give you a basic understanding and approach when going online to promote your business.

There are many coaches and resources available when it comes to building and growing your businesses online. We would encourage you to explore ONE University for more detailed training on this, and a large variety of other topics.

In today's digital age, it's essential that your clients can find you online, and that they can gain a perspective on who you are and what your business is about. In order for you to build your business, and to help support your business, we believe that your online presence is and will continue to be a key factor.

The vast majority of your clients and prospective clients use the web to search for almost every product or service they use in their daily lives. They do so either to learn more about a product or service, or in many cases to purchase it. Without question, this applies all aspects of real estate.



Depending on your experience with these online formats, you may have positive or negative views about them. The important thing to understand and acknowledge, is that your online presence, or lack thereof, may affect the volume of clients you can reach.

You might not choose to use social media and networking sites for personal contacts or communication, but you should embrace them when it comes to promoting your business.

For the most part, these tools and resources are free; yet, they provide you with the ability to communicate your message, brand and services to thousands, and even of tens of thousands of potential customers.

Whenever you meet or are going to meet a prospective client, regardless of their age, it is highly likely that they are going to look you up online. They will most likely start with a Google search of your name. What happens when you do that now? Is there a wealth of information about you, your business and positive reviews from your past clients? Or do you have to scroll down a bit to find anything relevant?

Now ask yourself this: in today's day and age—where all of our clients search for homes online and expect their homes to be marketed online—would they believe that you are qualified to assist or represent them from an online perspective?

We think you get the point. You need to be where your customers are. All of your customers are online, and if you're not, then you're missing or losing opportunities on a regular basis. Thankfully, it's very simple to build your online presence and even easier to maintain.

There are many choices when it comes to establishing your online presence, but for the purposes of this course, we will limit it to just a few essentials.



## SOCIAL MEDIA

With literally more than 1.5 Billion users on Facebook & Instagram, there is no question that you, or more importantly your business, need to be here. If you don't already have an account, you'll need to create one. From there you'll need to create a Business Page, as the goal here is to promote your business and attract customers to it. Having a Business Page also gives you the ability to expand your reach and exposure by "Boosting" your posts for a fee.

If you are inexperienced in using social media, we promote a very basic **Social Media Weekly Plan** to get you started: **3CLP**. That's **3 comments** on other people's posts, **3 likes** of other people's comments or posts, and **ONE of your own posts** per week.

Over time you'll develop a presence on social media as your posts, comments and likes begin to accumulate. You can accomplish this by spending no more than 20 minutes a day. And our recommendation is that you do just that. Your goal is to log in, review some posts, Comment on 3 of them, Like 3 of them and create ONE of your own. That's it! You don't need to spend hours on Facebook to accomplish this task. In fact, doing so would probably not be the most effective use of your prospecting time.

Do this activity during your prospecting time block, and then move onto other things. What you'll find over a relatively short period of time, is that your social media pages will accumulate a significant amount of content.

This will assist you in having an online presence when clients connect with you. Otherwise, they may see an empty page with little to no content, and they will choose not to engage with you.

You can complete the 3CLP or any level of engagement with the social media platforms via a desktop computer or from your mobile device. The majority of your clients are doing so from their smartphones, and for that reason we recommend that you set up messaging through these platforms. If your clients are on their devices and they have questions for you about your business, it is likely that they will attempt to contact you through the application.

You want to be accessible to your clients and prospective clients, and also be in a position to respond to them quickly. We would encourage you to set up notifications from the applications on your smartphone. This means that if a prospect attempts to connect with you, you will know about it immediately instead of hours later when you view your account. As we have discussed, your response times to online leads are crucial to your success with them.

There are also highly effective systems and methods for using the advertising portions of social media to generate and drive customers to you. These can vary widely in cost and effectiveness, and we recommend that you do your homework. Ask your manager, your coach and other agents in your office what's working for them.

Be careful not to just spend money on advertising without a plan and some sound advice. And be prepared to respond to leads quickly once you start generating them. Otherwise you will miss most of the opportunities.



## WEBSITES

In the real estate world of today, having a website is like having a business card. It is fundamental and an absolute must. Your clients will fully expect you to have a website, and if they cannot find one when searching for you, it will send a message that you are not a tech savvy Realtor.

With that said, your website does not have to be incredibly dynamic or offer stunning images to be effective. It simply needs to have some basic functionality to give you credibility as an active real estate agent/broker. Your website should have an MLS Search function with an IDX feed. This means that home buyers can use your site to search for all available listings in your area. In addition, your site should have a bio about you, your services and the area(s) you specialize in. You should also request reviews from your clients describing their experiences working with you.

Like most products and services today, our clients want to hear what others say about our services. This will affect the level of interest in working with you, not only with prospective buyers, but even more so with potential sellers. Your reviews or lack of reviews may be the reason you get the listing appointment to begin with.

It's also important that your website provides prospects with all of your contact information, links to your social media pages and an easy method for contacting you directly. After all, if they see a home they're interested in, or they'd like to interview you about listing their property, they should be able to communicate with you quickly.

In many cases, they will visit your social media pages to learn more about you before reaching out or expressing interest. Your website, reviews, and social media content combine to form your online presence and reputation. You want to be able to draw your clients in from a variety of channels.

At Realty ONE Group, we offer a website solution to our agents that not only provides all of this functionality, but combines it with a great customer experience. Once your website is set up, you need to start promoting it in every marketing piece you distribute. It should be on your business cards, your email signature, all of our flyers and brochures, your social media pages and on your For Sale signs. Your job is to drive traffic to your website in every method possible.

You can also accomplish this through methods called Search Engine Optimization (*SEO*) and Search Engine Marketing (*SEM*). Both of these tools are designed to improve the ranking or placement of your website in Internet searches; so, when a home buyer or seller in your area goes online and enters certain words or phrases, your website comes up on the first page of results.

This can be accomplished "organically," meaning that through your own efforts and promotion, your website achieves enough traffic that it shows up in searches without paying for the placement. However, the majority, if not all websites found on the first page of any Internet search are there because they paid to be. Or in some cases they're so well established that they've gained their own momentum. This comes down to significant brand awareness, which you can develop over time.

There are a number of methods by which you can pay to increase your website's visibility in Internet searches. Some of these can be quite costly. We won't go into a lot of detail here, but we do recommend that as with advertising on social media, you do your research.

## ONLINE LEAD PLATFORMS

There are many choices when it comes to purchase leads. We have determined that many of our agents have success with this method of generating clients while many more have invested thousands of dollars without producing a great return. We can debate the quality of the leads depending on the source, but the reality is that a lead is a lead.

As we shared with you in the section "Servicing The Leads," the vast majority of agents do not follow up consistently with the leads they receive. It's important to understand that most online leads are not ready to utilize your services when they contact you or engage with your site or page. They are simply exploring for information, and will not conduct business in many cases until months down the road.

Most agents are seeking clients that can and will conduct business in the next 30 days. If you're going to pursue online leads, you will need to resolve yourself to the process of following up consistently over an extended period of time. With that said, there is a smaller percentage of online leads that are ready to transact business quickly.

By obtaining access to a steady flow of online leads, you will be able to find some of these customers as well. Just keep focused on the fact that you are building a pipeline of leads that will do business with you at some point in the future.

We are not going to recommend any specific lead sources as there are so many, and the results vary widely from agent to agent and state to state. It's important that you choose carefully, and that you're committed to the process of converting the leads that are generated.

Analyze your marketing budget and determine if the leads are worth the expenditure. It's also important to acknowledge that there are no guaranteed results. You may have success, or you may not. As we've stated, you and your efforts will be the most significant factor.

## VIDEO

According to the National Association of Realtors (NAR), "73% of homeowners say they're more likely to list with a Realtor who offers to create a video for them, but only 4% of agents put their listings on YouTube." There is an opportunity for you set yourself apart from the competition with video as most of them are simply not using it in their businesses. YouTube now has over 1 billion users worldwide and over 500 million people are watching videos on Facebook everyday according to Forbes. And yet, the vast majority of real estate agents are not using this medium. Here are some additional statistics to help you realize the significance of video marketing, and the impact it can have on your online presence:

- 72 Hours of Video are uploaded to YouTube every 60 seconds
- One third of online activity is spent watching Video
- Over half of video content is viewed on mobile
- 92% of mobile video viewers share videos with others
- Marketers who use video grow revenue 49% faster than non-video users
- Views on branded video content have increased 258% on Facebook and 99% on YouTube as of June 2017
- Videos up to two minutes long get the most engagement
- By 2019, Internet video traffic will account for 80% of all consumer Internet traffic
- The average user spends 88% more time on a website with video



Video can be intimidating, and most of us are self-conscious about the way we look or sound on camera. But like most things that are new or unknown, the more often we do it, the better at it we become. At Realty ONE Group, we've provided our agents with a video tool that makes creating quality videos simple and quick called Videolicious.

Videolicious is an app that works on your smartphone, and allows you to easily produce branded videos in just minutes. Please visit the Videolicious circle on the ONE Dashboard to download the app to your device. Once installed, there are several tutorials on the ONE Dashboard designed to help you customize the app and help promote you and your brand. As part of your completion of this module, please download the app to your device and follow the steps below to get it set up. We know that if we help you get over the initial hurdle of setting up your video marketing tool, you'll begin to experiment with it in your life and business. And once you become comfortable using it, you'll see how your business will grow exponentially.

**"73% of homeowners say they're more likely to list with a Realtor who offers to create a video for them, but only 4% of agents put their listings on YouTube."**

## BLOGGING

Do you enjoy writing? Are you interested in sharing your thoughts and opinions about a variety of topics? If so, you can develop a great following. Blogging can be an excellent way to attract potential customers by leading with value.

We know that your prospects are going online to gather information about a wide variety of real estate topics. By providing them with a resource, becoming their guide and answering their questions, you can become a trusted advisor.

Most agent websites now provide a blogging feature. You can log into the dashboard of your site and generate a blog post with ease. Then post that topic to your website, your social media pages and distribute it to your database of clients.

Your blog can and will drive traffic back to your website and the buyer and seller tools and links that can be found there. It's another method for building your client base.

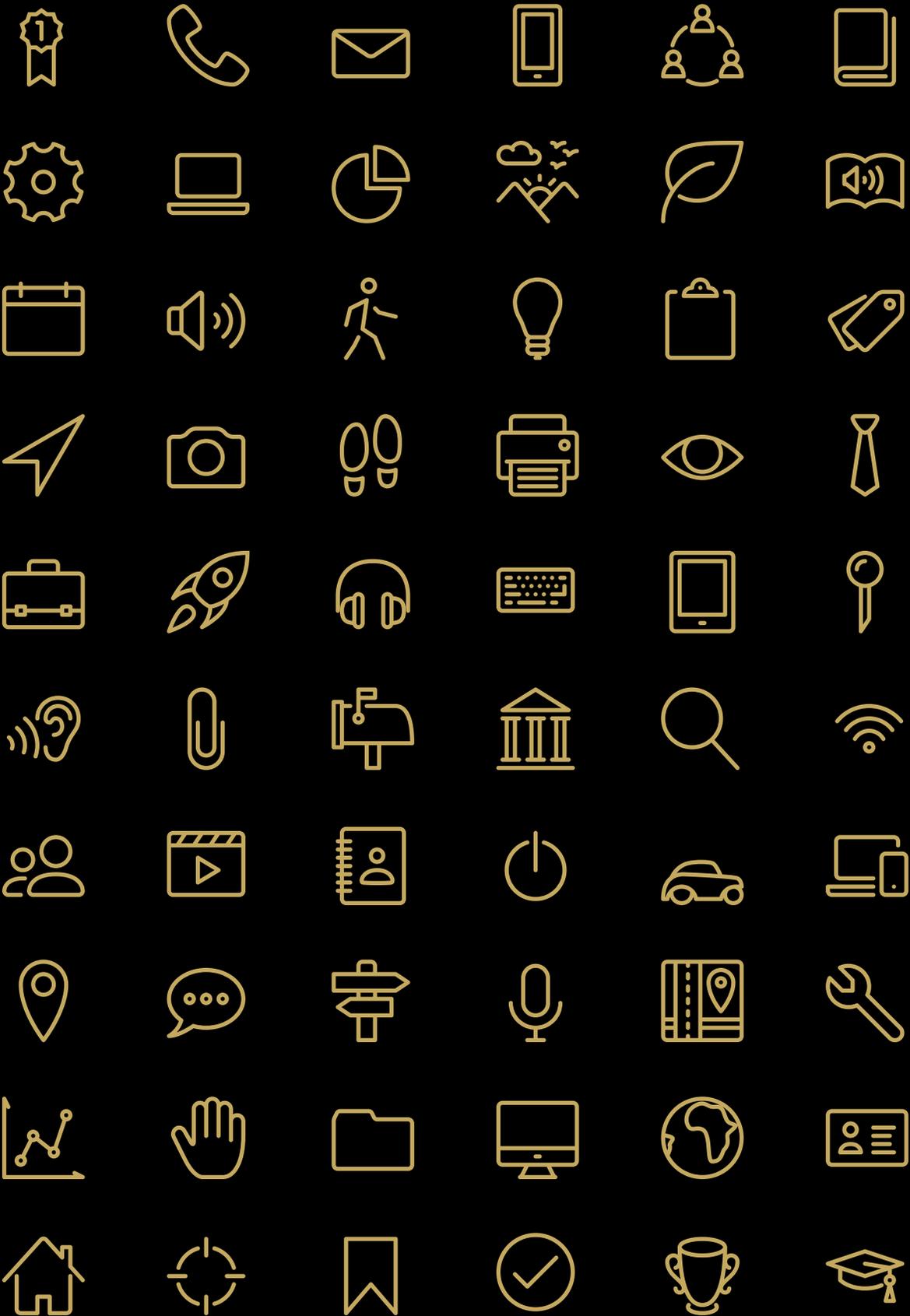
Your blog is an opportunity to communicate your knowledge and expertise. It can also be a way to share client success stories, and a means of helping prospects avoid costly mistakes.

Think of blogging as your method of educating your clients and prospective clients on the real estate buying and selling process. Your blog will also significantly increase your online presence and give your business even greater exposure.





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