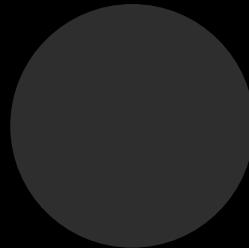


REV UP!



MODULE 02

Establishing Your Brand
Developing Your Farm





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WELCOME TO REV UP! 02

IN MODULE 01, YOU LEARNED:

- Developing your business mindset
- Setting your stage for success
- Identifying strengths inventory
- Goal setting and business planning
- Time blocking, tracking and accountability
- Prospecting methods, scripts and dialogs

IN THIS MODULE, YOU WILL LEARN:

- ONE Value Proposition (*OVP*)
- Creating your individual signature, real estate branding, email and voicemail message
- Philosophy of farming
- Types of farms
- Researching and choosing a farm
- Outlining the farm touches
- Walking your farm
- Maintenance of your farm



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02

AFFIRMATION

I have written goals in all the key areas of my life, and I love to track my activities and results, seeing the progress I am making.

”

ONE VALUE PROPOSITION (OVP).

WHAT IS YOUR ONE VALUE PROPOSITION (OVP) FOR CLIENT ATTRACTION?

Create your OVP to define your uniqueness as a real estate professional and to clearly state the benefits for your clients. Your OVP should answer these questions:

- Why should a client associate themselves with me and my company?
- What do I provide?
- What makes me unique? How do I set myself apart from other agents?

CREATING YOUR INDIVIDUAL BRANDING.

EMAIL SIGNATURES, ONLINE PROFILES, AND MARKETING MATERIALS

An excellent email signature should include four key components: your name along with pertinent contact information (*direct phone #, etc*) and links to your website and social media pages; where you work (*include a company logo whenever possible*); what you do (*your title or role*); and how well you do it (*awards, achievements, etc*). Don't be afraid to toot your own horn a little. You should also include a strong call to action in your signature block, such as a link to a "Free MLS Home Search" or a link to download your personal home search app. You will be sending thousands of emails throughout your real estate career and your email signature speaks volumes.

VOICEMAIL GREETING

Like your email signature, your voicemail greeting can serve as a powerful communication tool. You have the ability to create a powerful 15 to 30-second commercial that will boost your business. In some instances, your voice mail greeting will serve as your only chance to make a great first impression and can instantly set you apart from other agents. You will spend time and money to build your business, so in order to get your phone to ring, capturing every call is critical. This process begins with your voice mail greeting.

A few key steps to consider:

1. Listen to your current greeting and decide how it makes you feel. Is it a good representation of who you are and how you want people to think of you?
2. Decide which items to include in your greeting, such as your company name, your specialties or your primary purpose, your selling strengths, why you are in real estate, how you can or want to help people, and a call to action.
3. Do not be redundant or state the obvious.
4. Use words that you would normally use so it will flow, and above all sound natural. Do not try to sound like someone else.
5. Compose your message and practice, practice, practice.
6. Have people of importance listen and critique your message.

SOCIAL MEDIA, ONLINE PROFILES AND MARKETING MATERIALS

Once you begin creating your social media pages, online profiles, and online and print marketing materials, it is important that you create them with your personal brand in mind. Potential and current clients, as well as your sphere of influence, will see you on these different platforms, so a consistent look and message must be portrayed to increase your chances of being remembered when your services are needed. Consistent branding is important. If you intend to include a logo as a part of your marketing materials, make sure it is compliant with your company's branding standards.

TYPES OF FARMS.

GEOGRAPHIC

A geographic farm is based on a specific community, neighborhood, or subdivision.

DEMOGRAPHICS

A demographic farm is based on a specific demographic (e.g., *distressed sellers, first time home buyers, or military*).

THE PHILOSOPHY OF FARMING

The idea of farming is to choose a specific area, demographic or psychographic and specialize on it. Nurture the Farm and over time become the "top of mind" real estate specialist for that particular farm; the real estate professional of choice. As in an agricultural farm, you would plant the seed, fertilize, water, and nurture until eventually it will produce crops. The advantage here is that you can actually choose the crops (*clients*) you want.

TIP:

- a. Plant the seeds. Feed, water, and nurture them. Then reap the harvest.



RESEARCHING AND CHOOSING A FARM.

Your farm can serve as one of your best sources of business and you will continue to reap the benefits for years to come as long as you nurture it, which will require a substantial amount of time and financial commitment. With that said, it is imperative that you properly research and choose your farm wisely. A small amount of time upfront can make the difference between an acceptable business-building tool and an incredible one. Consider the following steps when researching your farm:

MLS AND TAX RECORDS

How many homes: How many total homes are in the specific community/subdivision?

Average sales price: What is the average sales price in the community for the last twelve months?

Turnover rate: How many homes, on an average, have sold per year over the last five years?

Agent saturation: Does one particular agent or team list or sell a majority amount of the homes in the community?

Potential return: Based on the previous research, what can be expected as a potential commission income from the community? Note: There are two potential commissions from every transaction (*listing side as well as buyer side*).

TITLE COMPANY

Your Title Company is an excellent resource for choosing and maintaining your farms. Some of the tools that they have available include:

Farm packages: Your Title Company is an excellent resource for choosing and maintaining your farms. Most companies now provide access to their tools online and in mobile apps and may include:

Property profiles: Property profiles contain information about a specific property, including tax information, plat maps, comparables, community information, deed recordations, etc.

Farming Apps: Check with your title company to see if they have an app for your smartphone or tablet. Some companies have a mobile resource that will allow you to access pertinent home owner data at your fingertips when you're out walking the neighborhood. Title companies may also provide access to property profiles on demand, and neighborhood analysis tools.

Mailing Addresses: Your title company can provide mailing label lists to apply to any direct mail pieces you decide to send. Note: Make sure you are within real estate Settlement Procedures Act guidelines when accepting materials from your vendor representatives.

RESEARCH THE NEIGHBORHOOD.

PHYSICAL INSPECTION

Drive the entire neighborhood/community. Look at the frontal elevations of the homes. Is the community aesthetically pleasing? Look at entrances and exits.

COMMON INTEREST COMMUNITY HOMEOWNERS ASSOCIATION (HOA) QUALITY

Is the community well maintained and regulated by the HOA? Are the yards and landscaping well maintained? Are there too many vehicles parked in the community? If the community is not well kept, it can be a major drawback and ultimately affect saleability.

PREVIEW ALL HOMES

Preview any homes that are currently on the market. Are the floor plans well laid out and desirable?

FEATURES AND BENEFITS VS. NON-DESIRABLES:

Look for features that could affect a community in either a positive or adverse manner. For example, is there a guard gate, park, or another community feature that could positively affect values? If the community backs up to a busy street, freeway, school, or power line, could it adversely affect values? Once a farm has been chosen, it is time to become the neighborhood specialist and begin the process of nurturing your farm.

TIPS:

- a. Be sure to order a Farm Package of 100 homes surrounding your personal address.



DEVELOP YOUR FARM MARKETING MATERIALS.

TIPS:

- a. Be sure to order complete property profile of your personal address.

INTRODUCTION: ANNOUNCEMENT LETTER

Use the sample introductory letter to customize your announcement to residents within your farm that you are the area's neighborhood specialist. Make sure to include calls to action and outline any benefits you will be providing for homeowners. This can include monthly newsletters, market updates, free market valuations of their property, and so on.

MONTHLY OR BI-MONTHLY NEWSLETTER

Find a source for creating a newsletter and customize it for your farm. Templates can be found online or from local vendors, your state Association of REALTORS®, or other third-party vendors. Make your newsletter eye-catching by including a photo of the entrance to the neighborhood.

CIRCLE PROSPECTING

Calling, door knocking, and door dropping recently listed or sold properties and open houses in your farm are a great way to introduce yourself, increase your name recognition, and get more business from your farm.

SOCIAL MEDIA

Creating a Facebook group for your farm can be a great way to connect with people that care about the community and wish to stay up-to-date on current events that affect the community.

QUARTERLY NEIGHBORHOOD MARKET UPDATE

On a quarterly basis, mail or deliver a market update that contains an analysis or overview of market data for that neighborhood, including:

- Available properties
- Properties sold year to date
- Average sales price
- Average time on the market
- Properties you have listed and/or sold
- Call to action (*free market analysis of their property*)
- Any other data or information about the local area
- Trends for the overall market by comparison

FARM TOUCH GRID (SEE HANDOUT FOR EXAMPLE):

This is an excellent tool used to outline when, how, and what will be delivered to your farm.

CONSISTENT MESSAGE

Materials delivered to your farm should contain a consistent message branding you as the "neighborhood specialist" and asking for business. Color schemes and styles should be branded consistently so each piece clearly relates to you as the Real Estate agent of choice.

QUALITY OF MATERIALS

Any materials delivered to your farm should be of the highest quality using quality paper, full color printing, and so on. These items are a direct reflection of you and how you present yourself, your business, and more importantly, your clients.

CALL TO ACTION

A call to action gives someone a reason to perform a certain action and it is a very powerful tool to include in any materials sent to your farm or database. "Contact us for the top five ways to increase your property value" is an example of an effective call to action. The goal of farming is to connect with people and the more compelling the reason to call you, the more likely you are to connect.

METHODS OF DELIVERY.

There are two basic ways to deliver materials to your farm:

Walking your farm: Walking your farm, door knocking, or door dropping are excellent ways to connect with people, as well as save money on postage.

Mailing your farm: Mailing your farm will save time; however, it can be costly in the long run.

TIPS ON WALKING YOUR FARM

Comfortable and professional: Remember, you are a real estate professional; be sure to dress the part. However, remember that you are walking quite a distance each time so be comfortable as well.

Effective times: The best times to walk your farm are when you are most likely to meet people and make connections. Weekends or afternoons are effective times when people are most likely to be outside doing yard work, washing cars, working in the garage, etc.

Notepad and pen for follow up: Be sure to have a notepad and pen or a mobile device to take notes when making a connection or talking to people you have already connected with. Follow up is key when making a connection and good notes are essential. Names, addresses, contact information and what was discussed are important. The sooner you follow up with any information someone might ask for, the better.

Business cards: Be sure to have plenty of business cards and/or leave behinds when walking your farm. Remember, giving your card is great, but obtaining their information is essential.

Converting connected vs. not yet connected: Every person you come into contact with in your farm is now converted to a "Connected" rather than a "Not Yet Connected." In other words, these are people who you had a personal conversation with. Connecting with the people in your farm is your primary objective. Once you have connected, you can stay in touch with them through phone calls, personal note cards, emails, etc. When you make a connection, be sure to recategorize them so you can stay in touch. Building relationships and becoming "top of mind" is the name of the game. You want to be the first person they think of when they hear the words "real estate."

Walking farm app: See title companies about any specific apps that can help you track how much of farm you have covered.

BUILDING YOUR FARM FACTS.

Create a document to compile pertinent information in your farms as you come across it. Your primary goal in farming is to become an expert in your area and to communicate this to the people in your farm. Outline five skills that you want to enhance or refine.

COUNT

Know exactly how many homes are in your farm so you can print the appropriate amount of materials. Do not deliver to homes that are listed or in escrow with another agent.

DURATION

How much time does it take to walk your farm? If you walk with another person occasionally, keep track of how much time it takes with two people rather than one person.

PERTINENT INFORMATION

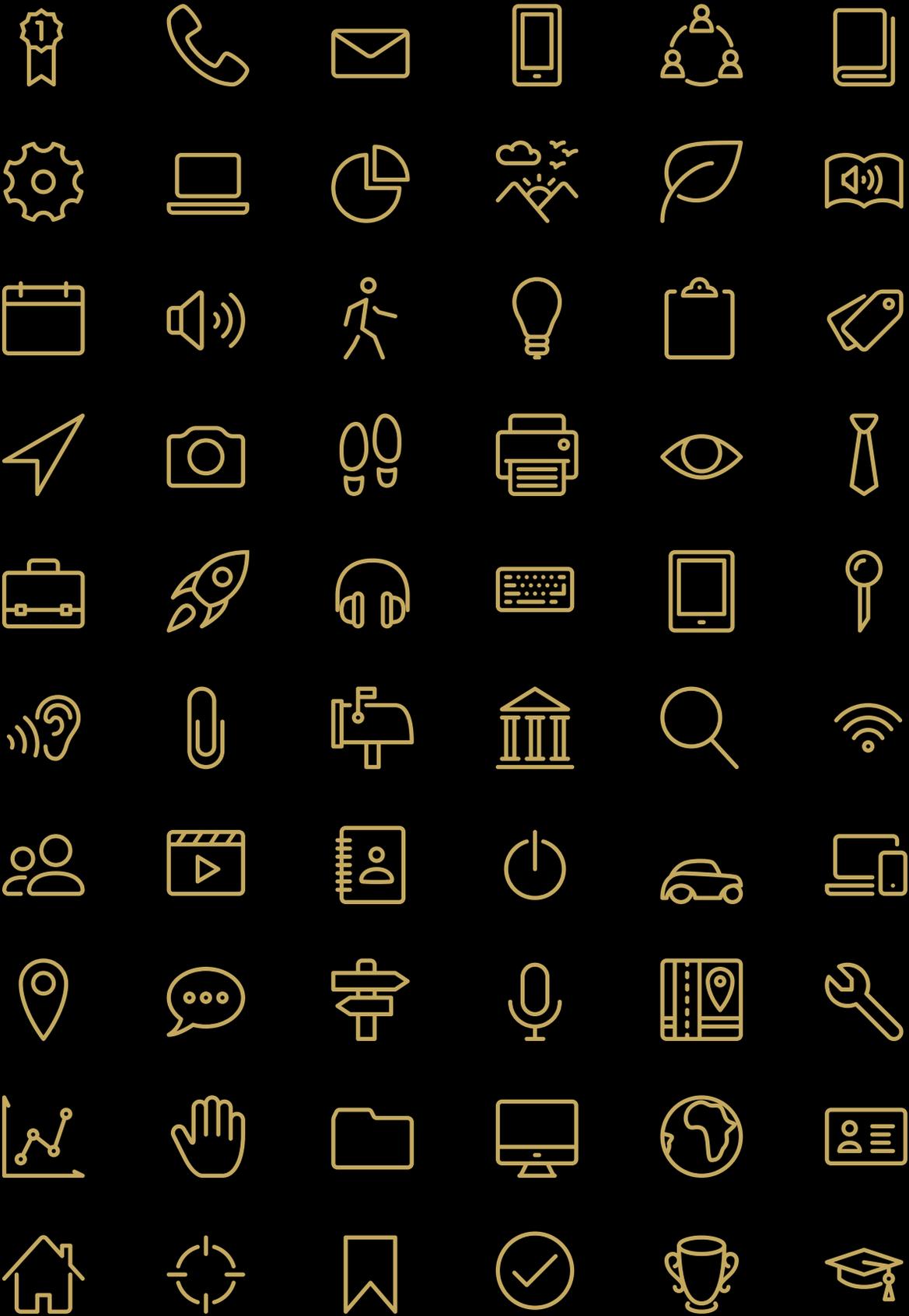
Gather any relevant information as you walk your farm. Look for newly vacant properties and do the necessary research. Make note of any interesting features and benefits of the neighborhood. If someone asks about anything in your farm, you should be prepared with an answer.

TIPS:

- a. Create a catalog of farm facts. Become the expert.



ONE



REALTY**ONE**GROUP