



Real Estate Coaching & Training Webinar
Hosted by PropertyMinder

Mark Burstein
With Special Guest Eric Orland

Q & A – email mark@propertyminder.com
with questions

Setting Goals

Time Management

Prospecting



Presents.....

 **Eric Orland**
Real Estate Coach
ericorland.com



Seminars

Coaching

Training

Background



Eric Orland launched his real estate career in Southern California in the midst of a very tumultuous market in 1990. Eric quickly rose to become one of then top producing agents in the state by focusing on adopting and implementing the necessary tools to ensure maximum success.

Eric began providing sales training to real estate agents in 1991. The detailed system developed for agents was dubbed, “A blueprint for success in real estate”, and provided strategies for all agents to incorporate and further develop their businesses.

Eric has provided motivational and sales training seminars to a variety of industries, such as insurance, mortgage and real estate. The proven techniques utilized by Eric, have yielded significant results, and are the basis for the fundamentals he shares with his clients.

Eric resides in northern California, with his incredible 10 year old son, Jackson.



Topics of Today's Webinar

- The Real Estate Market
- What it Takes to be a Successful Realtor
- Setting and Achieving Professional Goals
- Prospecting & Branding to Become a Listing Agent
- Properly Managing Your Time and Your Database
- Q & A – email mark@propertyminder.com and we will answer most pertinent



A Few Real Estate Statistics

NAR MEMBERSHIP STATISTICS

Members to date: 1,024,669 as of Oct. 31, 2011

Gross personal income by hours worked: \$49,000 (median for 40-59 hrs.)

Information sources used in home search:

Internet: 88%

Real estate agent: 87%

Yard sign: 55%

Open house: 45%

Newspaper ad: 30%

Home book or magazine: 19%

Average Sales per Real Estate Agent in 2011: 5 Transactions (inman news)



Current Market Conditions

First, existing home inventory has been trending downward consistently. The total number of homes listed for sale at the end of October was 3.3 million, down from 4.5 million in the middle of 2008.

Second, rents are rising and rent increases accelerating.

Third, jobs are being added to the economy. Since the low point in early 2009, the economy has added 2.5 million net new jobs.

Fourth, mortgage rates are too low to pass up. (Avg. 3.7%)



Choosing to Be Successful

Real Estate as YOUR chosen profession:

Sales is about Solving Peoples Problems and Meeting Peoples needs

Building a database of individuals in need of your professional assistance and are receptive to using your services.

Choose to be SUCCESSFUL:

- Will and Desire
- Obtaining, understanding, and using the proper tools
- FORGET: “Would have,” “Should have,” or “Could have”



Choosing to Be Successful

- ✓ Why Are you a Realtor?
- ✓ What is your objective each day?
- ✓ Are you managing your time and your clients properly?
- ✓ Are you prepared to take action in 2012?

Setting and Achieving Goals

Goal Setting:

- Reach for the moon and grab the stars. Embrace your dreams.
- Importance of setting short and long term goals.
- Utilizing a time management system (calendar) to ensure your goals are met.
- Make it a ***stretch***
- OWN** your goals
- Your word is your bond
- What do you want? What are you willing to give up to obtain these goals?
- Long-term, Mid-term and Short-term goals
- Meeting Short-term goals brings a sense of empowerment, which breeds **success**

Keys to Taking Action

Time Management:

- Schedule ALL of your activities and chart your success... plan to **WIN!**
- Office Work
- Listing Appointments
- 25% of your day ***prospecting***
- Follow-up
- Client-Night
- Work your database (Extracting More Business from your Referral Base)
- Open Houses
- Broker Caravan
- Work your sphere of influence (Identify your Target Market/Audience)
- DO NOT ALLOW yourself or others to cause deviation from your calendar!
- Take care of the tasks that you know will determine your success...
 - The result of not completing these tasks and accomplishing your goals causes more difficulty than the work entailed in doing the initial tasks in the first place

PropertyMinder



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Client Satisfaction Survey

WIN FREE AMAZON KINDLE!

Fill out our survey and 1 Lucky PropertyMinder client will win a FREE Amazon KINDLE FIRE Tablet. (Link to survey will be sent to all participants after)



How do you Achieve Success?

- 1) Brand yourself EVERY chance you get
- 2) Maintain Consistent Contact with your Client Base
- 3) Provide Accurate and Timely Information for Buyers and Sellers
- 4) Spend 25% of your day prospecting for NEW clients
- 5) Never Sit Back and Wait for your Referrals to make you money.



Keys to Taking Action

Prospecting:

Sales is about Solving peoples problems and Meeting peoples' needs

The ***professional salesperson's*** key to success

Importance of prospecting and the beauty of hearing NO.

Every NO or rejection has a Dollar Amount

Methods of Realtor Prospecting:

N.O.D's, Expireds, FSBO's, and ***Door Knocking***

Scripts and Qualifying Questions (Create a bulls-eye on who can and will perform as your prospective buyers and sellers)

Traditional Marketing Dollars Hard At Work

What is the cost of running a successful Real Estate Business?



Prospect Qualifying

Have a Strategy in Place when approaching Sellers

- 1) When are you moving?
- 2) Why are you moving?
- 3) Where are you moving to?
- 4) Are you receptive to working with one of my referred expert agents in the area? (*trial close*)

In order to keep you aware of the current market conditions, I will need your name, address, email, and phone number!

Goal: Act as their real estate professional so no one else does!!!



Concrete Prospecting Strategies

Don't Struggle... grab the low-hanging fruit!

Expired listings

Why wait for a seller to approach you, when you can pick the listings ***you*** want!

In most cases, these are people who are waving a banner, screaming for help.

Will you provide it them the help they need to sell their home?

Your Checklist:

- ✓ Study Recent Neighborhood Activity
- ✓ Justify your Price point, Justify your Geographic Expertise
- ✓ Set Yourself Apart from Other Agents Going after Expired Listings
- ✓ Collect their Contact Information to begin your Property Value Campaign

“If they don't list with you now, make sure they list with you in the future”



Concrete Prospecting Strategies

Notice of Default (N.O.D)

www.ForeclosureRadar.com is your best friend.

Your audience is being identified *for* you.

Targeted Prospecting: Knock on the Door of a Homeowner Under Water and immediately introduce the only (likely) beneficial option... Short Sale

It's a perfect opportunity to ***set yourself apart from other agents:***

- You understand the market better than your competitors
- You know how to price a listing to generate offers
- You will sell their home to save their credit score.



Concrete Prospecting Strategies

Flyers: A simple, cost-effective approach to generating Prospects

FLYER TEXT:

Please visit my website to determine the value of your home or any other home in the area that may be of interest. NO HASSLES, NO OBLIGATIONS, NO INTRUSION ON YOUR PRIVACY. www.yourwebsiteaddress.com
Remember to include your Name, Face Logo, and Slogan!

1000 flyers @ \$.20 = \$200

Pay a kid to distribute them in a busy parking lot = \$200

Have a Personal Lead Capture website that provides all the advertised info

If only 3% actually go to your site

AND

Only 1 person closes

AND

The average sale price of a home (in CA) is \$242,000

Then... You've just made \$7,260...

Do this every month and you've made 12 transactions or \$87,120



Increase Business in 60 Days

Secure 5 Additional Listings in the next 60 days

- Follow Your Calendar
- N.O.D.s
- Flyer Program
- Expired Listings

Make Today Your Masterpiece

WOODEN ON LEADERSHIP™

THE ART OF SUCCESS

PYRAMID OF SUCCESS

"Failure to prepare is preparing to fail"

"Work outpicks activity for achievement."

ACHIEVEMENT

True success comes only to an individual by self-satisfaction in knowing that you gave everything to become the very best that you are capable of.

"Success is peace of mind which is a direct result of self-satisfaction in knowing you made the effort to become the best of which you are capable."

John Wooden, Head Coach

SUCCESS

Success is not a destination, it is a journey.

FAITH		COMPETITIVE GREATNESS "Perform at your best when your best is required. Your best is required each day."		PATIENCE	
POISE "Be yourself. Don't be thrown off by events whether good or bad."		CONFIDENCE "The strongest steel is well-founded self-belief. It is earned, not given."			
CONDITION "Ability may get you to the top, but character keeps you there – mental, moral, and physical."		SKILL "What a leader learns after you've learned it all counts most of all."		TEAM SPIRIT "The star of the team is the team. 'We' supercedes 'me'."	
SELF-CONTROL "Control of your organization begins with control of yourself. Be disciplined."	ALERTNESS "Constantly be aware and observing. Always seek to improve yourself and the team."	INITIATIVE "Make a decision! Failure to act is often the biggest failure of all."	INTENTNESS "Stay the course. When thwarted try again; harder; smarter. Persevere relentlessly."		
INDUSTRIOUSNESS "Success travels in the company of very hard work. There is no trick, no easy way."	FRIENDSHIP "Strive to build a team filled with camaraderie and respect: comrades-in-arms."	LOYALTY "Be true to yourself. Be true to those you lead."	COOPERATION "Have utmost concern for what's right rather than who's right."	ENTHUSIASM "Your energy and enjoyment, drive and dedication will stimulate and greatly inspire others."	

12 LESSONS IN LEADERSHIP

<ol style="list-style-type: none"> 1. Good Values Attract Good People 2. Love Is The Most Powerful Four-Letter Word 3. Call Yourself A Teacher 4. Emotion Is Your Enemy 	<ol style="list-style-type: none"> 5. It Takes 10 Hands To Make A Basket 6. Little Things Make Big Things Happen 7. Make Each Day Your Masterpiece 8. The Carrot Is Mightier Than A Stick 	<ol style="list-style-type: none"> 9. Make Greatness Attainable By All 10. Seek Significant Change 11. Don't Look At The Scoreboard 12. Adversity Is Your Asset
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www.CoachJohnWooden.com



Thank You for Your Time Today

On behalf of **PropertyMinder** Thank You for attending this webinar today. I hope The content was informative and motivating.

Make today your masterpiece!

Thank You,

Eric Orland

Real Estate Trainer

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Brokers/Owners: Hire Eric (FOR FREE) to attend one of your office meetings or coaching events!

Agents: Get a FREE Month off your PropertyMinder website if you can get Eric to coach/train at your next office meeting!