

SHERRIE STOROR

Ep. 21 | How embracing digital can help you level up your real estate career.

Overview:

With so much new tech available for us to use, are you confused on what to use? Have you tried to do it all and haven't been able to keep up or feel so overwhelmed that you didn't know where to start? Well, I know exactly how this feels, I've been there myself. But today I'm going to be sharing with you my tried and tested systems and strategies, and I'll be giving you advice on how you can embrace all things, digital and level up your real estate business. If you're looking at ways to start elevating your business or have a digital strategy and you want to tweak it, then this episode is the one for you. Listen up

Hot Gossip:

My 51-Point Checklist: This is a step-by-step 51-point checklist that takes you through going from off-market to on market to exchange to settled to sold. Get my step-by-step process to follow from social media, managing your CRM, working your pipeline sellers, letterbox drop emails to text messages and videos to send. This will help you build your stock list even in this challenging time. You can download it for free from [here](#).

My FREE Webinar Series: Last year I partnered with RateMyAgent on a 3-part webinar series designed to bring my courses to agents all over Australia. During this difficult climate, I want to support and give back to an industry that I love and that means so much to me so I'm releasing the entire series for free!

You'll get access to these three training courses:

Week 1: Build a Celebrity Profile - Become a POWER Agent

Week 2: Find your EDGE walk away with a killer listing presentation.

Week 3: Be a Social Climber - Social Media Strategies to List and Sell Properties. Access the full training series by registering [here](#).

The #BuildYourBestLife Coaching Program + Success Manual

And if you would like to join the #BuildYourBestLife Coaching Program which comes complete with webinars, coaching forum and your own daily Success Manual, for more info [click here](#).

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Sherrie:

Hello and welcome to episode 21 (twenty-one) of the build your best life podcast. I'm your host Sherry Storor. I'm a sales coach and a hardworking real estate agent. It's my mantra to build your best life and I'm doing exactly this. And throughout this podcast series, you'll learn how you can grow your GCI, your revenue, and your income by implementing tried and tested systems and structures. You'll learn how you can grow and build your own EBU team and agencies and how you can truly harness your real estate career to provide you with the wealth and the freedom that you've always dreamt of. So, if this is the life that you want to live, make sure that you do subscribe to this podcast. So, you get notified every single Tuesday, when the episodes go live. Now today's episode is all about embracing digital and how in doing so it can help you level up your real estate career.

Sherrie:

It is imperative that we do better, be better, get faster, be more productive and more profitable. And the best way to do this is to keep up with what consumers, buyers, and sellers are looking for and how they want to do business. And then give this experience and this quality of service as quickly and as most efficiently as possible. It truly does puzzle me that when I speak to major franchises or larger agencies and larger businesses, that their focus and their leadership teams focuses seems to not be on what is best for consumers and what

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consumers want and what they're looking for, because let's face it without them, we simply would not have a business at all. We need to have a strong focus on our consumers, on our buyers, on our sellers, on our landlords and on our tenants. And here's the thing, listen up management, you will always have agents that are new that want to be a part of your business. If you have the consumer focus, agents will always go to where the buyers and sellers are.

And that is what embracing and becoming a digital agent is all about and why it's so important, how people buy their homes, it's changed, once upon a time, if you wanted to buy a new home, you would drive to the local real estate office and let's face it, there weren't many of them you'd look into their windows, check out their window cards with photographs of properties actually stuck on cardboard. And then if you saw one that you liked, you would pop inside, meet an agent who was of course, eagerly waiting, and they would then suggest to jump into their car, and they would take you to see that particular property along with a few more.

And generally, they wouldn't even take you back to the office until you picked one and were prepared to sign a contract. But consumers, they no longer operate like this, and they no longer buy like this. Their go to is now their computer and their phone. And now we have two pools of clients, those that are actively looking and those that are passively browsing and have a general interest in real estate. And these active buyers are hunting for information and for properties. And they also expect to receive that information without looking for it. So they will be looking at the online advertising portals, they will be looking at realestate.com and domain.com at homely.com, they'll also be looking in their local newspapers and let's face it, not every community now has one of these, you know, a large portion of them have now gone completely defunct and have gone actually online, they've gone digital. So those buyers who are looking in those places on those paper print advertising, they will now be looking online.

So, once they're searching online, they then expect to be targeted to, and they expect similar properties that they know they would like to come and find them. So being a digital agent is no longer just about advertising your properties on the property portals. It is now about putting out exceptional content and advice through social media and your own channels. About utilising lead capture pages and click funnels to sell properties through social media. It's about utilising pixels and building your own ads and creating advertisements for your properties, using your database. And once you've put them into Facebook and LinkedIn, you can also then utilise and create those lookalike audiences. We need to have exceptional photography, videos and virtual tours for all of our properties, be it for sale or for rental and for all categories of properties, whether they be low, middle range or high end. The first inspection is now the second, the first already happened, it happened online. So, to ensure that you even get a second inspection or the first real world inspection, you need to have captured your buyer's interest and attention. For the longest time as an industry, we have been capturing data, but very rarely do we engage with this data. So if you don't already have a newsletter that you're sending out and that you're emailing on at least a weekly basis, it is time to level up, go and put it on your to do list, put it on your priority list and get it happening right now. And this newsletter, it needs to provide real value and real service to your buyers and sellers. And you know, if they're going to take the time to read this newsletter, we really need to deliver that content. Because in this very busy world, it is very, very hard to capture their attention, our audience, they're not only receiving our communications and other real estate agents communications, but they're also being sold to by various other products and services.

And they're have an inbox full of other really important emails and information. So if you want them to continue to want to receive and read your newsletter and keep doing so, you need to provide value, give information, and provide a service that is easily not found anywhere else, including online or on various different portals and websites. If you want to be exceptional, if you want to provide exceptional service, if you want to be the best and have the best properties on offer in your market, if you want to be the most dominant. And if you want to have the highest market share, and if you not only just want to make a living and a good

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income, but if you want to make an exceptional life and have real wealth, then the reality is that you need to sell properties that either have a higher price range, or you need to sell more homes, or you may even choose or need to do a combination of both embracing digital and becoming a digital agent means change.

And I'm not just talking about how we market ourselves and our services or how we advertise our properties. It also means embracing the technology that is going to help you provide a better and more consistent level of service to your clients. This means having a rock star CRM or database platform that has trials and inbuilt systems and sales processes so that you can keep in regular and very personal contact with these people. One of consumers greatest complaints about real estate agents is that they don't follow up embracing a system and putting a trail in place means that you don't forget. And hence you demonstrate to your clients that you always follow up. There is minimal slippage or leakage, and there is less missing out on opportunities and listings. And you know, that little feeling that you get that angry one, that sick one, the one when you see a property that you missed out on, even going and having the opportunity to go and present your sales strategy, and you see it then listed with another agent, we want less of this feeling.

Being a digital agent also means being able to send out SMS on bulk, letting people know about properties that are being listed, that have sold before they see it elsewhere. It's also about communicating with vendors via videos, text messages, airtable, WhatsApp, and having transparency in our follow up with our buyers and our procedures with our vendors. It means leveraging this data that we capture to sell our properties both offline and off market. It means allowing a system in to work in conjunction with you on your business. It means allowing artificial intelligence in, to decipher who on your database is potentially looking to sell and when and how you can then work in with this AI to then follow up these people, to give you every fighting chance of getting every single listing opportunity in your database.

Digital is key, but I also noticed that agents really struggled to work purely online, and they do miss opportunities. They miss, you know, tracking their phone calls and keeping accountable to their own goals, maintaining their prospecting activities and their contact lists and their stock lists. And I think for most agents, they really want to be able to see everything together at a moment's notice all in place and in their own handwriting. And that's how the build your best life success manual was born. It was born out of necessity and essentially it was bought out of necessity for me. And over these years, I have noticed that other agents also operate in the same way, which is hence why I pass it on into the industry, but it is that perfect digital partner. It is a nice accompaniment that works hand in hand with your CRM, but it holds you accountable. So, with your CRM, you shouldn't lose anything, but if you do, you're certainly not going to miss it when it comes to your diary.

The digital agent, it is so much more than social media. It is the backend, it is the front end, it is how you interact with your team and how you interact with your consumers. We have entered a new era, one that will forever change our outlook in how we live, how we work and what is important to us. As an industry we have been on the back foot for a long time now in how we service our clients. We have prioritised doing the highest number of transactions to give us the best possible income, but that has been shortsighted. We need to give the service and do the volume. It is time to not only level up to what consumers want and expect, but it is the time now to be innovative, embrace disruption and preempt what the market is looking for from their real estate agent.

They are looking for a long-term heart to heart connection with all service providers, including their agent. People buy and they sell more often today. It is also now more the norm to own investment properties. There has also been a shift and a movement to owning two homes. One that you reside in, and one that might be a holiday home or a lifestyle home, now is the time to capitalise on this. Never has there been an opportunity to step up and help more people it's never been greater. Never has there been a time to shine more than today, because the agents who show themselves for who they really are and embrace what the marketplace is looking for and go to where both those active and those passive buyers are

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where they present their properties out to the marketplace, and then they organise for those properties to track and to follow these people around digitally online using these advertising techniques of today, they are the ones who will get the traction. And those that combine it to give better, do better and provide a more personalised service will be the agents doing mass volume. They will prospect less, and we will see them at the top of the leader boards.

So I hope today that I've given you either a shakeup, a scare or I've reassured you that you're on the right path, but tune into next week where I'll be talking to my rock star, digital client, **Jamie Harrison**, from **Kollosche Real Estate** on the Gold Coast. Jamie has taken his career to a whole new level by embracing all things digital. Now he's going to be sharing with us his knowledge and his expertise on how he leveled up his career and his business so don't miss out on this one.

So, if you'd like access to the transcripts and any other information that I've shared into this podcast, you can find it all in one place by going to [Sherriestoror21](#). So if you are keen to build your best life by harnessing your real career, implement proven sales systems and structures, leverage your own results, build your own celebrity profile and learn how to build your own team and EBU whilst making more profit and working less, then make sure that you do subscribe to this podcast so you get notified every single Tuesday, when the episodes go live.

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