

SHERRIE STOROR

Ep. 20 | How to use social media to level up your real estate business.

Show Guests:

Jamie Harrison – Sales Agent, Kollosche on The Gold Coast

Overview:

Are you wondering what being a 'digital agent' means in the real estate industry today? Do you find all the tech options on the market overwhelming or confusing? Are you unsure what tech you should and should not embrace in your business?

Today I'm sitting down with Jamie Harrison from Kollosche Real Estate on the Gold Coast! Jamie has grown and built his business by embracing digital and growing a business that is unlike any other and he will be sharing his knowledge and expertise with us. If you're keen to start embracing digital and build a digital strategy that will increase your revenue and GCI, tune in to today's podcast!

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](#).

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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 twenty-two (22) of the Build Your Best Life podcast series. So let's get into the business of today's podcast and I'm super pumped because I feel that today's podcast is a topic that we really need to get into in a bit more hard hitting detail.

There is a lot of talk about becoming a digital agent in our industry today, but with all the tech that's available and all the new alternatives coming to the market daily, how do you decipher what you need and what you need to do in order to stay up to date with it all? If you're wondering where to start or how to level up your digital strategy even further, then today's episode is the one for you. Today, I'm sitting down with Jamie Harrison from Kollosche Real Estate on the Gold Coast who will share with us his knowledge and expertise on how he leveled up his career by embracing digital.

SHERRIE STOROR

Sherrie:

Jamie, welcome to the build your best life podcast.

Jamie:

Thanks for having me.

Sherrie:

Fantastic. Now I don't know if you remember this, but do you remember where we first originally met? We were at realestate.com we were in a boardroom.

Jamie:

Just down the road, I think?

Sherrie:

Yes, we were actually only about two blocks away and we're in a board room and we were talking a lot about all things digital and so forth. And you were talking about your strategy and I was just blown away. I was going who is this guy? He's really amazing. So that was when we, when first met, but I was super pumped because I wanted to really showcase your knowledge on this podcast series because quite often, we see real estate agents wanting to embrace digital on social, but they don't really know when to start. I don't think they're totally sold on the belief that it actually does work and that is what we have seen with you and your career because essentially you are the king of postcode 4218 right?

Jamie:

I guess that is one way of putting it.

Sherrie:

So for those who don't know, postcode 4218 it covers?

Jamie:

So Broad Beach, Broadbeach Waters, Mermaid Waters, Mermaid Beach.

Sherrie:

So you've been working in the industry for the last five years. So really, you've kind of dominated in a very short period of time. And I know you've told me about how you'll be in supermarkets and people will come up to you and you haven't met them before, but they'll just recognise you from seeing you on social media, right?

Jamie:

Yeah, well they sort of double look at you and sort of stare at you at the corner of their eye. And I guess just with the consistency of ads that are constantly floating around there in the background, its people sort of resonate with that over time.

Sherrie:

Yeah. Which is great, that's exactly what we want from people, we want them to recognise us and sort of look at us like how do I know that guy again? "Oh, it's your trusty Real Estate Agent" So I mean the last five years is really quite a short time to kind of really build the traction that you have on the coast, but in particular to gain that sort of market share. So, let's break it down how have you really kind of done this?

Jamie:

Yeah, I came from a business to business sales background, so I've been in sales quite a long time and I think one of the reasons why I sort of chose to gravitate towards the real estate industry, is I felt that there was a lot of opportunity there. I'm very much a believer that I'm a professional marketer as much as I am a salesperson. And I think a lot of agents out there may not share the same view and yeah, I just thought that was a real opportunity. I

SHERRIE STOROR

really love marketing and love I guess pushing the envelope and working out how we can do things better and be more innovative. So yeah, it was, it was sort of, I guess a bit of a natural fit for me and being able to come from, I guess I used to sell photocopiers for Xerox. So, it's not very easy to get excited about a photocopier but everybody needs one. So, it's one of those things, I felt if I could combine those skills with the mums and dads and you know, beautiful properties down on the Gold Coast, it seemed like a natural fit for me.

Sherrie:

Yeah, it sounds pretty glamorous. Social media was one of the platforms that you've really embraced. Whenever you list a property, you have campaigns on social media, but you also personally market yourself, you know, on the platforms too. So just walk us through a little bit about that.

Jamie:

Yeah, look, I think social media now is, you know, going through one of the biggest platform shifts of our attention since TV or radio to TV and now I think there's a real opportunity. You're constantly on show. People are constantly walking around with their phones. People don't watch TV anymore and watch the adverts because we are all on Netflix or we fast forward just to the shows that we want to watch. So I thought there was a real opportunity to not only promote myself but promote my properties, but more also utilise the power of data to be able to make sure that we're taking the right properties to the right people. So yeah, we're just sort of ducked and weaved and sort of made a few mistakes along the way. But all in all, it's sort of coming together really well.

Sherrie:

Yeah. Well, one of the things that you talk about is you really talk about not sitting back and waiting for buyers to come to you and to basically walk through the door, that you basically go out there and you grab them and you bring them back. So, you know, tell us about that philosophy.

Jamie:

Yeah, look, I think, we've sort of got a philosophy that we're out there hunting for the right buyers rather than waiting and hoping. I think in this day and age to rely on hope as a strategy, I think is really probably doing your seller a disservice or your clients a disservice, because we've got access to so much information, so much data, we can, you know, throw videos out there and retarget people that we can improve that customer experience. But in saying that, you're also improving the quality of the people that are coming through your properties and matching properties with people based on what they earn or what papers they show or what they like to do. So, I think it's really the new age of providing a better customer experience to the buyers but in turn getting better quality people through the front door as well.

Sherrie:

Yeah. But I think a lot of people who might be listening just might be going, okay, well that sounds all really great, but what does that actually mean? So just breaking that down when you are doing a campaign, I mean, you really look at you know, the demographics of where people live and where they shop and what they buy and what their interests and their hobbies are and stuff. So, you know I know one of the other things that you do is really utilise your database on the backend of social media to target ads to correct?

Jamie:

Yeah. So just having like whether it be my pipeline, whether it be my sellers in a particular post code, having that all in the back end of Facebook, so all my ads are getting delivered to them. So, I literally leave no stone unturned. And I think it's about just taking a step back and saying, all right, well, who is the most likely buyer demographic for this home? if you've got a beautiful home on the beach is its other people aspiring to get closer to the beach that may have had, you know, own their own personal developments or business developments that

SHERRIE STOROR

have allowed them to increase their capacity to be able to do that? Is it someone looking to get away from the beach and get out to the hinterland? What I've found is everybody fits within a bucket and it just depends at what stage of their life they're in and then you can match those buckets with property in it. And it really does become quite simple once you sort of take a bit of a helicopter view and think about, all right, well - are people living on Hedges Avenue with \$20 million homes, they'd probably have black American express cards, they'd probably go to Europe for a month every year. They probably drive a European car and their wife might shop at Camilla. So, by doing that, it just allows us to forget about the rest and really hone in on the people that have the capacity and may show some of the lifestyle attributes.

Sherrie:

Which is pretty impressive because when you think about that, it's all true, but it's actually about putting it into practice and not just kind of saying it's a scatter gun kind of approach. It's really about and I know this is really important to you about putting it in the digital kind of ecosystem of how it all works into place. Correct?

Jamie:

Yeah. And I think ultimately between Apple, Facebook and Google, they know everything about all of us. Everyone sort of got this whole big brother effect. But if you actually think about it, they're actually providing you a better customer experience because if you're only ever seeing ads that are relevant to what you had a conversation about the night before, it's going to save you time, you're not going to be bombarded with ads that aren't going to be relevant to you, so I think as soon as society lets the machines and what not do the heavy lifting, it actually frees us up to have more time to do what we want to do, but I think it might be a little bit of time before society is ready to accept that. But yeah, that's, that's ultimately, I think the world that we live in these days and so it's pretty exciting.

Sherrie:

So when you're sitting with the seller at a listing presentation and you know, you're talking with them about these kinds of strategies, I mean, do you feel like they're really excited by this or do you feel like it's scary for them or what's the feedback that you're getting?

Jamie:

Yeah, look, I think there's always an element of, you know, some people are a little bit more guarded about it. I think a lot of people are a lot more aware of the power of digital marketing and social media. You know, whether it be a 65-year-old who wants to keep up with photos of her grandkids she's still on there spending probably more time than some of the younger generations now with the different platform shifts. So, I think people understand the importance of it, they don't necessarily know how to best utilise it for them. But effectively I use the analogy most agents are out there fishing in the ocean with a line over the side of the boat, hoping a fish is going to swim past. I'm throwing a net over a school of fish full of bait. I know those fish want to eat. And that's ultimately the difference. And I think when you break it down really simply like that, it makes a lot of logical sense. And it's something that a lot of homeowners can do different to the next guy that walks along. And that ultimately means more money for them if it's done correctly.

Sherrie:

well that certainly sounds pretty exciting, very sexy and as a seller, I would want that right, I would want to know that I want the school of fish not the line. But I mean, in terms of your digital presence, and this is something that you're super passionate about, it actually is intriguing to you and that you've really embraced in your business. It's also been a point of difference in your marketplace, but you still do the regular activities that we do as real estate agents. So, I know my husband Jason he is on your database because he's got a property on one of the streets that's in your service area. And the other day he got a text message that was basically like do you want the market report? So, let's talk a little bit around those activities that you also do to service your 4218 postcode.

SHERRIE STOROR

Jamie:

Yeah, so every 12 weeks we put together a quarterly market report, which is essentially a quick reference guide as to everything that's sold in the suburb. So, it's all agent sales. It's not biased, it's just literally a one stop shop for anyone wanting to know what sold, what are the trends, what's the median. We've also got a 10-year graph of the median house price. Because what I found in real estate is when I first started, everybody was waiting for it to get back to a similar level to pre GFC. And it wasn't until we actually looked at the numbers and said do you realise now being, you know, 2015, 2016 we're actually at similar levels to what we were pre GFC. So, it was just that misconception I think that people weren't quite aware of how it was all tracking and I've got over 1600 people in my database, which is 50% of Broadbeach Waters. We put a lot of time and effort into it and constantly looking to, you know, to make sure we're adding value to the people that are reading it and as a result, you know, they don't have to be bombarded by us, we just send it out if they want to learn the updated value of their home. We have telemarketers that follow up and essentially just go scooping for the opportunity and then we can focus on the ones that are, you know, want to talk to us in more detail.

Sherrie:

I like this because it's basically about providing the information before they actually know that they need it and actually being a real service provider instead of basically saying, okay, you want a free market appraisal, here it is. It's kind of like you're just there at the ready and saying anything that you need, I'm your person, whether it's now or in the future and it's also not hassling them. So, it's like, okay, if you do want it, great, we're here. If you don't, that's actually okay too. So actually, listening to what their needs are. But a couple of months ago, how long ago did you move to **Kollosche**?

Jamie:

About six months ago now.

Sherrie:

Was it 6 months? It's gone so fast. So, there might be a few people who may not have heard of the agency before and obviously it's a boutique business that's based on the Gold Coast, but it most of specialises in, you know, premium price properties. So, tell us a little bit about the business and what it was that made you decide to actually change agencies.

Jamie:

Yeah. So, our agencies headed by **Michael Kollosche** who is synonymous with the top end of luxury real estate on the Gold Coast. So, Michael's built a phenomenal business, very much a family really there to support everyone and I think you know he's had a lot of success in his life and his career. So now his level is about helping everybody else around him to achieve sort of their goals and objectives and dreams. So, it was always in my plan to align myself with someone like Michael and he's always been a mentor of mine in behind the scenes. But I just felt like I was at the right stage in my career having been with Ray White for four and a half odd years to take that next step and push into some of the more luxury property throughout the area and yeah, really grateful that I did.

Sherrie:

Well I think, you know, this was one of the areas that we really identified in our working together that, you know, you really enjoyed working with business people and you really enjoyed dealing with perhaps the more affluent sort of side of the marketplace. Because really, it's kind of gave you, well it was more enjoyable. So, let's you know, talk around this because I think that there's a number of different ways that you can really build growth in terms of your GCI and your income. And obviously one of them is, you know, you can do more volume. The second one is that you can increase your sales, rate and the third one is of course that you can increase your commission. So, you know, if you are selling more premium properties that are at a higher sales price, then that's fantastic. That's instantly going to make a massive difference. So, you know, I think when we looked at this identification and you know, because at the time I think there was a lot of difficulties in terms of you finding

SHERRIE STOROR

enjoyment in your work. And I think part of that was the fact that you weren't really working with the target market that you enjoyed dealing with. Correct?

Jamie:

Yeah, absolutely. I think the biggest thing for me coming from a business to business environment and me being quite analytical and liking to go through the details and talking about business, it was always a natural fit for me to I guess focus more on the business owners or the more affluent section of the market. And I think it just came back to the internal belief of me feeling like I was ready for that. And since I've taken that jump, you know, the conversations that I had with people, half my listing presentations are talking about them and their businesses and how they could market better. And by the time it comes to, you know, marketing commission and everything else, it's pretty much like where do I sign? So, I think for me, because I'm quite passionate about it and because I can genuinely demonstrate the value and actually have a strategy and go, well this is how we see the next four to six weeks planning out. This is how every piece of the puzzle fits into form that picture. There's not a lot of salesmanship. Like they almost want to do it more so than you know as much as I do. So, I think that is one thing that I've just really taken a step back to think about what the strategy & plan is and why. So when you are asking for \$10,000, \$15,000, \$20,000, they can see the value there and they can see that, well, if I invest this money and it is an investment, it's not a cost, then the returns going to be there on the background. And also having case studies to support that I think goes a really long way.

Sherrie:

Hi there. It's me. It's Sherrie Storor and I'm interrupting this interview with a special shout out to my sponsor **List Ready**. Now, if you haven't heard of these guys, you need to go and check them out. Head to their website list-ready.com.au because they are going to change how you look at VPA in this marketplace and in fact these guys really are the leading VPA finance solution in Australia. Now there are a number of common themes that are running right throughout this podcast series and vendor paid advertising is most certainly one of them. Now this is not just because it helps grow an agent's business, but it's really about delivering those exceptional outcomes to our sellers in terms of price and also in terms of timelines. I must admit, I do understand that as an agent it can often be challenging for an owner to actually find those additional funds to prepare and market their home correctly. And by default, this kind of becomes the agent's issue. So, I've always used VPA, finance solutions, but I never really found that overall encompassing kind or right option, that is until I heard about **List Ready** and now you know why I'm so excited about them. I guess essentially what they do is they look at all costs, whether it be renovating, landscaping, marketing, or staging a home, right up to \$25,000. It's really simple to use. And in fact, at the listing presentation, you grab it with your phone, and you complete an online application form which literally takes a minute to complete. And within a couple of minutes, once there's approval, the funds will go directly into your trust account. So, this is extremely powerful and important because there's no hidden costs, there's no hidden fees for real estate agents. It's really a service that's been bought out of necessity for agents to help their sellers achieve the best possible prices. And in fact, it is actually List Ready's mission statement to actually provide and be the best value for vendors. So, look, if you haven't already, go and check out their website list-ready.com.au or alternatively give them a call, on 1300 25 44 18.

Sherrie:

So, there was a time where, I know when we're working together, we're kind of almost like butting heads because I'm like, okay, I know that you've been told that we almost need to just keep pounding in terms of bringing the price down. And it was the difference in between dealing with a particular market and dealing with the prestige market is, you know, how they do business is completely different. They don't need to be told what to do. They actually, you know, make business decisions all day, every day. We want to be in a position where they come to us and actually ask our advice. And that was a massive sort of mindset change for you, wasn't it?

SHERRIE STOROR

Jamie:

Yeah, absolutely. I think it's just, you know, once you start dealing in a different market and you start to understand about how people you know, want to be led or you know, rather than being told by this young punk that everything has to be set at X, where sometimes you can get a bit of push back, if it's somebody biggest asset and us sitting across the table and not necessarily agreeing with you. So, I think just taking a more consultative approach and more leading them in the direction that you feel is best for them and it's been working really well for me so far.

Sherrie:

Yeah, well it sure is, you are performing unbelievably well, which we're going to talk about very soon. But I think too, you know at this point, and going back to, you know, to the issue about, it was really quite challenging at sometimes to find the joy, you know in your job. I mean obviously working with this change in market that's really made a difference, but what other things did you kind of do to really identify what you can do to make yourself feel happier? Because our jobs are tough. Like, you know, we're having difficult conversations all the time. We're dealing with people who are under stress, who need to sell their properties for whatever reason. Frustrated. They are in limbo, they can't move on, you know, and we're feeling it from so many different angles. So, it can be hard for us as agents. I mean what is it that you've done to actually make sure that you feel happy in your job today?

Jamie:

I think there's a number of elements to that. I think a big thing is just being really conservative of your energy. You know, there's always going to be people out there that will suck any energy they can and you know, whether it be a seller that's maybe not aligned with you, you know, the old me would just take on everything and anything. But then it's the opportunities I'm missing out on because I've got someone who, you know, isn't willing to listen and has their own ideas, where now I'm a bit more, it's more of a mutual selection process about who I want to work with. And that way, you know, you don't get the joy sucked out of you and you know, you're more positive about what's happening and then you're more attractive to future vendors that are walking through your open homes because you're not under the pump doing 10 open homes every weekend. You've got a team there or you're, you know, maybe only having five or six, but the price point is three times as much. The commissions are 3.3%. So, it just provides and allows you to be able to provide that six-star service. And I think it's more beneficial for everybody.

Sherrie:

Yeah. And I think too, also, it was a matter of you kind of saying, okay, well I'm changing my mindset. So instead of going there and fighting with my sellers all the time about it's us verse them, it was kind of like we're doing this together. And just as you were saying before, when you're in a listing presentation, you're literally just talking about marketing and business in general and they kind of get it and it's like, yeah, yeah, totally we're right, like we're on board, let's sign instead of the like, Oh, what's the cost and what do we need to really do here to kind of, you know, make this work. And it was like you had to justify every single little thing. So, you know, part of that has really come in your mindset from what I see. Would you agree with that?

Jamie:

Yeah, absolutely. And I think it just comes back to the core belief and believing in what it is that you're offering that is genuinely going to benefit their property and their price at the end of the day. And I think, you know, once I started to believe more that marketing is more of an investment than it is a cost. I think that's probably the first step and now obviously coming across to Kollosche we are very much a big print business. And I never had a problem selling print, but I probably didn't really genuinely believe in it based on what I knew in the digital space.

Sherrie:

You really didn't did you, I remember our conversations.

SHERRIE STOROR

Jamie:

I think it's a collective, you know where 100% of the buyers are going to come from, we just don't know where the best buyer is going to come from and ultimately the process I believe is about finding the emotional buyers or buyers and then creating that competition to get them to pay the most. So where the one comes from a targeted Facebook video ad where the one comes from the paper, where the one comes from your database, I think it's a collective of all those avenues and that's ultimately what, you know, puts your seller in the best position to secure the best possible price.

Sherrie:

Well, it's quite interesting. I mean, now we're sort of talking about some property. So, let's get into some examples because I think, you know, you're on track to have the year of your real estate career, which I'm super excited about. And I think, you know, your plan is to really write \$500,000 before May 2020, which you are totally on track for, but there's been a couple of properties that you've sold recently and I think it would be great to sort of break these down and sort of talk about them to give some good examples now, there's a property that you've just recently sold in Cedar Place, Broadbeach Waters. So, tell us about that property, who owns it and why this was important for the leveling up in terms of your career.

Jamie:

Yeah, so the property is a six-bedroom waterfront home just off the river, beautiful home, great location. It's owned or was previously owned by **Ashy Bines**, who's a social media fitness influencer. A very successful businesswoman. So, the property was previously on the market with another agent. I think it just, it wasn't, the care wasn't taken in terms of presenting the property for sale and actually having a proven strategy. So, we met with Ashy and her husband and sort of put together a bit of a plan, took full ownership of the property presentation process. So, we have an in-house project manager, which facilitates all the trades. We've got painting done, pressure cleaning, we've got full styling contacts and literally turned the property into, you know, it was almost unrecognisable. And I think by, you know just coming back to that, the first thing that Ashy said to me was, Oh, we've already spent \$10,000 on marketing, like we don't want to spend any more money on marketing, we've already wasted \$10,000. And we said, yeah, that's fine, you know let's catch up. And we had a bit of a chat and when we actually put together the plan and demonstrated every step of the process and how it was beneficial and how we had done it previously to secure a great outcome, in the end they ended up making a fairly significant investment, with a lot of that being towards the property presentation. And as a result, she got a price, \$100,000 more than her only offer from the previous agent. So, although she had to invest you know a fair investment, she was still sort of \$80,000 - \$85,000 better off the end of the day.

Sherrie:

Which is actually really hard to do in Southeast Queensland. So quite often, and particularly on the Gold Coast, a lot of people are just lucky to get their money back still, even today. So, I mean, this property sold for \$2,200,000. So certainly, you know, it was an expensive property, but also too, when we take a step back, it's quite interesting because a lot of agents will just say, look, I don't have the time to kind of project manage this, but you just knew that it wasn't going to sell and for great money let alone sell at all if the work wasn't actually done. And that's why it had sort of lingered on the market, but I also think, you know, when we look at properties like this, because it's quite common for you to take properties over once they've been on market with other agents correct?

Jamie:

Correct.

Sherrie:

So what happens, I mean we're always talking about targeting on the markets, but you know, why do you feel that this property had been on the market with another agent, you then sold it in how long after the work had been done and you did a campaign of how long?

SHERRIE STOROR

Jamie:

It was about 7 weeks. But that was Christmas in the middle of that as well.

Sherrie:

And properties don't always sell, you know, super quickly. And that's always a part of the process, particularly once it's been on the market. So, I mean you actually, a) got a result, you got a result for a much higher price than what the owner's expected, but why do you think that you do sell properties when others aren't able to do that?

Jamie:

I think it just comes down to the fact that I take full responsibility of how the property is presented. To me, if I'm going to put my name to something, I want it to be the best that can possibly be. Whether that be, you know, property preparation, whether it'd be the best photographers out there, whether it be the best videos, we know the best angles. You know, one thing I get told off by other agents in the office, is I spend too much time on my marketing and the detail. But at the end of the day, the property is just as much reflection on me as it is my owners. So if I can, if we can get the right angles, if I can be at photo shoots to ensure that, you know, we get the right shots and if we need to get photos re edited because they're not vibrant enough, that's just part of me and my brand and what I do in my marketplace. The amount of listings that I won or calls that I've had from other sellers or other homeowners that have said, hey look your photography is amazing, it bounces off the screen or your ads just stand out so much more than the next guys. I think it's such small, easy tweaks to make, but I think people just don't take responsibility of it. And I think it comes back to understanding that you're just as much a professional marketer as you are a salesperson. And I think that's the difference with that I've noticed with a lot of the top agents around the place is they've got teams to facilitate all facets of that process rather than just turning up handing out brochures and hoping the house sells themselves. So that's just something that we do differently. Obviously, I can't speak for everyone else, but it seems to be working really well for us and I'm excited to see sort of what this year has instilled for us.

Sherrie:

Yeah, well I think what's so unique about the marketing is that there is so much noise around just getting the transactions done and so, it's almost like this kind of conveyor belt kind of process but you know, this is a big deal for someone. It's their property and sometimes we forget about that. We just, you know, lose the heart and you know, this is one of the things because you are so particular and analytical, which is you know, your strength as well as your weakness but in this particular case it really does pay dividends. Now I think coming back to, you know, why this sale is important for you. I mean, obviously it's a very well-known person. She's got, you know, I don't even know how many followers.

Jamie:

Close to 1,000,000 followers.

Sherrie:

So, I mean, huge following on social. I mean, how have you really leveraged the sale of this property and the fact that she was essentially a celebrity to build your business?

Jamie:

Yeah, it's obviously it's having relationships with local newspapers, editorials. We have leveraged sort of a few Instagram ads and things and because people know who she is, they know the property. It was a very prominent position on the river as well. So, a lot of the local homeowners, you know, understood stood exactly where it was and what it offered. So yeah, we just sort of, you know, doing what we can without sort of blowing our own trumpet too much.

Sherrie:

Well this is the time to do it, Jamie. But I remember seeing on Instagram or I saw, you know, it was even on the front page of the Gold Coast Bulletin, there was like a little splash out

SHERRIE STOROR

there, which is great for your business because really, essentially, it's edifying you, particularly after it's been on the market with another agent. And it's funny that, you know, sometimes when we break it down into looking at individual sales, the difference that it can have on one's business, you know, every single property can literally be a steppingstone. You know, sometimes for our careers there are big massive sort of milestones. But realistically, you know, everyone can sort of do that. Now while we are talking through this, the campaign, did you do any print advertising? What did you do there?

Jamie:

Yeah, so we did a highly targeted digital campaign.

Sherrie:

What does that mean?

Jamie:

So, video, targeting Facebook ads, Instagram, just I guess having that ability to take property to buyers rather than wait for the buyers to come to us. I think the beauty of digital now is that you can literally arbitrage people - the ads just pop up on their feed with it, whether they want to see it or they don't, rather than sending an email where someone can just choose to delete it and not open it. So, it's really about that. Just, you know, that continuous more passive marketing in the background, but then obviously overlaying that with a lot of the data, all of the demographics data that you can lay on top. That's when it becomes really, really powerful. And not to mention it can be a lot more cost effective to do a targeted Facebook ad, you know, to 500 homes around a listing, then it can decide to do a thousand DLLs. And you can do it tomorrow and it's there within an hour.

Sherrie:

Lots of pretty pictures

Jamie:

Yeah and speedy response and you know, the consumers these days have attention spans of goldfish, that's just how we're programmed to be. So, I think you've got to give people what they want and the way that they want to receive it. Otherwise you're just not going to get their attention.

Sherrie:

Exactly. So, let's talk about, you know, some other sales that you may have done, which, you know in essence we're kind of leveraging and moving forward. So, you've just sold one in Ashmore at Ballara Street, so that went for what, \$3,750,000?

Jamie:

Yeah, so that was a record for the suburb.

Sherrie:

Congratulations!

Jamie:

Thank you. Yeah, so it was a beautiful home and again from a very prominent architect on the Gold Coast and Australia, **Michelle Marsden**. She's designed some of the most beautiful homes you've ever seen. So very quintessential Hamptons very like high level of detail, beautiful furnishings. Yeah, it was a very particular, like very special property. But again, with that, we knew it was the best house in the suburb. So, the average price point in Ashmore is around \$700,000. So, we knew that we had to draw buyers in because it wasn't some, like, it wasn't a property that people were going to be looking for who had that sort of capacity. So, we did a tightly targeted digital campaign as well as print and everything else and just targeted some of the more affluent areas around the Gold Coast, it was about 10 minutes from Broad Beach or Surface Paradise. So, we targeted some ads up through the Northern end of like your Sanctuary Cove and your Hope Island and some of your more acreage

SHERRIE STOROR

estates for people may be looking to get a little bit closer to Broad Beach as well as looking for people along the beach front. I like Capri, Chevron Island Mermaid Beach for people maybe wanting to take a step back as well. So again, just thinking outside the box, you know, I guess making educated assessments about what's going to work best and continually just tweaking and molding the campaigns as it goes through and yeah, as a result, we, you know, we found our right buyer and their family member actually they were moving back from Hong Kong, expats, they'd lived here previously, their family members saw it and as a result, they came through the open home two hours after they stepped off the plane. So that was a really good result for the sellers and the buyers.

Sherrie:

So, did you do a print campaign on that particular listing as well?

Jamie:

Yeah, so we did 5 weeks of print as well, again, because I think you need to cover all basis, like we don't know exactly where the buyers are going to come from and you know, when you're talking about nearly a \$4,000,000 asset, it makes sense to sort of cover all your bases as best you can.

Sherrie:

Well what I'm hearing, and I'm hearing it loud and clear, is that, you know, it's not one or the other. It's really a combined approach because you don't know where the buyer is going to be coming from. So, you know, you are really hitting digital and you're hitting it hard and you're doing it different to most other agents. They are not even taking the time to kind of do it in this way. So I think, you know, you've got your digital strategy there with your social platforms on top of all of that you are obviously advertising, you know, extensively on the portals, but then you are embracing, you know, print. And so, it's all of those things that are combining together to create that competition. Because as you say, you don't know where the buyer's going to be coming from. So, you know, it's not easy when we're talking about big campaigns like this and you know, in various different marketplaces, print is important but obviously in yours it's one that I believe is very powerful. So, you know, when we're talking about vendor paid advertising and it sounds like, you know, even with the property there in Cedar Place you know, it was an extensive, spend on going out through there. I mean, what would happen if somebody sort of said to you, look, I'm not prepared to spend this money in terms of advertising. Would you still take the property on with the look to converting it through at some other point or would you actually walk away?

Jamie:

Yeah, absolutely. Look, at the end of the day, you know, you're never going to walk away from business because they're not going to pay, you know, for the budget that you want. Because you know, like the reality is, is that's just not how the world works, you know.

Sherrie:

Sometimes it's about timing, right?

Jamie:

Yeah, absolutely. And you know, I think there's a number of elements to that, you can always say, hey, look, you know, why don't we try it your way, let's go down the path and see the results we get. And you know, when we catch up each week to go through the campaign and the feedback that we've received, then we can sort of make an educated assessment, okay, well is this working great, let's keep working with it. Is it not working? what can we do differently? and that way you can get obviously control of the listing and then come back again and maybe look at a different approach. So yeah, and it's, I don't think it's a one size fits all for every property. You really got to understand about, you know, what it is you're selling, what the owners want at the end of the day. Because we'd all love every owner to give us \$20,000 or \$30,000 but the reality is it's just not going to be the case. So I think it's just about matching, you know, that right strategy and making sure you've got all the tools in your toolkit to do the best job that you can, but certainly not, you know, putting a big budget in front of

SHERRIE STOROR

them and them going with another agent who's free marketing, because you just shoot yourself in the foot and the property could sell on the first weekend and you know, you could have done yourself out of a sort of \$30,000 commission potentially.

Sherrie:

And that's why it is really important when you're going in for a listing presentation because most people are not just seeing one agent today. Even if they do have a relationship, you know, you really need to know who you're going up against, where you're going in that order. Hopefully you're going last, you know, but really it comes down to actually knowing what you need to do and say. I mean, there's no point in going into, you know, a listing presentation if you know that your competition are actually going to be sitting there and saying, look, you know, this is what we need to do. We're going to sell it through our database and our off-market campaign. And you're sitting there with, you know, with a \$20,000 or \$30,000 budget, what's going to be more appealing, so you might need to change your strategy or your approach. You know, it's also why on the markets are so powerful once you've actually taken one over because what they had previously done, it hasn't worked. So, they essentially need to start again. And it's like, you know, poor Ashy has just written a cheque to her favourite charity. So, you know, it's like wipe the slate clean. So, I think, you know, it's powerful what you're talking about here. And you know, in different marketplaces such as, you know, capital cities of Sydney and Melbourne, they don't need to spend the \$20,000 - \$30,000 plus on advertising campaigns. But you know, here in Southeast Queensland, what's so great about print advertising is typically people still, you know, see it as a hobby. Like it's the thing that we love to do on a Saturday morning as Australians, we love real estate, we get our coffee and we open up the paper. And I think particularly where we're talking about spectacular homes, they're not necessarily suburbs specific. So, you know, just like the one that you were talking about in Ashmore, like if it was just going to be suburb specific, probably, you know, the buyer would've come locally. But given the fact that this was, you know, almost four times the average sale price, it probably wasn't going to come from there. So, you need to think a little bit further afield. So, when a seller, you know, basically is thinking, okay, well look, let's kind of, let's do it, but you know, I'm really concerned. I don't know that it's the right thing to do. How do you overcome those objections with getting vendor paid advertising?

Jamie:

For me, I do a schedule to show them exactly what we're going to do and when and why it's important. So you know, I don't always do print advertising straight away because sometimes you know, you need to get a feel on the market in different ways and then introduce it later on, maybe when you know, if you've got the price more aligned or if there's, you know, other aspects that are involved and behind the scenes. I'm also very big on visuals. So, when I go into this presentation, I have copies of my written reports, I have copies of all the REA reports, I have copies of, you know, social media posts. And also, case studies of people in similar positions to you felt exactly the same way, didn't want to hand over the money they did, and this is the result we achieved for them. Because people always want to have confidence knowing that other people have done or made the decision that they were nervous about making and it's worked out for them. So, I think just really utilising those tools and I find people are very much visual you know, to come in and just say, oh yeah, give me \$30,000. Like people naturally are going to be like ok why and they need to understand that value in order to be able to do that. And I often say, you know, if you give me a cheque for \$20,000 and the statistics show that you're more than likely going to be \$80,000 or \$100,000 better off, most people would do that. But I think it's, if you don't have those case studies and you can't demonstrate how that's been done previously, then obviously people are always going to be a bit more hesitant about writing that cheque or, or working with you to give you the tools you need to get the best outcome.

Sherrie:

Well, I think, you know, one of the things that I see that you do really well is once you've built a relationship with somebody that they're you know, you're their agent for life kind of thing and it's about that repeat referral and pattern of business and they're out there, champion you to

SHERRIE STOROR

the marketplace. And I think you're really great at doing this with you know, even Buyer's Agents and those kinds of repeat clients. So, I mean, how do you really do that in addition to doing a great job, because we've heard how detailed you are and that your strategy is really different, and you've got a great point of difference. But you know, how do you actually, you know, put the heart in so that they actually fall in love with liking you and doing business with you?

Jamie:

Yeah, I think it's just about being yourself and you know, not everybody's going to like you and not everybody clients are going to resonate with you. But the law of averages is if you deal with the people that you like, it's not going to be like work, you're going to do a better job. You're going to over-service them because they're going to become more like friends. And I think for me the biggest thing was actually learning to say no to some people. Like rather than being hungry and taking it all on and some sucking your energy, some calling you at 10:00pm every night which then puts pressure on your relationships, you know, personal relationships and actually letting those ones go to the keeper because at the end of the day you can only handle so many pieces of stock. You can only make so many calls. You can only do so many open homes. So you may as well deal with people that see value in the way that you operate and are willing to give you the tools you need to do a really good job and you know, particularly like in any marketplace, there's always going to be the guys that, you know, promise the world and are cheap and do it all for free. But the reality is, is like you get what you pay for and there's always going to be people there that, you know, don't want to spend money and you know, and they'll probably more likely, maybe might leave money on the table by, by not investing money in the right places. So I think, yeah, just aligning yourself with people that you like to deal with and just being true to yourself about what you stand for and who you are rather than trying to be this, you know, like have this front like you are a Rockstar. Like everybody's just a person at the end of the day. So yeah, I think that that's worked really well for me. And just a few of those mindset shifts that I've had over the last sort of five or six months.

Sherrie:

And I think that was also a big thing for you. It was almost like; it was really hard to let go of the past because what got you to that point was essentially what had made you successful. And it was like, you know wanting to let go of that, but also wanting to keep it because it was kind of that fear of ok, If I let go of that, what's actually going to happen to my business? What's going to happen to my income? And this leveling up for you, I have to say, Jamie, I'm so incredibly proud. You know, how much I love working with you because you really have embraced it and it's been challenging and scary and you know, the vulnerability. But I think you dropping that facade of what a perfect real estate agent should be and being so robotic and actually just showing the real you, because I think you are quite different to most real estate agents, you know, you're not the one who's kind of coming out the cake. You're literally, you know, you, you embrace you, you like dealing with different styles of clients and those people really fall in love with you. And I really am very honored and proud to have seen that journey. So good for you.

But it was hard, and I think that there were even activities that you needed to let go of. So we've talked about the fact that you've let go of particular clients that you've learnt to say no, you know, not taking all business onboard, changing your mindset in terms of dealing with the right kind of clients, but also there was some activities that you needed to change to and you know, working at a service area once upon a time, I know it was really big to you in terms of delivering a magazine, for example. So that was a really hard thing for you to kind of let go of too and move forward in a different approach.

Jamie:

Yeah. I think it's, at the end of the day, you know, you don't know what you don't know. And it's the way that I had sort of learnt to do it. Like I started in real estate, I'd never done it before, so it's like, alright, well you build your pipeline, you deliver a house and garden

SHERRIE STOROR

magazine to them once a month and you talk to them and when they're ready to sell, they'll call you and all the rest of it. But it just gets to a point where you're delivering a hundred magazines every single month, the amount of time that it takes to package them, deliver them, and then their circumstances change or the family gets involved or somebody you know, passes away or the kids take over and you've got no relationship with the kids so you've just spent two years giving them a \$10 magazine every month. It's just not a very scalable way to take your business to the next level. And look, don't get me wrong, it worked really well for me in those early years. But then to take it to where I wanted it to get to, it just wasn't aligned with that next step.

Sherrie:

And technology changed and the market changed, and you are able to embrace new different ways instead of just doing things the way that you've always done them. So good for you. In terms of recognising that. But you know, you don't do all of this by yourself. You do have somebody who's a part of your team. So, tell us a little bit about your journey with the EBU.

Jamie:

So **Corey Bedford** also works with me. He's a sales associate slash sort of admin support as well. So, we work together a lot obviously, you know, obviously running buyers, servicing clients helps with open homes, buyer follow ups. We are looking to put a PA back on again now that we're settled in the new business. So I'm really excited to see how that sort of frees us up again, because I had previously had a PA for two years, but I'm just very cautious that it's very easy to jump into the, I guess to pump up your ego and say oh yeah, I've got a PA, I can sit at the coffee shop for half the week, everything else has been done for me, but it just actually ends up costing you more money and you become more of a charity rather than like a profit center and I've made that mistake before. So, I just want to make sure that I tighten up all my processes and get the right person to allow me to really leverage that and take things to the next level.

Sherrie:

Well, this is big learning and I think this has also been a big part of, you know, your journey and our work together because, you know, we all told that we need to have a PA and in order to really level up and to write more income and look it's certainly true, but there's no point having one there if we're not really utilising them in the right way. And I think, you know that was very, very challenging I think, not just for you, but I think for a lot of different agents where we go, okay, well I've got a PA, great, what happens next? But it's like making sure that they're doing the right dollar productive activities, making sure that you've got the person who's right for your team, that you can actually hold them accountable, that they're holding you accountable as well and their adding to your business. And I think too, you know, as part of that journey for you as it is for most agents, we're all control freaks. We all love to do everything our way and it's really hard to let go of that. So, I think, you know, hearing this story is not uncommon. I love the fact that you're talking about profitability because again, we see the lead agent taking all of this kind of, you know, risk and not necessarily getting the financial reward back. Often, it's the lead agent who's actually making lease bake. So, I think moving forward now talking about, you know, this journey, what will you be looking for in a PA?

Jamie:

I think someone that just works in well or compliments your personalities, so compliments your weaknesses rather than saying, oh yeah I like her we get on well or him, actually maybe taking a few more steps and doing a few more personality tests and just working out how they're going to fit within the personalities within the team already. How are they going to compliment your weaknesses or allow you to sort of leverage your strengths more and yeah, I'd just be doing a lot more sort of crossing the T's, dotting the I's to make sure it's the right person at the right time. And yeah, I think it's, it's very easy to say I've got a PA, everything will take care of itself, but you actually need to be driving that person to work the way that you need them to work, you know and I think, you know, one of the mistakes I made previously is I probably wasn't driving the team. It's sort of like they were there, but they needed me to say,

SHERRIE STOROR

hey look, this is what we need to be doing. This is why, this is how, and at the end of the day you're the lead agent. Like you're the one in control of your business. You can't expect somebody else to be always telling you what to do and when and how. And there are PAs out there like that, which are great assets, but you know, you've got to be willing obviously to pay for them as well. And they don't come up very often.

Sherrie:

And if they're too soft a personality, they're got to take that really harshly. It's like, let's just get the job done. So if they're not that way inclined and on the same level as you and to have a thick skin, it's probably not going to work and I think for me that was really when my team started to change, when I started to personality test in my business and make sure that I had the right kind of people who were able to work in with me instead of me trying to compromise all the time to working with everybody else, which is a massive thing right. But you're also quite a competitive person and I know in the past you've represented Australia and New Zealand when it comes to Alpine snow skiing. So, I mean, do you think that this has been very important to you as an agent? Do you feel like that has assisted you being competitive?

Jamie:

Yeah, absolutely. Look, I've always been very driven. I'd say one of my biggest qualities is I am very driven to do well and I sort of know what I want and I tend to make it happen and yeah, I think, you know, from a young age being in competitive snow ski racing definitely sort of, I guess gave me some of those traits and whatnot. And yeah, look, it's just, just who I am.

Sherrie:

Well, you know, you are quite analytical. You're someone who has a very careful and planned approach and very staged approach. And I think, you know, I don't know much about snow skiing, but certainly it would probably be one of those things where you're looking down, down the hill going, okay, going to miss this, got to get this - Is that the one where you go through the flags?

Jamie:

Yeah, go through the gates

Sherrie:

But you know, it's really about having that plan approach and maybe that's why you're so exceptional at real estate because that's actually what you learnt as being a sort of, you know, a great skier. But I also think, you know, one of the things that I do notice about you is that you don't really look too much at your competition and what's happening. You're in your own lane, you're doing what needs to be done. You know what your point of difference is. You know what your competition is doing, but it doesn't really matter. It's like just moving forward. And it's about getting competitive with yourself and achieving your own goals, which is the part that I love so much about working with you.

So look, I think, you know, moving forward, what I would love to understand and what I'd love the audience to understand is that we've been on this journey, so it's been five years and that you've gained massive traction in that period of time and you've really dominated, you know your service area and your postcode. You've decided that you want to change in terms of who your target audience is and you're certainly on track with that. You've changed in terms of saying yes to people and saying no to some people as well. You've also then determined, okay, well what's going to be the best fit for me in terms of doing that. But now here we are, where we're looking forward to having your best year ever and you're on track to write \$500,000 in the next three months. But what actually is, you know, on the largest sort of scale for your future, what do you think is next for you?

Jamie:

Yeah, look, right now I'm just sort of really focusing on real estate. Before I came across to Kollosche I was exploring, you know, some other opportunities. I went to China and Canton Fair and I think there's just such a massive opportunity in real estate. Like if you are working

SHERRIE STOROR

with people you want to work with that understand, you know, the way that you do things and can see the value, the amount of money that we can make in our industry for literally a very little risk. If you're on a reasonable split with your office and you know, you can work flexible hours, do what you want to do, yeah, we work hard. But you look at some of the money that, you know, top agents can write. It's sort of the sky's the limit and that regards. So that was another mindset shift for me.

I was sort of exploring these other avenues, but if you do this business really well for, you know, 10 or 15 years and you're smart with it and you know what people want to buy, where they want to be, what style you've got all the contacts, I think you can really leverage your networks and whether it be developments or flipping houses or whatever, I think this provides a really great platform for you to essentially do anything you want to do. So yeah, I'm just focusing on real estate at the moment and trying to limit my distractions.

Sherrie:

I love that because I think, you know, it certainly has been a moment of clarity with changing all of this and it's all kind of come together after this hard work and it's really hard. It's really hard to say ok well, I'm not loving my job at the moment because all of these things i'm attacking you know, it's us verse them but it's all like, it's all changed because of you and this is what's, you know, pushing you forward now to have this kind of free life. Because certainly it's, its life changing when you're earning this kind of GCI right.

Jamie:

Yeah, life's pretty good.

Sherrie:

Awesome. Well, look, Jamie, thank you so much for being a part of the podcast today. I'm so very grateful and look love catching up with you anytime, but thanks so much for coming and seeing us in Brisbane, especially when you're not feeling so well.

Jamie:

Thanks for having me.

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