

SHERRIE STOROR

Ep. 5 | How to become THE agent of choice in your marketplace.

Show host:

Sherrie Storor – Coach, Mentor, Real Estate Agent and host of the Build Your Best Life Podcast.

Overview:

Being a legitimate option, let alone THE option in your marketplace can be difficult, especially if you are working in a highly competitive market or one that has been tightly held by career agents.

Today I'll be helping you with strategies and solutions to help you smash those glass ceilings, knock down doors and blast away any roadblocks to help you get more listings, more sales, build better relationships, have happier clients and have more money in the bank.

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 five (5) of the Build Your Best Life podcast. I'm your host, Sherrie Storor. I'm a sales coach & hard-working real estate agent. It's my mantra is 'build your best life' And I'm doing just this. Through this podcast series you'll learn how to grow your GCI, revenue and profit by implementing tried and tested systems & structures, learn how to grow and build your own EBU, team and agencies; and how you can harness your real estate career to provide you with the wealth and freedom that you've always dreamt of.

So, If this is the life that you want to live, make sure that you subscribe to this podcast, so you get notified every Tuesday when episodes go live!

Being a legitimate option in your marketplace. It sounds easy right? But this is not always the case if you are working in a highly competitive market or one that has been tightly held by career agents.

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So today I'm going to be breaking it down on how you can smash those glass ceilings, knock down those doors and quite simply get more listings, more sales, have more happy clients and have more money in the bank.

There are 3 components to becoming THE option and agent of choice in your marketplace:

1. Build a Celebrity Profile
2. Have Rockstar marketing that is going to attract buyers and then deliver exceptional open homes, private inspections and showings to them.
3. When you sell the property, ensure that you have exceptional outcomes and over service your buyers and sellers.

Let's break this down.

Let's build a Celebrity Profile

Essentially, what we want to do is build an attraction business with buyers and sellers coming directly through to us. And then we want to put this in overdrive by building our own referral network and referral economy. But a bit more on this a little later on. It's time and the time is now to dominate the market and the neighbourhood both digitally and physically.

Now, this is a topic I speak a lot about and there are plenty of free resources with my content. If you haven't already listen to last week's podcast, then I suggest you go do so because it is on this topic, on building a celebrity profile. I've also just re-released a webinar series that I've conducted which is all on building a Celebrity Profile, listing presentations and on social media. Now each one of these webinars is about an hour long and there is so much content jam packed into that. So if you want that freebie and if you want that resource go to www.sherrie.com/webinarseries. But look I want to give you some additional points here on building a celebrity profile.

And first up I want to talk old school. I want to talk about signboards. Signboards mean more awareness of you and your agency and quite simply what they do is signboards tell the neighbourhood the whole story that your neighbours, even in a competitive market, see you as their agent of choice, there is a reason why they chose you, they saw you as the best option. And a side note here on signboards. Think about how your signboards are being presented in the marketplace. What is their size like? Are they too big or too small? and how easy is it to read them when you are driving by? Sometimes it might be better to have a plain signboard that clearly shows your name than a photo signboard that might get lost along the driveby's. Seriously have a think about that presentation of the signboard.

Moving back on track let's talk about letterbox drops and they really do work. This is all around leverage your listings and sales and if you do so correctly you'll be sending out 5 quality letters with valuable information in your own tone of voice that truly is time sensitive.

Talking about the letterbox, we also want to be dropping DLs or direct mail. If you don't have a direct mail annual campaign this could be the perfect time to be implementing one. Over the years, we have seen a move away from DLs thanks to social media and environmental concerns. But it's time to rethink this. Right now, people are at home and thanks to COVID going and putting out the bin or checking the mailbox is now an exciting outing. So you now have a captured audience. These DL's you can make sure they are environmentally friendly and printed in a sustainable way. But the content is very very important and there is so many different things that you can include in your annual campaign. It can be seasonal. Talking around the best times to sell - spring time, end of year, beginning of year. They can be very much slanted to the local orientation of your market place. You can give historical information, what is happening in the local area local festivals, sporting clubs. My home town of Townsville we absolutely love the Cowboys rugby league club so when they are out in force when the season is about to start or they are in a grand final, this is a really cool DL to put out there.

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The DL's can also be about you. They can be results orientated in terms of your successes, there can be some testimonials on there. These DL's can also be informational with changes in terms of what is happening with legislation and various other Government changes.

It is this consistent messaging that tell the marketplace that you are here, that you are solid and it will keep you top of their mind. We want to make the calls, the call around your listings and we want to call your database and the purpose of this call is to be informative. We want to let them know about the property listing and we want to be of service in this particular phone call. We want to invite them to the open home, the auction and the online virtual tours. The timing is incredibly important here we want to let them know about the listing before the signboard goes up. The concept behind this phone call is that we are coming to them from a service point of view. We want to let them know that there might be a little more traffic in the street or that during COVID we are going to be practising social distancing laws and we are going to be making sure we are keeping everyone really safe during this time to get the right result for their neighbours but also for the neighbourhood. Again remember this is not a prospecting call but it is about servicing people.

We are doing all of these things because we want to get called in to more listing presentations and chances are because we are going to be out in the marketplace a lot more we are going to be called into these listing presentations where we don't currently have a relationship with these potential sellers, so we are going to need to work even harder to win them over.

So once you do get called into that listing presentation you need to be on your game. You need to know and to demonstrate that without a shadow of a doubt you are the absolute agent of choice. You need to have the right pre listing strategy, the right pre list and listing kits, an elevator pitch that is concise and sells your services as an agent, an exceptional listing presentation and selling strategy and you need to demonstrate a number of closes that will confirm without a shadow of a doubt that you are the only agent for them and for the sale of their property.

If you do not feel like this is you and you don't feel that you are confident and the best agent for the job in the marketplace, quite simply it's time to level up! and there is no time like right now in the present!

So let's move on to point number 2 because once we have done all of this work, in terms of attracting clients to get more listing presentations and then get more listings, we need to make sure that we have;

Rockstar marketing to attract the buyers and then deliver exceptional open homes + private inspections.

One of the biggest reasons sellers choose an agent based on fee is that they don't see differences between the services of agents. So I now ask you, how are you operating in your marketplace? What is your marketing point of difference? How do your properties stand out when compared to other agents? It might be time to do an analysis and see what your competitors are doing and then you may need to pivot. You many need to offer something a little bit different.

It could be social media campaigns, off market campaigns, your newsletter or your database. It could be daylight photography, if everyone is else is going twilight. If you are already offering videos and virtual tours and let's face it, thanks to Covid-19, these guys here are here to stay so if you are not doing it, it now needs to be a non-negotiable this will be forever in our budgets moving forward. So pop them in there, do it stat, because this is now going to be here forever more.

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There are so many other cool products out there where people can put in their own virtual furniture, the sizing of their own furniture, make colour scheme changes and so much more to really help them personalise their own buyer's experiences. It could also be lead capture pages for each individual property, a media release or a VIP launch party.

But it could be, again going back to basics, print advertising. Whether you are in a larger city or a more regional area. A number of my agents who advertise in their free community newspaper and have had huge success not only with the sale of their properties, but with becoming a more recognised agent in the area. Not only are these newspapers generally free but usually they are delivered to every single door in the city or neighbourhood and they are the cheapest and most cost-effective DL that you will ever find and use.

So a little off track here but whilst we are talking about exceptional marketing, I think it's important to talk about the property copy. A number of agents that I still see today, writing copy, I must admit it absolutely astounds me. Because not only are there more qualified people out there, namely copywriters that are fantastic at making beautiful words pictures that really come to life when we are reading them. They jump off the page and create that emotional connection with the buyers. These copywriters are usually fairly cost-effective service and furthermore it really does free up your time to do more calls and more dollar productive activities which are then in turn going to actually help you sell the property.

Finally talking about VPA, I think it would be remiss of me if I didn't mention, it's fine to be talking about all these things but if a seller doesn't have any money to pay for them then, let's face it, it's at a loss. Now I've seen so many agencies, and my mind boggles that we are covering the cost of our sellers right up until settlement in terms of their marketing funds and I think that today we need to think differently because it is not our responsibility for their marketing and we no longer need to bankroll this. And there are so many different VPA financing companies out there that can help with marketing that can help with the cost of renovations. As you all know I have a beautiful relationship with **ListReady**, I think that they are really the only choice when it comes to this. But I think if you are not doing this, quite simply it is a bad business practise. It's very risky in today's economic climate and it makes sense to let somebody else who specialises in this take the burden away from you. This will also help you overcome the objections, it will help you get that marketing funds and move forward in terms of listing their property with the right kind of tools and advertising campaign.

So, styling a property. This works in all markets, whether it be virtual or physically installed. You need to really ensure here and again this is really important that, not the same styling of furniture package is offered throughout all agents in your marketplace. You need to make sure that when you are photographing properties that it doesn't look like the one down the road or the one that sold two months ago. So there needs to be a slight variation when it comes to style, so take that into account.

The reason why we are marketing all these properties in such a beautiful way is because we want to bring in the buyers and when they are coming in you need to be on your A game. You need to have exceptional open homes, we need to have exceptional private inspections and showings. At this point it's not about being an information giver. We need to now provide them with more information than what they can find online. We need to give them the story of the home, the reason for the sale and do everything we can to empower them to create that emotional connection between them and the home.

I also love at open homes and inspections having my own signature scent. So it doesn't matter which property of mine that you walk into it always smells a particular way. Something really small but something really beautiful.

On those showings it's important to show the property in its best possible light so, not only in terms of its presentation but also the timing. Take into account sunlight but also flight paths and so forth too.

Alright let's move on.

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We have now listed properties, we have sold the properties and what we want to do is we want to really over service our buyers and our sellers.

We need to do the basics. We need to follow people up, we need to overcome objections, we need to ask for the sale and we need to ask for more money. Anything we possibly can do to get the deal done. We need to do it in a way that really creates that win-win for everybody.

Then we go above and beyond. We need to make written recommendations auxiliary services. What I'm talking about here is the building and pest inspectors, removalists, gardeners. How often do you really contact your buyers and sellers in between agreement and contract signing and settlement?

What do you do on settlement? What do you do to make them feel really special? Do you have a door bow on the property? Do you give them a personalised drawing or a book with photos of the home or do you just hand them a bottle of alcohol? Do you make their first night special? Do you have a welcome home pack? or dinner delivered? Are you throw them a mini party? What is it that you are doing to make them feel really special?

Settlement is truly the last impression that they will most likely have and that they will have of you. As the saying goes people always remember how you made them feel, so acknowledge this sale as a milestone. Because this is what it is for pretty much everyone whether it be their new home or another investment property. This is a stepping stone for them. I think so many industries and businesses do this beautifully. Car yards and car dealerships are one of them. You go and buy a new car and you walk into their showroom to pick it up and it's always underneath a curtain and there is a big beautiful bow and they have a sign personally congratulating you. Hairdressers, they do it every single time you have a haircut. Your walking out and every single hairdresser is telling you how fabulous you look and it's true, we love it. So very, very important and these other industries are getting it. We need to get it as well.

This is our last chance to make them see you as their agent for life and an opportunity for them to become your silent salespeople out there edifying you to the marketplace. Championing you, bringing back loads of people wanting to buy and sell. This is the outcome that we want as it is all about prospecting less.

I also want to question you in terms of what you do to keep in regular contact with your clients over that course of settlement. Because this is the biggest opportunity that I see for agents right now. When I start working 1:1 with an agent, typically I conduct a due diligence on their business and this is always a common fail.

They are really good at doing the transactions of the sale of the property, but then they forget about the people and so the contact drops off. This is why we always hear of agents needing to prospect and find more sellers. If the people who already have done business with you have an ongoing relationship with you, they will most likely continue to use you and hopefully bring people back to you to list and sell their homes for.

And here's an interesting stat National American Realtors Association said. In fact they said that 80% of sellers whilst happy with their agent don't actually end up using them again. So there is an amazing opportunity there for us in this marketplace.

Now once we've settled the property, it's really important that we do call the neighbourhood and keep them posted with the outcome. Right through from contract through to settlement. And it is at this settlement call, that we are able to then prospect and ask them if they know of anyone in the area who is looking to buy or sell.

So, step 1 is that you may want to be an option in your marketplace. Once you have done this, you then you want to dominate the market and become THE option in this marketplace. And then develop an agent for life mentality where your clients are not burned and churned

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but have a relationship with you and are feeding you other listings and buyers. The outcome is to prospect less, get called in more, close the business and deliver exceptional outcomes.

Next week I'm interviewing superstar **Tony O'Doherty from Belle Property, Bulimba** in Brisbane. Tony has gone from writing \$640K GCI in a highly competitive marketplace to becoming not just a legitimate option in the area, but THE option.

Tony was also recently awarded the #1 Agent for all of Belle Property in Australasia, yet he still remains one of the most genuine and humble agents in the industry. He's one of my 1:1 coaching client's and he is going to be sharing with us his story and his rise to #1 within an 18-month period.

Thanks for listening!

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