

# SHERRIE STOROR

## **Ep. 3 | How to build a celebrity profile and become a POWER AGENT!**

### **Show host:**

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

### **Overview:**

If you asked me what topic I'm MOST passionate about for agents, it would be how building a celebrity profile in your marketplace can truly accelerate the success of your business! In fact, it's one of the most important and impactful things you can do as a real estate agent and as an agency.

Today I'm letting you in on all my secrets on how you can build an attraction business. One where referrals are coming into you, people are wanting to sell and buy through you. All because of the reputation you have established in your market by becoming a celebrity agent.

### **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 the Build Your Best Life video podcast series. This is episode three. I'm your host Sherrie Storor. I'm a hardworking real estate agent and a sales coach and it's my mantra to build your best life and I have been doing exactly this. And throughout this podcast series, you'll learn how you can grow your GCI, gross commission income, your revenue, and your profit by implementing proven sales systems and structures, you'll also learn how you can grow and build your own team, your EBU or effective business units 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 sounds like what you want to know and how you want to live your life, then I strongly suggest that you subscribe to this podcast series, so you get notified every single Tuesday when our episodes go live.

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Now, today's episode is all about how to build a celebrity profile and this is a subject that I'm truly most passionate about. There's probably only one other that takes the cake and that's all about listing presentations and the importance of this.

Building a celebrity profile, I think is one of the most important things that you can be doing as a real estate agent and as an agency. In fact, it's transferable across any industry whatsoever. I think this is so important because it's all about building and becoming a Power Agent that has built an attraction business.

Essentially what I'm talking about is where referrals are coming into you, people who are wanting to buy and sell. And why do we want this? We want this because we don't want to have to prospect, right? We want to prospect less. So instead of going out there and hunting, I'm talking about gathering, I'm talking about less cold calls, I'm talking more about the warm, warm calls. I'm talking about making these kinds of quality calls impactful and creating these heart to heart connections and conversations with your buyers and your sellers.

So, look, there are really three ways that you can, that you can dominate the marketplace, and this is essentially what building a celebrity profile is all about. We want people to be coming to us, not us having to go out and find them.

The first one is digitally, so where they can track you online. The second one is physically in your marketplace, in your area, in your precinct, in your location. The third one is dominating the letterbox. Let's break these three categories down.

## **The first one is how people see you online, how they essentially see you digitally.**

There has never been a better time than now to conduct a digital due diligence on yourself or a situation analysis then right now.

Essentially what my suggestion is, is to go and to Google yourself. Put your name into a search engine and find what pops up. If you have a common name, you might need to put property or real estate after it. But what we're looking for here is what sellers and what buyers are looking at if they're researching you. This is what most people do, whether it be buying or selling any goods and services today, people are looking to find what testimonials are out there, what positive experiences they've had with you, what negative experiences they've had with you, how professional you are, how many properties that you've sold. They want to know all of this quality information.

They also want to know what kind of person that you are. Are you somebody who is on the same wavelength as them? do you have commonality? They want to find out all of these things. So, when you conduct your due diligence, this is a perfect way of really highlighting and working out if that message out in the marketplace is truly the message that you want to portray.

As you Google yourself, there is a number of different categories that people will be able to find you in. First of all, we want to see what does your profile look like on the online portals? What does it look like on realestate.com on domain.com on Homely on Trade Me, on all of these platforms, what does it look like on your agency platform?

Do you have the same profile photo and bio that you've had for the last 10 years?

Do you have, you know, an agency video?

Do you have a profile video?

What is it that is actually out there?

And as it goes through further and further, people will then be able to see:

What's your profile on RateMyAgent?

What are your reviews like?

What's your Google page like?

Do you even have a Google business page?

What are people seeing you on Facebook, on Instagram on LinkedIn?

How are people really perceiving you?

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When we move across, if you click on images, do you have enough images of you looking professional or are they more about you having a good time and having a drink on a Friday night?

What are people seeing you being portrayed when it comes to your images?

As you move further across, you'll see that there's articles here and news.

Are you constantly being seen to be an authority in the marketplace?

Are you being seen to be constantly communicated with and being quoted in news articles?

If not, you might need to do something about this.

It's a great time to really break that down. Right now, there is an amazing opportunity for you to start utilising and building your own logo and your own brand within a brand. So very, very powerful and a great way to be highlighting this on your digital profile.

Now, on top of all of that digitally we need to be working with two databases. The first one is your CRM and the second one is your social media. Digitally and as an industry, we have been capturing all of this data for years and years and years at open homes and through enquiries. I ask you now, seriously, are you engaging with it? And if so, how are you doing so?

There are two different ways to do it through these two, completely different databases. Through your CRM, do you have a newsletter? If not now might be the time to put it into place. Newsletters are a very powerful way of communicating with lots of people in terms of what's currently happening in the marketplace today. Here's your current listings, here's the listings that are coming up, it's literally letting them know what is happening in society and what is happening with your listings. This is perfect for people who are pipeline, who are in your pipeline and perfect for hot buyers. It's also that silent salesperson that's consistently in their email inbox every single week. incredibly powerful.

The second one is your social media and people will perhaps either prefer to engage with you on social media or perhaps through your database. So, they are very different tones of voices. The best thing that you can be doing with your social media here is really working the lives, working videos, working photos lists lots and lots of your properties but do it in a cool fun way. Not "here's another listing". People really want to hear why this listing is special or why it's different and it needs to be showcased in that particular way.

It's crazy for me to think that as an industry of real estate agents, we post more than any other industry, yet we have the least amount of engagement. So, I really ask you to check yourself and to think about how you are posting. Are your ego posting or are you being an infomercial or are you actually providing a real and relevant content? And now is a perfect time to really be providing market information and true knowledge and reassurance in terms of what's actually occurring in the marketplace today. It doesn't need to be war and peace and it doesn't need to be over professionally produced it's just really about you authentically talking to your phone or to your laptop and getting the message out there.

**So let's talk a little bit about physically being seen in the marketplace.** It's such a great opportunity that we have at the moment with Covid-19 because we have an opportunity to be seen as an industry of agents who really care about our communities and want to be involved in our communities. It's not just about listing and selling and being seen as being money hungry and scavengers.

I think now is a really great time to showcase who we actually are as a community within our industry. I've seen a number of agents throughout this period stepping up, giving back to meals on wheels, and donating their time, going and dropping off, two litre cartons of milk to certain people in the neighborhood. Think about what is it that you can actually do in this particular time. Is it just even picking up the phone and making a phone call and saying 'G'day'.

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It's also about doing events and these events, don't need to be bigger than Ben Hur. Sometimes they can be really small events with six to eight people. Sometimes they can be larger Christmas parties or Valentine's day parties or mid-year parties. It's really important that it's all about your consumers and your clients and your buyers and your sellers. If you are hosting events, what's wonderful about this is that not only are you giving back to them, but all the people in the room have one thing in common. That one thing is you as an agent.

Some great examples of events that I have hosted as an agent is Valentine's day parties, Christmas parties, Melbourne Cup parties, high teas, BMW drive days. You've got to pick it to your marketplace. If your marketplace is not quite worthy of a BMW drive day then work out something else that does, is it welcoming somebody to the neighborhood? Is it a Christmas party where we close off the street? Think about what those events can be. They might also be about raising money and giving some funding to charity.

Think differently about how you can be involved in your community. For example, as an industry, once upon a time we just threw money at schools. My suggestion to you is to actually donate some of your time and get involved and be on some of the school boards and actually truly try and make a difference. A lot of the time at these schools, people either don't have the know how or they don't necessarily have the time. And this is one thing that we are really great at as real estate agents is project management and time management.

I know that that's something that we can all do, and I really encourage you to think a little bit freely about. Be seen in your community, even if it's just going for a walk along the boardwalk or around the park but give back and just be seen even if it's going and doing letterbox drops, when the time is right to go and do those, I think it's, it's very important.

**Finally, we want to dominate the letterbox.** Now the letterbox is something I'm very passionate about and there is a number of reasons for this. Firstly, I think that you can really leverage your listings and your sales, and you can do this by following my 51-point checklist, it's a total freebie!

You can go and find it on my website, [www.sherriestoror.com/agenttoolkit](http://www.sherriestoror.com/agenttoolkit). Download it for the process to follow. In following this there are five letters for each listing that you'll be sending out to your marketplace. For example, if you only list three properties in a quarter, that would've meant that you would send out 15 letters. 15 letters to your marketplace clearly tells them that you are a dominant agent and that you are an agent who follows up.

Now the other side of working the letterbox is a) the content of the letter and b) the timing of the letter, there's no point sending out a just listed when you know the signs already gone up. The information then is too late to be really leveraged. So, my suggestion is to get the letters out before that sign goes up or before a sold sticker goes on it. It's very, very powerful. Then as I mentioned the content of the letter is also important. People really are not interested in reading, "here's another quality property listed", "Here's another property sold".

What they do want to see is your personality and how you stand out from the sea of sameness from all of the other agents. It's also a great time to tell the story of the sales. If the property has sold tell them how it's sold, how many people came through what people liked about the property, what they didn't, introduce the neighbours to the suburbs. Really these letters personal and don't just make it generic.

On a lot of occasions this just gets seen as another admin job and it should be. But there should really be some thought from the lead agent in terms of overseeing this process and making sure that there is buy-in from your staff so that it isn't just a waste of time and a waste of paper.

When you combine these three categories you will be really pumping up and building your celebrity profile. When you combine this with being a highly skilled agent, what's going to occur is that you're going to have exceptional outcomes for your buyers and your sellers.

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When you follow this process, they are totally going to love you and they're going to see you as their agent for life. They will then be out there in the marketplace, edifying you, championing you and they will literally be bringing back leads for you and that's what we want. We want to build an attraction business. This will really help you build your brand. It will help you build your following and it will give you more and more of that repeat and referral business.

If you want to hear more on this particular topic as part of COVID-19 I have decided to really step up and to release as much information as I possibly can to help everybody out there. And I've decided to release a series that I recorded last year, a *webinar series* that I recorded last year, one episode released every single week for 3 weeks.

The first one is on '*Building a Celebrity Profile*' and it's about an hour-long webinar. The second one is on how you can really perfect your listing presentation and how to 'Find Your EDGE' and your elevator pitch in your marketplace. And the third one is a workshop very much on social media and right now social media. I am so excited about this because I think that there's lots of opportunity right now, we're seeing lots of advertisers pull back, which means that there's more notoriety for us right now.

But also, too, we're seeing some platforms rise. There's a great opportunity right now for Tik Tok. There's a great opportunity using Spotify - if you don't have your own playlist, go and grab mine and you can copy it and share it on your Instagram stories! If you want more information on these three webinars in the series, you can head to [www.sherriestoror.com/webinarseries](http://www.sherriestoror.com/webinarseries).

The next episode is going to be a big one. I'm super pumped and excited about this because we have three career real estate agents who have gone and have now become household names because they have been on reality TV shows. What I'm going to be doing is exploring the growth of their celebrity profile and the impact that this made on their business as agents and how they have been able to leverage this. You'll be hearing from **Jesse Raeburn** from The Agency in Melbourne who appeared on the block last year with his partner Mel. We'll also be talking to **Nikki Gogan**, who was the runner up on the Bachelor a couple of years ago and she works for **Caporn Young in Perth**. And then finally we're going to hear from **Eoghan Murphy** who works for **Kollosche on the Gold Coast** and most recently appeared on Love Island. I'll be talking all about their experiences, what it was like on reality TV and most importantly, how they've been able to kind of upskill this and put it into their business as Real Estate Agents. So, tune into this next episode because we're going to be covering it all.

Thanks for tuning in.

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