

BECOME A PRO AT GENERATING LEADS

- By Broker Nebo Bandovic

BEING AN AGENT IS A BUSINESS IN ITSELF

Your agent business is no different than any other company's business. You have to look at your work as an individual agent as owning a business of your own. You need to think that you are running the company, even if you are only one person. In order to run this company (agent business) there are 3 major components you need to recognize and grasp:

- 1) **Budget**
- 2) **Organization**
- 3) **Lead Generation**

Once you understand these 3 components, you will be able to make it in your business.

Not too many agents truly make it. Some struggle to have a steady income to support themselves and their family. Even fewer agents become million-dollar agents.

However, I believe everyone has the same chance. You just have to ask yourself – **WHAT IS YOUR GOAL?** Do you want to just work on some referrals here and there? Do you not want to run your work as a business? If so, then then this is not for you. This information is only for agents who want to take real estate seriously as a career, and for those who want to run their business the right way.

What I have put together for you is the **HEART AND SOUL** of your business. Without the 3 main components that are crucial to your business, it will be very difficult for you to prosper as an agent.

But before I go into detail, I want to give you 2 important points:



1) You need to have a system in place

No business can run without some sort of structure. It seems obvious, but you would be surprised at how many agents don't have a game plan. You have to implement and follow a system for at least 12 months to see how successful you are. Without a system and consistency, your chance to succeed is very slim.



2) To make money, you need to invest money

Remember, you are a company for yourself. NB Elite Realty only hangs your license and gives you support when you need it. You have to be the one to find ways to produce, and without investing your money and some time into doing so, your chance to succeed is also very slim.

THREE MAJOR COMPONENTS TO RUNNING A SUCCESSFUL BUSINESS

1 Budget

If you're going to invest money in anything, it's best to invest it in your business – **WHICH IS YOU!** This is your livelihood.

Today there are more agents than ever, and every business has competition, but only the best ones survive through investing. This starts with investing in some sort of platform that can feed you leads. Without a platform, it's very difficult to compete in the market. If you can afford it, here are some those platforms/methods:

- Contacting expired listings
- Realtor.com
- Zillow
- HAR
- TORCHX

A budget that can actually help you generate business is between \$200-\$1000 a month. Again, without investing any money, it will be very hard for you to become an agent with a salary adequate enough to support yourself and those you love. If money is limited for you, I will go over that more when I get into component 3, which is lead generation. The good news is that as a real estate agent, you don't have to have an expense of an office space – you can work from anywhere.

My final piece of advice is that budget yourself if you have the means for it. Don't take out big loans on personal residency, big rental payments, or expensive cars – live modestly. **Use your money for your business.** Invest in the present and you will be set for the future.

2 Organization

As an agent, **YOU MUST HAVE A CRM SYSTEM!** Without one, don't even be a realtor. You must have a CRM program and keep your database there. CRM is great because your entire database is stored in one place (i.e. contacts, marketing material, contract management, etc.) This will help bring your business to the next level, and help you stay organized.

For those on a tighter budget, there are CRM systems like:

- Infusionsoft
- Mailchimp
- Constant Contact
- Juggler

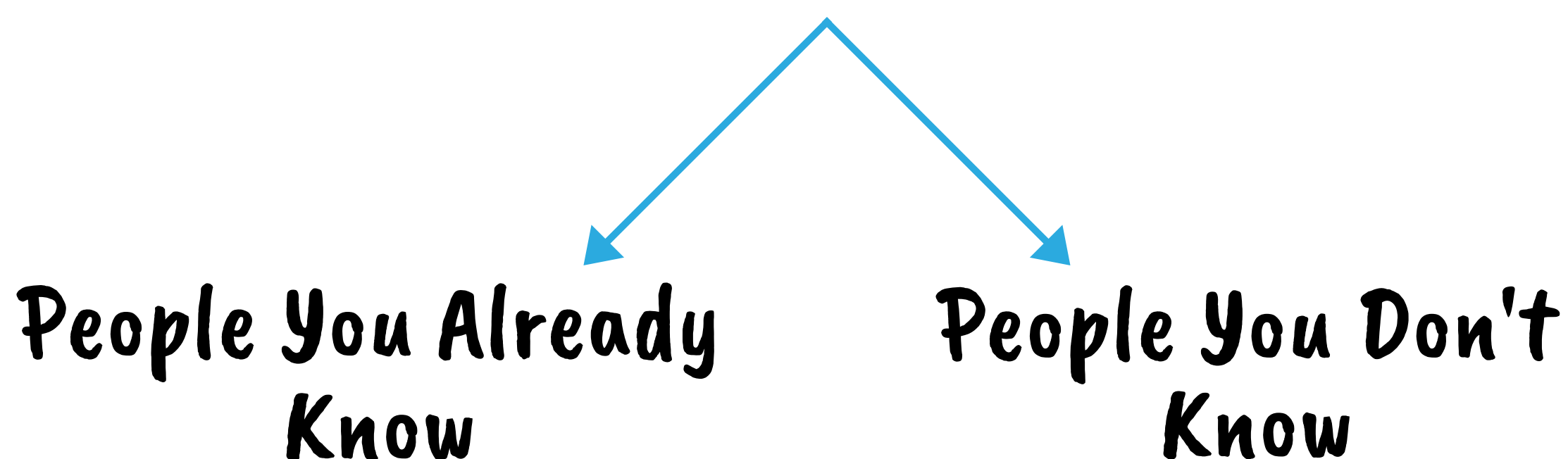
Be aware, they don't have the same functionality as those that cost more money. If you invest money, you'll make money.

If you are already a full-time agent and you are in need of extra help, another organization option is to hire an assistant. Be aware, you need to have a business sense about how much you can afford and risk when it comes to an assistant. Make sure you have enough profit to pay an assistant and still have money left for yourself.

3 Lead Generation

This is the foundation of what you do. You need to have a mindset that whatever you do and wherever go, you are recruiting for your business. Whether you are in a school, an elevator, or your doctor's office, **YOU NEED TO BE ACTIVE IN YOUR COMMUNITY** and you need to make friends. The more friends the better! Most business as a real estate agent comes from referrals, and this is the most inexpensive way to generate leads.

There are two groups of people you work with when building your lead portfolio:



The amount of business you can get from those two groups depends on how much you can invest. Every agent is different and everyone has a different budget. You can choose to focus solely on the people you know, and spend your time, energy and money on getting business from those sources. Or, which I recommend, you can get the best results by getting business from targeting people you know **AND** also targeting people you don't know in any geographical area that you choose.

People You Already Know

Friends, family, and past clients are your core group. Statistics show that if you are actively reaching out to your core group for assistance, and keeping in touch with them for 1 year, for every 12 individuals that you know there are 1-2 sales. What sort of methods should you use to remain in constant contact with your core group?

The program you can use with them is 36 TOUCHES. Your core group needs to know need you are the best realtor for the job, and that you will reward them for their referral (even if the deal doesn't close, you still need to show appreciation - like taking them to lunch). This system is what is statically shown to work for million-dollar agents. When it comes to people you already know, you need to educate, ask them for help, and reward them. With this systematic lead generation effort, you'll be the number 1 agent in their mind.

People You Don't Know

Choose an area you think you can be successful and target it. Statistics show that you can make 1 sale for every 50 unknown people you contact. The best approach to lead generation with individuals you don't know is to set up a model that you systematically execute. Your goal is to build your network, your database. If you don't have a network, you won't be successful. You have to think of this database as a living organism, and you have to feed it to make it larger and stable.

The best way to do this is with the 12X12 SYSTEM. Once a month send direct mail – letter or postcard. Once you get in touch with them, you can move them to the other group.

In addition of doing all of this, you can also advertise on social media, newspapers, billboards, magazines, events, vehicle wraps, and groups.

ALL 3 COMPONENTS ARE NECESSARY TO YOUR SUCCESS

To summarize:

To generate leads, you have to have a reasonable budget, a consistent system, and a CRM program to keep you organized. Invest in your business as an agent, and strive to live modestly. If you cannot spend much money, invest in traditional forms of marketing.

This is the only way you can be successful as an agent.



I believe knowledge is power, and one can never stop learning. NB Elite Realty strives to take a different approach to training its agents than most brokerages. While many others typically offer training for new agents, and cease doing so once you reach a certain level of experience, we offer webinars & seminars every other week so you can stay competitive in this ever-changing market. My team and I only want you to be victorious in your career as an agent, and we believe in your ability to do so.

- Nebo Bandovic, Broker

