

Session 1: Working with Buyers

Thought Leaders: Marcella Simmons, Michael Martin, Desi Rivera, Annie Freed

- Getting Buyer Agency Signed
 - The agreement is between you and your client, the buyer. It is no longer dependent on the seller.
 - Precovid: meeting with buyers about the buyer process
 - Covid: lost that personal touch and connection with meetings, in person meetings
 - Started doing buyer consultations on Zoom talking about what it was going to take from start to finish and outlining the process. That set the tone for them to sign a buyer agency with them. **have this meeting before we ever show a home.
 - “What’s your job?” “Teacher” “what did you do before you started working?” “sign a contract” “It’s no different for me, this is what I’ll do for you and how much I’m going to get paid”
 - Remember: you are the professional in this relationship. They need you to lead them.
 - “I’ve only been doing this for a year - why would they want to work with me over an experienced agent?:
 - Find your value proposition - what are your experiences - what are you proud of? - how are you advocating for them?
 - Sometimes it’s hard to do this for yourself, ask people what your strengths
 - Not every client is the right client for you. You have to interview them as much as they are interviewing you
 - Questions to ask them “what are you looking for in a real estate agent?” and get deeper
 - And listen carefully and customize your conversation/consulting
 - You could go ahead and send them the buyer agreement to get them warmed up so they know
 - “I’m preparing your electronic file so that when you’re ready to buy the house, we can run with it”
 - People want to work with people they know, like, and trust. They want to know that you will be an advocate for them.
 - Slow down
 - Ask questions “what’s been your experience in being a home?”, “what are you scared of?”
 - Have great relationships with your lender partners
 - Create a buyer flier to simply explain your value proposition - create a buyer book
- Getting initial responses from online buyer leads
 - “Hey Seth, what’s the best time to get in touch? Do you prefer text, call, email?”

- On the forms, ask what their preferred method of communication is
- What time is best - morning, mid morning, etc.
- If you don't get in touch with them, we run a drip campaign for them to get an email every 2 weeks.
- "Are you still looking for a home?"
- "What's your timeline?"
- People right now typically search on like for 5-6 months. There's a reason that day that they reached out or submitted a form. There's a reason they clicked for help.
 - "You've been looking online, what are you reaching out for today?"

Session 1: Luxury Real Estate

What is Luxury

- 1 million 2 million
- Luxury is a standard of service
- Luxury is not a matter of time you have been doing it, it is your commitment to studying the product
- People are looking for someone who is calm, has a plan, and can direct them.
- They have more problems than just what house they are buying. Need schools, vets, drs, etc
- Luxury is a state of mind, it's about confidence. Educate yourself
- Preview luxury properties, note the differences, get comfortable with them
- It's about the service you provide your clients.
- You need to take the time to be curious about their needs and pain points. Ask questions first. Then they can pay attention to the service that you provide.
- Most luxury buyers and sellers are just normal people. We all care about the same things. Kids, family, hobbies etc.
- All people are going to remember how you treat them

Have solutions for what people need:

- Privacy
- Make sure that you can take as much off the client as possible
- They may not have time to do small things

How do you qualify buyers without offending them?

- Asset Look Up in Luxury Home Marketing Guild
- More scammers in the luxury space than other spaces
- Maybe a different lender than you use for other lower price point buyers, make sure people know the lenders qualifications
- Have a process. Before we go see homes, here is the info that I need to collect
- Forwarn to get basic info about criminal bg
- Blame it on the seller. The seller requires a proof of funds or a prequal letter
- Don't be afraid to ask
- You are an expert, present yourself that way
- Don't waste your time with people who are unqualified
- The pain points may be different but in the end, we are all just people
- Luxury certifications only matter if they matter to you
- Hang your hat on yourself, not on certifications
- Show up as yourself and know you will not be the best fit for everyone. But when you are the best fit, you will be amazing!
- Create your luxury avatar client
- Attract people to you. Who are you marketing to? Solve the problems of one person, not every person.
- If you are marketing to everyone, you are marketing to no one
- You have to be the person who is in charge. You have to decide if you want to take the listing, not if they are going to give it to you.
- If you say yes to something you are absolutely saying no to something else.
- Do not work with difficult people
- Communication is chaos if it is not comprehended
- It is your job to make sure you are understood

Session 1: Sphere Factor

Working your sphere

Ways to touch and engage with your Sphere:

Social media touch

Sean Carpenters 4H club

- Handwritten notes - 5 handwritten notes to sphere

- Hot sheets - look at new listings - reach out to someone in sphere near a property just listed/ just sold and touchbase
Happy Birthday - wish happy birthday on social
- High-fives
5 high-fives -include 5 likes on Facebook, 5 comments on Facebook, 5 comments on Instagram, 5 comments on Twitter , 5 text messages on your phone

This is great thing to track in your CRM

2 coffees a week to touch base- key is don't bring up real estate talk about life.
Life comes back to real estate

Drop off dinner - pick a client and call them and take them dinner

Client touches to get good engagement -
Get them to expect it - every year.

We love our clients event - Rent out restaurant free dinner - swag

Events quarterly- you have to reach out- multiple touches-
you can automate invites/RSVP's

Kentucky derby party-
RSVP to the email, call to remind.

- At the party what are you doing to draw people- give them resources - send them to a landing page with resources to get them to your site.
Some items to offer:
Guides (tips/local info)
100 steps to prepare to sell.
Track through qr.

Give back incentive for the events to tie in giving to the community.

How to provide value-

- Personal touch volunteering
- Neighborhood sold reports to your past clients using the IDX on your website to automate
- Automated cma's Homebot/Myhomeiq
- How to read your property assessment

- Leverage the business directory for resources for past clients
- Send info about the area
- Coupon for a handyman
- Call past clients - calling to see if you need any referrals for painters, plumbers, etc.
- Send the opposite party for the hud

At the end of the year. Let me know if you need me to send you a copy of the settlement statement.

Look outside of Real Estate emails for examples on how to get someone to engage: Example: Credit Karma great email marketing headlines and content

Most people know at least 7 realtors - you have to show value and find a way to stand out.

Newsletter review a restaurant in the area every month

Happy Home Anniversary. Call 2 days before asking if they have made the reservations for a restaurant. Then call the restaurant and buy them dessert.

Make 5 reservations at restaurants on holidays, and then send out to the sphere and email, Who needs reservations for that holiday dinner? (first come, first serve)

Use Lolo as a gift for clients.

Send Home anniversary handwritten cards.

Create client landing page with links, resources

Have you checked on your homeowners policy, month before anniversary of closing date. Have you made any updates to the home?

Get that insurance

Send a book when they have a baby

Deliver Onesie to a client with a new baby, write the card to the baby.

As soon as you're done with the touch you make a note and schedule the next touch.

Document it. Leverage your CrM

Prioritize your Database

Top shelf club

Gold star - star by homes that have bought and sold, referrals

Sort by stars and those are your top shelf club -vip

When talking to your database:

How can you help the person?

When communicating with contacts:

Ask them: What brings you joy?

Ask them: What do you love to do?

Do less not more

Scale - pick one thing and do it well.

Session 1: Builder Panel

Paul Kane - Moderator - HOA of Raleigh - Wake County

Tyler Kick - Drees Homes

Dana Mayberry - Ashton Woods Homes

Dawn Miller - Caruso Homes

Overall New Construction Market:

- Micro - What are interest rates and how they affect the housing market
- Macro - what the trends are for the last 20 years, Home builds are at levels from 2003, and we are in a housing shortage
- Triangle Market Sales are about 50% of all Sales
- We are not building fast enough

The Triangle is one of the best markets in the country for new construction as Builders have the assets (land). There is no shortage of Land money for builders in this area, builders want to be in this area to build. Builders are trying to catch up on building homes. New Construction Housing Supply will continue to be steady.

Land Purchase Trends:

- Chatham - Pittsboro
- Towards - I95

Builders are chasing volume so more and more builders are moving towards keeping things simple so homes can be more affordable.

Builders want to their inventory to be

25% high end sales

50% affordable housing sales

Interior Trends:

- Wood tones
- LVP
- Quartz
- 1st-floor primary bedroom
- Multigenerational 1st-floor guest suite

The Triangle is growing as Johnston and Harnett counties are very much the Triangle now.

Sold For Rent (SFR) and Build for Rent (BRF) sales - Builders tend to sell multiple units at one time to companies that want to rent out homes in one neighborhood and the Triangle is a hot submarket for this.

Green homes have been a moving target for the last 20 years, New homes built today are more high-performing so Green homes are more of the norm.

New construction incentives (buy down rate, etc) are very community-oriented

Wake County housing starts are 4 times the national average.