

## Session 2: Do I Need a Website?

Yes, It is Your hub

You own your domain

You can control your data, messaging and get in front of more people

You are going to be found on Google - that's where people are searching

Where are you sending your traffic?

Eat Approach to Showing Value:

Experience (separates up from ai)

Expertise

Authority

Trustworthy

The Value is the Data - you want to be able to control the data.

By having your own website - You don't have digital handcuffs

Realtors tend to be

<https://durable.co/> AI website builder

People come to your blog when searching.

When looking for content leverage look at:

- People also ask section in Google  
Take the 15 questions and turn that into a blog.  
That is your content for blog posts
- Google autocomplete

Write about properties on blogs the result:

**Better**

**Listings**

**On**

**Google**

Plug in on Google for YouTube

Transcribe

Give

At tool to see if AI has been used Undetectable.ai

Use ChatGPT to refine your unique value proposition:

Simplify hub and spoke approach

Talk about what your passionate

Homes.com make sure you have a page

Drive that back to the site

Your unique value proposition What is it and does it pass the “I should hope so” test

Ex. I am trustworthy- Well I should hope so.

Story of the Sold - case study on the landing page.

## Session 2: Effective Digital Design with Canva

Thought Leaders: Cayce Levine, Alice Ann Elam, Heather Gower

(<https://www.instagram.com/caycesellsnc/>,

[https://www.instagram.com/heather\\_gower\\_real\\_estate/p/C53EBLfOAvR/](https://www.instagram.com/heather_gower_real_estate/p/C53EBLfOAvR/) ,

<https://www.instagram.com/aliceannelam/>)

- Social Media - Post every single day! People are not seeing it every single time based on the algorithm
  - Be consistent
  - Trivia questions
  - Helpful info
  - Some personal things (every other day)
- Best practices
  - Use the same face photo on all platforms
  - <https://www.instagram.com/katielance/?hl=en>
- Should I have a business page or a person page?
  - Post on business page and then share on personal page
  - The analytics of business pages are helpful, and the ability to schedule on certain platforms
- Strategy Package
  - Post card in neighborhood, Next door app, Social media
- How long should reels be?
  - The algorithms and platforms change so much. Youtube will be longer, Facebook will be shorter
  - Try some different things out: 5-6 seconds of b roll or 3 mins of you talking - try it out and look out of your analytics!
- Everyone has different goals for social media
  - Reputation
  - Stay in front of your sphere
- Canva
  - You can take still pictures and make it look like it's moving

- Canva Magic
  - You can even rewrite in canva
  - You can give it prompts
  - This gives you great inspiration and ideas for what to do!
- Can use it for so many things! Buyer Guides, Seller Guides, Relocation Guides, Newsletters, Reels, Youtube videos, Social media posts, post cards, gift tags, etc.
- Agent Icon
  - You can take the idea from Agent Icon and create your own canva graphic
- <https://www.highway.ai/>
- Content Calendar
  - Example of what Heather does:
    - Monday Motivation
    - Tuesday: Trivia
    - Wednesday: Where am I?
    - Thursday: Anything
    - Friday: Something fun
  - Example of what Cayce does:
    - Things to do in the area
    - Her pet, her child
  - Spotlighting local businesses
  - Don't be afraid to post real estate
  - You can be personal and relatable, without showing your personal life.
  - You want to be the person that they are going to meet in person.
- Agent Bio
  - What makes you different? What makes you stand out?
  - We all have the same things like we are passionate about helping people, we love helping people sell their home, etc.
- Trends
  - If it feels right for you, go for it!
- Be yourself
- (Example: <https://www.instagram.com/glenndabaker/>)
- Show your face!
- Posting is great but commenting, liking, interacting is what is going to build those connections.
- How do you get your clients to follow you?
  - Add them
  - Find where your people are - if everyone is on Facebook, don't put all your energy into Instagram.
- LinkedIn - have a background and photo

## Session 2: Real Estate Leadership in 2024

### Engaging or Reengaging Team Members

- Do not tolerate bad behavior on your team
- Giving people public recognition within your team
- Don't create competition within your team, you are on the same team
- [Maslow's hierarchy of needs](#) What fulfills your teams needs individually
- Agent's needs from leadership shifts over time
- Treat everyone like a partner so everyone has ownership in the success of the tem as a whole
- Allow your team members to grow and help them accomplish their goals
- New agents are easy to train and motivate but the team members that have been around longer have different needs to still feel fulfilled
- Understand what motivates your team members and then find a way so that they do not feel limited within your team
- How can I as a team lead bring value to the team? It's not all about the money.
- Team culture is super important in retaining team members
- People want to be a part of things, they want to have a place to go
- No one likes to feel like they are alone in an unfamiliar place
- Servant Leadership- doing things that may seem to others are beneath you.
- You mature into a leadership role and your people help you do that
- You need to have a welcoming community or people will not join
- It's a privilege and an honor that someone wants to be on your team.
- Diversify your circles. Have a rainbow of people around you.
- Leadership is not recruiting, but the agents are the ones recruiting others to the team
- Do not be dictatorial. If you don't show veteran agents respect, they will walk out the door

### How do you balance your own business and being a team lead

- You cannot be an effective team leader and compete with your team
- Jim Allen will raffle his commissions to the other agents on his team
- You don't want people to worry that you are taking the best leads for yourself
- To be a good team leader, you have to take yourself out of the game
- You build a team by servicing clients. Hire someone to help team members with individual marketing as well as team marketing
- Fear of loss is why people lose
- You will naturally excel at what you are best at

## Budgets

- What do you need? Buyers agents, admins, etc.
- Team leaders primary responsibility is to be the provider of enough business for everyone in the space
- Rainmakers don't catch rain, they make rain
- Mentally be a few steps ahead in terms of what you need.
- You are not working today, you are working today for 2 years for today
- You have to reinvest your money into your team continually
- Whatever your team needs, as the leader you need to provide that.
- There are some things that are just break-evens and you just need to do for your team. It may not make you money but it will make money for your team members.

## Session 2: Run Your Business Like a Business

Michael Hock - Thrivent

Joe Prillaman - Anchored Investing, 28 short-term rentals

April Stephens - The April Stephens Team

April Stephens - 3 staff members are a COO, Listing Coordinator, Client Care Coordinator

- [Vivid Vision](#) - Read it! - Look it up - Joe Prillaman

Top systems and processes - software (database of names, finances)

- Software stack for short term rentals - Owner Rez 10+ units, Hospitable 5-10 units

1099 vs W2

- SEPP retirement account - 1099s can set up a retirement account
- You can have more IRA and SEPP accounts
- Pay taxes quarterly

Should I own the business or should the trust own the business

- Most of the time a trust will overcomplicate things
- S-corp - pass through taxes
- A living trust, you are the beneficiary until you pass
- Do not form an LLC for business write-offs, the LLC is providing liability insurance
- Put insurance on everything - all rental units
- Income, Independence, and Impact - What is independence without income, what is impact without income

Best way to scale -

- Do you hold yourself accountable to a financial benchmark?
  - Give yourself a budget
  - Think of the type of Business Owner you want to be

- All Revenue does not go into your pocket
- Money magnifies what is already there
- More money is supposed to help you grow your business
- Rule of 4 - A forth goes to taxes, A forth goes back into business, A forth goes back into business savings, A forth goes into paying yourself - income
- [Profit First](#) - Book - Looking it up!
- Be proactive in thinking through your grow. You need a financial advisor, Accountant, and Banker and you need to communicate with all 3 constantly.
- Do not reinvent the wheel, and then expand on that
- Does your business stand on its own, when you grow your business you do not want to have to pay for growth with your personal funds
- Invest in yourself, your success will not outgrow your personal development

#### Time Management

- Treat your business like a 9-5
- [Traction](#) - Read it! - Look it up
- Put in the time, set your schedule, get in your routine,
- Modell Week - Eat That Frog
  - Eat the Frog is a productivity technique that gets its name from a pithy quote by Mark Twain: "If it's your job to eat a frog, it's best to do it first thing in the morning. And if it's your job to eat two frogs, it's best to eat the biggest one first."
  - Know your hourly worth and delegate.
- Text to your sphere - Hey, I am working with a buyer in XX area and we are not finding anything they really want. Do you know anyone thinking of selling?
- Revenue-generating time blocks - prospecting, calling sphere, etc