

Session 4: New Agent Tips and Tricks

Prospecting and lead gen

- Outside sphere
- Talk to 5 ppl you know a day
- Sending mailers
- Follow up with people every day
- Education 1 hour per day (podcast, webinar, etc.)
- Farming- can take 6-9 months
- Start by mailing to 4 streets out of a neighborhood of 1500
- Start small and be consistent
- Take commission and reinvest in more marketing
- Farm people- alumni associations, church, rotary club, being active in community, PTA, local charities
- Make a list of 200 people you know and put them in your crm, and start by emailing them
- Reachout to people you know on social media
 - 3-3-3 rule: 3 posts, comment on 3 posts, 3 likes
 - Focus on ppl you know on social that have major life events happening (4 D's)
 - Social media is an amplifier
- 1 realtor for every 216 people
- Newsletters- short and add value
- Weekend bucket list- [click here to see any open houses this weekend](#)

Transitioning to FT Real Estate

- Saved for months to transition
- Real Estate is not as flexible as people think
- You need to treat it like a 9-5 even if it is not
- You need to build a routine especially in the morning
- Spend 2 hours doing prospecting every morning
- Spend time following up- notes, text, email
- Schedule appointments after lunch
- Don't drop your routine for people in the moment. You can call people back, it is usually not an emergency
- Don't let your phone control you, let your voicemail do the work
- 2 categories in your day: Business Support and Business Development- Spend your time on business development or you will not have a business to support

How to be confident on site

- Have people who you can call with questions
- Clients don't expect you to know everything, they just expect you to find the answer and get back to them
- Watch TikToks of home inspectors or lenders to become familiar with problems that may come up
- Tour homes and new construction communities to get familiar with them
- Schedule showings in vacant listings
- Learn to love crawlspaces and attics

Session 4: Instagram, TikTok, YT Shorts

- Scrollable vs. searchable platforms:
 - Scrollable: tiktok, instagram, facebook
 - Searchable: google and facebook
- Youtube:
 - Organic Youtube (not shorts) works
 - Look at your analytics - figure out who your audience is
 - It's not about subscribers, it's about creating content that connects with the right people
 - Pick 5 types of content and continue doing that. Examples:
 - Pros and cons of living there
 - Things I wish I knew
 - Reasons you don't want to live here - <https://www.youtube.com/watch?v=xyb7GnIUxJ0>
- No matter what firm you're with, you have to become your own brand
- Shorts on Social Media:
 - Show your personality
 - Introducing yourself when people follow you or when you add something
- Content Plan:
 - If you post every single day 2-3 times a day, post a mixture of business and personal.
 - Don't like reshares
 - Prefer reels
 - Facebooks:
- Combine Facebook business (use creator mode) & personal pages

- Find the avenue and platform that fits you the best
- Then, you have to hustle in the DMs and Messenger and interact with them
- Find what works for you and you will attract your audience
 - Some demographics want digital business cards
 - For some, digital business cards can work better than regular paper business cards

Session 4: AI and Compliance

AI helps us compete with big brands

How agents are using AI:

- Social Media
- Listing Descriptions
- Blog Posts
- Emails

You must proofread anything AI creates

AI Doesn't understand Fair Housing

Example- Can't use the term "walk" in Canopy MLS but ChatGPT will include that term when writing about an area, unless you prompt it not to, and you will still need to review.

AI is like a teenager -

- You need to give it very specific instructions
- It's all about the prompt

Originality.ai to decipher if material is written by AI

Google search - posting the same thing you are going to get lost.

Social optimization

Compliance:

Don't wait until the last minute to register for your CE

In NC:

1. Your firm name must appear on any advertising (brokerage logo) it has to be the specific brokerage. In your profile (NAR states to include specific areas in which you work)
2. Posts - every single posts required- name of firm, keep a copy for 3 years - (including ads) date the property closes. Download snippet new highlight the ad
3. Advertising folder for every listing - Address folder and everything goes on the folder folder photosfolder videosfolder adsfolder for contractorganizing the file by this format2024-04-30 OH (address)
Command, control, 4 save it

If you are posting on your site, or social, include name of company and brokerage as hashtags
In NC you have to include your firm on every post

Attention breeds leads

All of GPT's is a language model
Dally - visual

OpenAI
Free - ChatGPT 3.5 Dec 31, 2021
Paid- ChatGPT 4.0 Dec 31, 2023

Explore gpts image generators, logo generator, relocation gpts

Language perplexity
Perplexity.ai creating content on the go - live time for data

Opus pro -video editing
Opusclip.ai

Invideo.ai create b roll - 1400.00 a year

Session 4: Short-Term Rentals and Investment Properties

Angie Cole: Owner of A Cole Realty
Meilani Hock - Investor, Trainer
Joe Prillaman - Anchored Investing, 28 short-term rental units

Saturated areas

- For short-term rentals there are still a lot of old school property management companies that are still not on AirBNB, Verbo, etc
- You have to run it at a high level
- 2021 was the Gold rush of AirBNB
- What is a good return on AirBNB - In the Triangle on 2 bedroom, \$600- \$1400 monthly, 3 bed - \$850-\$2000 monthly

Financing - Cash flow heavy or appreciation heavy

Delayed financing is an early cash-out refi in the first 6 months

Short-term rental - what is the starter pack to get going

- Software stack for short term rentals - Owner Rez 10+ units, Hospitable 5-10 units
 - Guesty - software
- Movement Mortgage - hard money
 - Once you get to 3 short term rentals you need software
 - AirBNB, Verbo, Bookings.com, Furnish finder, Zillow
- Pricing - AirBNB pricing algorithm is all about getting bookings and not about YOUR Income.
- PriceLabs.co follow events to move prices up or down
- Under 30 days = Short Term Rental
- Over 30 days = Long term rentals
- Furnish finder - Hospital - www.furnishedfinder.com

AGO - Arbitrage

Sub-Lease

Co-Hosting

Ownership

Pricing - AirBNB pricing algorithm is all about getting bookings and not about YOUR Income.

Tools for ShortTerm Rentals

PriceLabs.co follow events to move prices up or down

AirDNA.co -

Data.rabbu.com

Real Estate

Triangle Real Estate Investments group

NC Real Estate Investments group