



REMAX

Regional Services

The Three Pillars of a Successful Agent

The background of the image shows several large, classical columns, likely made of marble or stone, arranged in a row. The columns are partially obscured by a semi-transparent grey overlay. The lighting is soft, highlighting the texture and curves of the columns. The overall tone is professional and elegant.

Treating Your Business Like a Business

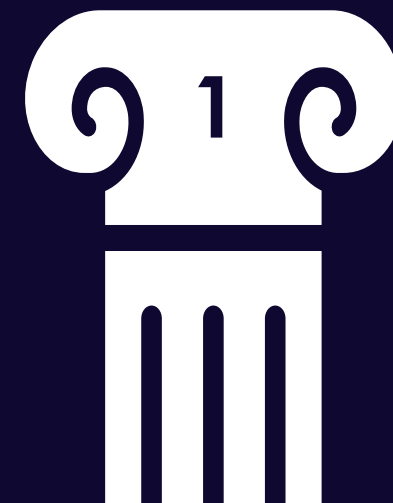
Lead Generation

Client Follow-Up

Treating Your Business Like a Business

- Metrics Tracking

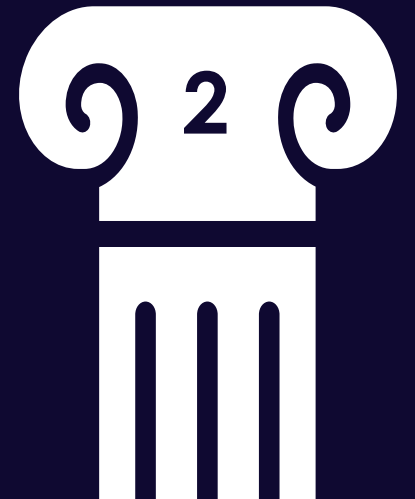
- Conversation attempts
- Conversations
- Appointments set
- Appointments met
- Offers written
- Offers accepted
- Closed transactions
- Average price point
- Buyers vs sellers
- Total commission earned



Treating Your Business Like a Business

- Creating an LLC and the benefits
 - Discuss with your accountant*
- Commission Allocation
 - Salary
 - Business spending
 - Tax
 - Savings

Lead Generation



Lead Generation

SOI
(Sphere of Influence)

Who it is

- People who know, like, and trust you: friends, family, past clients, referral partners

Typical Activities

- Personal outreach, client appreciation, referral asks, events, newsletters

Key Strengths

- Highest conversion and lowest cost

Lead Generation

Prospecting

Who it is

- People who don't know you yet in your local market

Typical Activities

- Open houses, circle prospecting, door knocking, neighborhood farming, FSBO outreach

Key Strengths

- Builds local presence and listing pipeline

Lead Generation

Online Lead Generation

Who it is

- Internet users searching or responding to ads

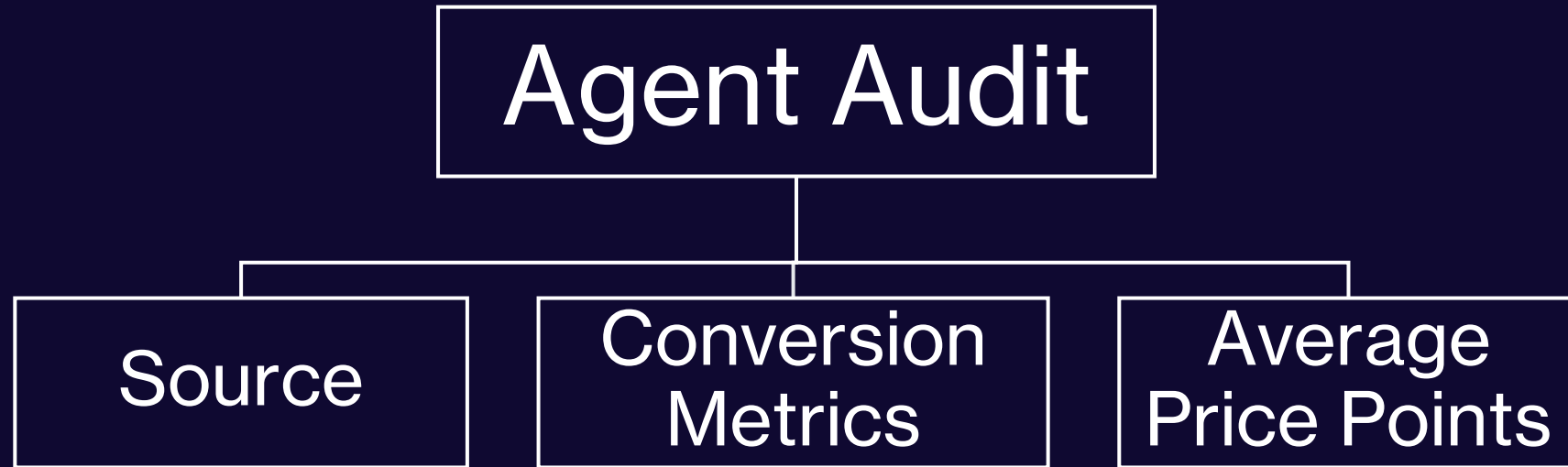
Typical Activities

- Zillow, Realtor.com, Facebook ads, Google ads, landing pages

Key Strengths

- Scalable volume, but requires CRM discipline and ad skill

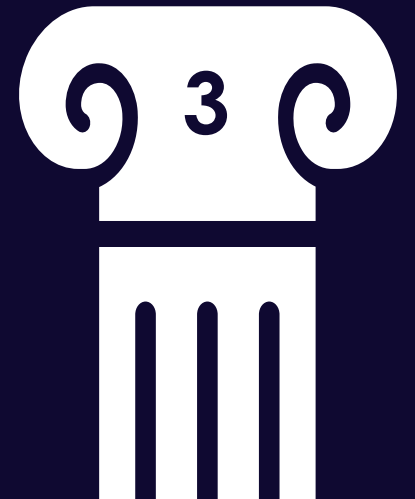
Lead Generation



Client Follow Up

Cadence and Consistency

- Automated email drip
- Quarterly phone call
- Annual tax calls
- Event touches
- Trigger touches



Questions?

