

# 2013

## **Real Estate** BUSINESS PLAN

**Understand today's  
consumer**

**Know your challenges**

Be more effective

Have more fun

**market leader**<sup>®</sup>

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The world of real estate is ever changing. That's why we've taken the time to bring you the most up-to-date industry trends, consumer experience data, and innovative solutions, and created the 2013 Real Estate Business Plan.

Consider this Business Plan your guidebook to 2013 success in real estate. Make this upcoming year your best yet by gaining a better understanding of today's consumer, acknowledging the changes you face as an agent, and learning how to achieve success in today's vibrant real estate marketplace.

## In this year's Business Plan:

- 3 Challenges Facing Today's Consumers**  
What's it like to be a buyer or seller in today's real estate market? We explore the current landscape so that you can better serve your clients.
- 6 Challenges Facing Today's Agents**  
Identify the biggest hurdles facing your business today, how your bottom line is affected, and what you can do to overcome these issues.
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## Challenges faced by today's consumers

Think back just a few short years. Most real estate professionals were probably working out of a traditional brick-and-mortar real estate office, sitting at a desk, and greeting potential clients as they walked through the door. Leads were generated face-to-face, by cold calling, or through referrals, and all of their business revolved around the traditional workplace.

How quickly things change.

Today, you may work from a traditional office setting, but you probably also do a lot of work on the go—from your smartphone, your laptop, and your home office. Many of your leads are likely generated on the Internet, and your website plays an increasingly important role in lead conversion.

Never in the history of the industry has the landscape shifted so quickly. But, even though the details have changed, have your clients' needs really changed that much?

Probably not. Think through recent conversations you've had with clients. They're still looking for the guidance and expertise of a trustworthy real estate professional who can anticipate their needs, answer questions, and find them the home of their dreams.

That being said, there are a few key challenges that today's consumers face:

**An overwhelming amount of information:**

While the Internet puts valuable real estate information at your clients' fingertips, the sheer volume of information available online can be overwhelming for buyers and sellers of all experience levels. From having access to the entire MLS on an agent's website to virtual stacks of neighborhood and school district data, today's consumers need guidance when it comes to sorting through the onslaught.

**Hundreds of real estate professionals to choose from:**

With just a few clicks, today's consumers can be connected to a seemingly endless number of local real estate agents.



While browsing online, consumers see pictures, phone numbers, websites, and email addresses for hundreds of agents vying for their business. How do they choose one?

**A lack of confidence about whom to trust:**

With so many agents out there, how do today's consumers know whom to trust with their business? Consumers want an experienced, skilled, friendly, and competent real estate professional, but don't know how to sort the great agents from the mediocre, especially when looking online.

**A disconnect in client-agent communication style:**

Today's consumers are accustomed to a certain process for getting acquainted with real estate professionals and other experts they hire (like financial advisors, accountants,

personal trainers, or contractors). Consumers want to first have an online conversation, whether via registering on your site or communicating on a social media site. Then, they'll progress to email. Finally, they'll move on to phone or face-to-face contact once they feel comfortable and ready to move forward. Unfortunately, many real estate agents refuse to acknowledge this progression and pick up the phone upon receiving an initial online contact from a lead. This makes consumers uncomfortable and often forces a premature "no."

So what can you, the real estate professional, do to acknowledge these challenges and offer value to future clients? Consider these solutions:

**Take the time to know what a specific consumer's needs are:**

While every consumer is looking for expert advice and someone they can trust, each individual consumer has specific needs. Let's say you have four potential leads: a couple buying their first home, an individual interested in condominium living, an investor looking for short sales and foreclosures, and retirees looking for a vacation home. It would be ill advised to use the same approach to contact all four of these leads. Before reaching out to an individual lead, dedicate a few minutes to thinking about the kind of information he or she will be interested in, based on the facts you have on-hand about this person. Then, when you do reach out, you're more able to offer valuable, insightful information that anticipates your lead's future questions and needs.

**Give consumers a reason to keep coming back to you:**

With so many real estate agents and so much information available online, you need to set yourself apart. The best way to do that is to provide expert, personalized information, as we just discussed. This strategy isn't just limited to your personal interactions with potential clients. It's also a great strategy for your website. Make sure that you're providing the things that every potential client is interested in: plenty of listings, offered front-and-center; neighborhood, school district, and other demographic information; and your expert interpretation of popular real estate topics, like interest rates, short sales, and facts about your local market.

When you're providing everything potential clients need right on your website, they have no reason to continue their search elsewhere, and you've easily established yourself as the local expert.

**Ask the right questions:**

When you interact with leads, whether online, via email, on the phone, or in person, ask the right questions. Put your sales script away and instead, ask constructive and engaging questions without being pushy.

Instead of asking, "When are you moving?" "How many beds and baths are you looking for?" or "What is your budget?" use more insightful approaches that position you as a valuable asset.

**Here are some great examples:**

"I see you're searching for homes in Bellevue. Now is a great time to buy in that area. Home values in Bellevue are expected to grow by 11% over the next five years."

"I understand you are looking for a home valuation. I know that the area you live in is seeing substantial growth, causing home values to increase quickly, compared to neighboring cities. What motivated you to find the value of your home today?"

When you can obtain comprehensive, compelling information from potential leads, you are better able to offer them a personalized experience.

## Key points

- Although much has changed about today's consumers, they are still seeking guidance and expertise from their agent.
- Technology offers consumers more choices, but with those choices come new challenges.
- Finding success with today's consumers involves customizing your approach and messaging for each individual lead.
- The most successful agents ask constructive, open-ended questions that demonstrate immediate value.

*By acknowledging the challenges today's real estate consumers face, spending time tailoring your approach to alleviate these challenges, and dedicating yourself to providing tailored, one-of-a-kind service to every one of your leads, you're sure to grow your business in 2013.*



## Challenges facing today's agents

Working in real estate can be fast-paced, dynamic, and extremely satisfying. But with great rewards often come great challenges. What are some of the top challenges facing today's agents? And what can you do to tackle these challenges head-on?

### **Challenge: generating leads**

It's no secret that generating leads is one of the most important parts of your business, and sometimes the most difficult. In fact, according to Market Leader research, 80% of agents are generating less than 20 leads per month. Given these numbers, it's no surprise that many agents are frustrated with their lead generation efforts. Why? All that time and money spent on lead generation can result in too many fake phone numbers, invalid email addresses, and interactions with online consumers who don't seem loyal and are difficult to engage.

So what can you do to find more success in lead generation? Often, the problem is not the quality of the leads that you are generating, but the disconnect between how agents and consumers like to communicate. The majority of today's real estate consumers start their home search online. This means that your first conversation with a lead should start well before you engage them over the phone or with an email. Today's consumers demand digital conversations with you via your website, blog, videos, social media, and other forms of online communication.

In addition to doing a great job communicating with leads that you find online, it's important to remember that referrals are the type of leads most likely to close. Reach out to friends and family members, take advantage of every networking opportunity you can find, and keep the lines of communication open with past clients.

## Challenge: engaging leads

Once you've established initial contact with a lead, the next step is getting them engaged by piquing their interest in the value you offer and demonstrating why you're a good fit. This is the time to put your best foot forward. Unfortunately, this is also a stage when many lead conversions fall apart. It can usually be attributed to one of two causes: agents' digital presence and their personal interactions with potential clients.

First, once initial online contact has been made, many agents don't have a great website to point leads to—a place where they can continue the conversation. The agent-lead relationship must be nurtured with valuable, useful online content.

Second, many agents employ bad habits they've developed over time, like smothering leads by contacting them too frequently, guessing what prospects are looking for in their home search, and not paying enough attention to timing and approach when reaching out. Overall, agents are lacking purposeful, insightful interaction with leads.

In order to prevent the loss of qualified leads, focus on providing value to potential clients with every touch point, whether that's a visit to your website, a Facebook conversation, phone call, or an in-person appointment. Use back-end analytics and a robust contact management system to ensure that you understand what each and every lead has been searching for on your website. Utilize social media to gather information, not just to promote yourself. Finally, avoid contacting leads with vague statements like "just touching base," or "let me know what I can do to help." Always offer a next step.

## Challenge: winning business

Winning business is where the rubber meets the road. This is the stage when your hard work generating leads and keeping them engaged through the conversion process should really pay off. But, many agents lack the best practices for this crucial phase where a lead becomes an active client.

The best way to be more successful at turning leads into clients is a two-fold investment strategy: invest in technology, and invest in yourself.

First, understand that today's online real estate environment makes technology essential to your success. Embrace easy-to-use technology that helps you walk leads through the conversion process. Technology solutions can provide listing recommendations, offer house values to potential clients, and ensure that you're always top-of-mind, thanks to automated email campaigns, marketing collateral, and intelligence about what leads are searching for on your site. And remember, technology is supposed to make your life easier, not harder. Make sure the tools you choose simplify your business.

Second, partner with industry-leading companies that provide ongoing educational and training opportunities at no additional cost. Now that you've invested in technology, it's crucial to stay up-to-date on the latest industry trends and developments. Make sure you're always armed with the latest strategies for success.

## Challenge: having fun!

Yes, work can be fun! When you first started working in real estate, you were driven, passionate, and dedicated to finding success. But, over time, obstacles like rejection over failed lead conversions and juggling multiple back-end systems can leave you feeling drained and overworked. It's time to rekindle your love of this business.

We've already talked about the importance of investing in technology solutions to help convert leads efficiently. In addition, consider other timesaving strategies. For example, hire someone to handle your administrative and marketing duties, freeing up time for you to do what you do best—working with clients and closing deals.

Also, avoid frustration by creating a day-to-day game plan for yourself of tasks to complete, how to do them well, and the ways in which you will strive to find success.

Lastly, be part of a community. Work as part of a dynamic team, seek out mentorship opportunities, and share your frustrations (and brainstorm solutions!) with colleagues.

## Key points

- The key to generating leads in today's market is knowing how today's consumer wants to communicate.
- Successful agents demonstrate value every time they communicate with leads, from first contact to closing sales.
- Agents frustrated with the challenges they face can develop new skills with the help of technology solutions and training opportunities.
- Being part of a team is an important asset. Don't be afraid to share trials and triumphs with colleagues.







## Must-have tools for 2013 business success

New year, new game plan. It's never too early (or late!) to start setting yourself up for future success with strategic goals for 2013. Maybe it's increasing the number of leads you generate in a given month, expanding your team to include new agents, or setting and meeting increased sales and commission goals. You know what you want to achieve, now you just need to know how to do it.

Imagine you're planning a trip that departs in just a few months. Of course, you've picked a destination—that's the easy part. But what tools do you need to make your trip a reality? Of course, you can't travel without a plane ticket, passport, packed luggage, and a great travel companion. These are all essential, must-haves for a successful vacation.

Consider your 2013 goals to be your travel destination, and the tools below are your travel essentials. You can't have a successful trip without having all of them in place, and they each serve a specific, important purpose.

## A great website

As you well know, with every year that passes, more and more potential clients are utilizing the Internet as their main method of collecting real estate information. Because of this fact, investing in technology is crucial to every agent's success, and that starts with a great website. Consider your website your first impression with a new customer. Is it clean, straightforward, and easy to navigate? Are visitors finding the information they seek? Consider these important characteristics that every great real estate website should have:



### Listings, listings, listings:

The number one reason most potential clients are visiting your site is to find home listings. Make it easy for them! Listings should be front and center on your site, and visitors shouldn't have to jump through too many hoops to access the homes they're looking for. A great website puts the entire MLS at potential

buyers' fingertips, and ensures that they'll return to your site whenever they need more information.

### Incentives for registration:

Of course, in order to acquire valuable information on your site's visitors, you need to know who they are, via a registration process. The key to motivating leads to register for your site is two-fold: making it as simple as possible to do, and demonstrating the added benefits they'll receive as a registered visitor. Only ask them for as much contact information as you truly need, keep the registration page short and sweet, and dangle a carrot—show them what you'll offer them in exchange for their time and contact information: valuable neighborhood data, access to 360 virtual tours, or the ability to save listings for future use, for example. Make your registration page a window, not a wall.

### No distracting content:

Don't put content on your site that competes with your main value proposition—that you're a valuable partner in a client's home buying or selling process, and that you (and your website) are a one-stop shop for everything they may need along the way. Don't distract visitors with advertising, social media widgets, or links to other companies. Don't offer visitors easy ways to click away from your site—encourage them to stay.

### More than just listings:

Yes, listings are the top reason that potential clients visit your site. But, as you well know, there's more to finding

your dream home than listings. Your site should offer visitors a wealth of information, including neighborhood data, school district information, current interest rates, market trends, and your expert advice. And, all of this content should live on YOUR site—don't rely on external links, which only serve to route visitors away from your website. Bottom line: when potential clients have comprehensive information at their fingertips, they have no reason to look elsewhere!

### A straightforward way to capture leads:

Your goal in capturing leads should be to ensure that every lead ends up visiting your website. But what do you do with these leads once they've arrived? It's imperative that your website is connected to a back-end contact management system. A great contact management system provides you with valuable information about each and every lead that visits your site. We'll talk more about this later on.

### Targeted, centralized lead generation strategies

In order to create and maintain a steady stream of business, it's important to find leads from many different sources. When you cast a wide net, you're better equipped to identify the most qualified, active leads and start converting them into clients. In addition to traditional lead generation activities like print marketing, networking, referrals, and open houses, spend some time learning how to integrate technology in your lead generation efforts.

Here are just a few of the many successful lead generation strategies you can try:

### **Craigslist:**

When you're posting listings on Craigslist, consider these best practices. First, use an attention-grabbing headline. Examples include "Five must-see homes in Portland" or "Can't decide between Del Mar and La Jolla?" Headlines like these are more engaging than the standard "3 bed, 2 bath home in Dallas." Second, always show more than one home in each post. That way, if the first home doesn't appeal to the viewer, you have other homes with which to pique their interest. Finally, the body copy must always have a link back to your website. That way, potential leads who view your ad are taken to a place where you can continue the conversation with them.



### **Social media sites:**

Social media sites like Facebook, Twitter, and LinkedIn can be great places to find new leads, while also keeping you top-of-mind with your existing leads and past clients. There are some simple things to do to ensure that your posts are engaging, interesting, and useful to your audience. First, always use a headline that draws people in. Social media users are constantly bombarded with information—make your post stand out. Next, remember that not every post needs to be a sales pitch. But, every post should

demonstrate your expertise in real estate. In addition, every time you post, include links to specific pages on your website where leads can get more information. And finally, social media is meant to be interactive. Encourage dialogue with your followers. Ask open-ended questions and always respond to comments and re-tweets.

### **Paid lead generation:**

It's no secret that top-producing agents utilize paid lead generation sources as part of their overall strategy. There's no reason you can't do the same! These agents invest a certain amount of money per month with companies that offer lead generation services. Not only does this free up time for agents to work on other parts of the business, but paid leads can often be more qualified and consistent. Partnerships are available with companies that provide buyer leads, seller leads, and even exclusivity within your local market or ZIP code.

### **Pay-per-click advertising:**

Commonly abbreviated as PPC, pay-per-click advertising is a great way to help potential leads who are searching the Internet find their way to your site. With help from systems like Google AdWords, Yahoo! Search Marketing, or Microsoft AdCenter, you'll identify keywords and short text ads that are relevant to your website, and then Google, Yahoo!, or Bing display links to your site when someone searches for these keywords. You'll simply pay a flat per-click rate for each person who is routed to your site. PPC advertising can be quick, easy, and very cost effective.

With the Internet at your fingertips, innovative new strategies for lead generation and marketing being developed every day, and a wealth of consumers online, the possibilities for success are endless. But don't forget—regardless of the method you use, make sure that every lead is routed back to your website!

Successful lead generation takes time, effort, and practice. Nobody becomes an expert in all types of marketing overnight, so if you're feeling overwhelmed or need help developing your skills, partner with a company that specializes in generating real estate leads and spend some time learning the ropes.

## A streamlined contact management system

Have you seen a theme here? You always want to point leads back to your website. Regardless of how they got there, your website should always have fresh, relevant, and engaging content that demonstrates why you're the best agent for the job. But there's one more important component of your website that we've already mentioned briefly: a streamlined contact management system.

A great contact management system is so much more than just a database. A robust contact management system is seamlessly integrated into your consumer-facing website and provides you invaluable data about every single lead who registers on your site—the types of homes they're looking for, other data that interests them, and the time of day they're active in their real estate search.

When you utilize this kind of data, you're able to tailor your first impression with each and every potential client, greatly increasing your chances of converting a lead into a client and eventually, into a sale.

A contact management system is like your own personal assistant. It helps you keep track of leads in every stage of the conversion process, can save you valuable time by automatically sending out drip campaigns to keep you in contact with each lead, and provides unparalleled access to the wants and needs of your future clients.

## Actionable goals

Being successful takes action. It's important to explore what it takes to be successful. Don't just focus on the end result you're hoping for; spend time thinking about what it's going to take to get to that end result.

For example, instead of saying "I want to generate more leads this year," give yourself actionable goals, like: "I'll dedicate two hours of every work day to leads, including 30 minutes to generate new leads, 30 minutes to introduce myself to new leads, 30 minutes to re-engage with current leads, and 30 minutes to follow up on any new, 24-hour activity."

## Key points

- A simple, straightforward website with listings on the home page is your #1 lead engagement tool.
- Diversify your lead generation efforts with online tools like Craigslist, Facebook, and pay-per-click advertising.
- Let technology do the heavy lifting by investing in a streamlined contact management system that makes keeping in touch with leads quick and easy.
- Set quantifiable, action-oriented goals to motivate you in 2013.

In addition to setting aside specific time each day for your goals, create a weekly schedule that helps you stay on track with important tasks. For example, post to your social media sites on Mondays, Wednesdays, and Fridays, and post new listings to Craigslist on Tuesdays, Thursdays, and Saturdays.

*Being disciplined, focused, and practical while setting actionable goals will go a long way towards helping you meet the large benchmarks you've set for yourself.*



## The 2013 business plan for brokers

As you're reading through this year's Business Plan, you'll notice that most of the advice is geared towards agents. We've covered topics from lead generation to technology, and everything in between, with the goal of helping agents around the country have their most successful business year yet.

That's not to say that there's nothing that brokers, management, and team leaders can learn from the Business Plan. In fact, your best bet is analyzing the unique challenges that exist in today's marketplace and thinking about how you can help your agents overcome these obstacles.

For example, today's consumers are relying more and more heavily on the Internet in their home searches. But, with this increased reliance on technology comes an onslaught of information that can be overwhelming to even the most experienced buyer. Now that nearly every real estate agent has an online presence, buyers don't know whom to trust and where to find the best information.

At the same time, consumers' increased reliance on technology has left many agents feeling like they don't have the tools they need to successfully convert today's Internet-savvy leads into customers.

So what can you, as a broker, manager, or team leader, do to help better equip the agents in your office for success in 2013? Embracing technology solutions for individual agents and for your brokerage as a whole is the number one priority.

What do we mean by embracing technology solutions? Anything and everything that makes doing business easier, more cost effective, and streamlined for both your agents and your management team. This includes everything from integrated lead capture websites with IDX/MLS listings to pay-per-click advertising campaigns; and social media strategy to training opportunities that cover the latest online marketing tactics.

Investing time and money in technology solutions won't just help each individual agent in your office, it will help your bottom line as well. Here's how:

**Monitoring business performance:**

When you invest in a back-end contact management system, not only do you help your agents keep track of every single lead that comes their way, but you also have business intelligence right at your fingertips. You're able to follow up with agents on specific transactions, track their overall effectiveness, and see how your overall business is growing.

**Empowering agents:**

Empowering agents is all about giving them the resources they need to close more transactions. The right technology solutions can help them generate leads quickly and easily, convert them seamlessly with help from specific data, and keep them up-to-date on industry best practices. With the right technology tools, you're removing the most common (and frustrating!) barriers to success.

**Recruiting and retaining top talent:**

Operating your business with an eye for smart, savvy tech solutions makes you a competitor in your local market. Offering the latest lead generation and conversion tools, and demonstrating a proven record of success for agents generating and closing leads not only keeps your roster of current agents happy, it also helps you recruit fresh, new talent to your brokerage.



With a keen eye for the current trends in the market, a willingness to invest in innovative solutions, and a dedication to helping every agent in your office find success in the new year, there's no doubt 2013 will be your brokerage's best year yet.

## Worksheets to help

Now that you have a solid understanding of the challenges both consumers and agents face in today's online real estate environment, it's time to start planning for success in 2013. The following worksheets were developed with the help of some of the industry's top-performing agents. From calculating your monthly expenses, to achieving 10, 20, or 30+ transactions in 2013, we have provided the road map to help you reach your goals.

# Road map to 10 transactions in 2013

Did you know that the majority of today's real estate agents generate less than 10 transactions per year? That might seem like a daunting statistic, but the road to achieving 10 transactions isn't a rough one. Kevin Meyer of King County Estates and Coldwell Banker Bain, is consistently recognized as being in the top 1% nationally for sales volume closed. He suggests the following plan of action: *"Don't fly by the seat of your pants. Successful agents know that real estate is a process. Establish a daily routine of activities and stick to it. Invest in technology and take advantage of Craigslist and paid lead sources to fill your pipeline."*

Craigslist leads needed per month	<b>10</b>
Sphere/Referral leads needed per month	<b>1</b>
Social Media leads per month	<b>0</b>
Paid leads per month	<b>10</b>
Total prospects needed each month / year	<b>21 / 252</b>

	Generate leads	Engage leads	Convert	Continue the relationship
<b>Time spent / day</b>	3 hours	1 hours	2 hours	1 hours
<b>Activities</b>	Craigslist postings, cold calls, social media posts, paid advertising	Check activity in your Contact Management System. Find contacts ready for a phone conversation. Engage others using tools such as listing alerts, drip campaigns, and newsletters.	Show homes, listing presentations, document HUD, inspections, negotiations	Contact past clients, contact your sphere, handwritten thank you notes and postcards
<b>Expert Tip</b>	Always do your online lead gen in the morning so you can field the leads as they come in throughout the day.	Use your contact management system to build a profile of your lead's needs and goals. Use this information in your first contact with the lead.	Of course, as an agent you can't always plan when exactly these events will occur, but do your best to stick to a schedule.	Do this at least twice per week.

## Example day schedule

We know that real estate is a 24/7 business, but you're likely to see greater results by setting a daily routine and sticking to it.

8am – 11am	Generate leads
11am – 12pm	Continue relationships/ Networking
12pm – 1pm	Lunch / relax
1pm – 3pm	Home tours / inspections
3pm – 4pm	Engage leads

*"80-85% of my business is directly generated from Market Leader. In the last 30 days, I have had 30 prospects and over 3,000 people visit my site. Market Leader gives me that simplicity that I need to keep track of my leads, while giving me a steady flow of business transactions."*

Mike Watson  
Keller Williams Realty



# Road map to 20 transactions in 2013

You've gotten your feet wet in real estate and you like the feeling. Now you're ready to go waist deep in the real estate waters. The road map to 20 transactions will require a greater investment in lead generation. Paid leads become more important, but the good thing is, you've built a solid business that will allow you to invest in more leads, and in technology that can help you balance the additional workload. You'll also be expanding your lead generation efforts through social media.

Craigslist leads needed per month	<b>20</b>
Sphere/Referral leads needed per month	<b>2</b>
Social Media leads per month	<b>5</b>
Paid leads per month	<b>20</b>
Total prospects needed each month / year	<b>47 / 564</b>

	Generate leads	Engage leads	Convert	Continue the relationship
<b>Time spent / day</b>	3 hours	2 hours	3 hours	1 hours
<b>Activities</b>	Craigslist postings, cold calls, social media posts, paid advertising	Check lead activity in your Contact Management System. Look for those that are ready for a call, and engage the others with email and system tools.	Show homes, listing presentations, document HUD, inspections, negotiations	Contact past clients, contact your sphere, handwritten thank you notes and postcards
<b>Expert Tip</b>	Always do your online lead gen in the morning so you can field the leads as they come in throughout the day.	Use your contact management system to build a profile of your lead's needs and goals. Use this information in your first contact with the lead.	Of course, as an agent you can't always plan when exactly these events will occur, but do your best to stick to a schedule.	Do this at least twice per week.

## Example day schedule

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12pm – 1pm	Lunch / relax
1pm – 4pm	Home tours / inspections
4pm – 6pm	Engage leads

*"Market Leader Professional has helped to pick up Internet based clients with very little effort, leaving me time to work my business. The prospects I have received are very motivated buyers who do not hesitate to communicate by email. I am very pleased that I made the decision to invest in my business with Market Leader Professional."*

*Cindy Rein  
Metro Brokers Real Estate*

# Road map to 30 transactions in 2013

You're a real estate powerhouse, but going at 30+ transactions alone can be overwhelming, no matter how amazing you are. You'll have more leads, more showings, and more deals to close than one person can handle. You've mastered your technology tools and quality leads are flowing in from many sources. Now is the time to consider hiring an assistant to handle your administrative and marketing tasks or teaming with other agents.

Craigslist leads needed per month	<b>30</b>
Sphere/Referral leads needed per month	<b>3</b>
Social Media leads per month	<b>10</b>
Paid leads per month	<b>30</b>
Total prospects needed each month / year	<b>73 / 876</b>

	Generate leads	Engage leads	Convert	Continue the relationship
<b>Time spent / day</b>	4 hours	3 hours	3 hours	2 hours
<b>Activities</b>	Craigslist postings, cold calls, social media posts, paid advertising	Call your leads, email is secondary (unless that's how they chose to communicate with you first)	Show homes, listing presentations, document HUD, inspections, negotiations	Contact past clients, contact your sphere, handwritten thank you notes and postcards
<b>Expert Tip</b>	Always do your online lead gen in the morning so you can field the leads as they come in throughout the day.	Use your contact management system to build a profile of your lead's needs and goals. Use this information in your first contact with the lead.	Of course, as an agent you can't always plan when exactly these events will occur, but do your best to stick to a schedule.	Do this at least twice per week.

*"I have had Market Leader Business Suite for about four years and swear by it. The leads it generates are fantastic but you can actually make it blow the roof off of lead generation by having your admin do 10 craigslist feed ads per day and increase the traffic even more. The back end management allows easy access to my clients to know what they are looking at and even what they are thinking by just watching their trends. It captures leads, attracts a ton of traffic, gives you the ability to manage your leads, gains you more business, and allows you to recruit top agents into your brokerage. I can't say enough nice things about the system. Business Suite works great but just like any system, you have to work it and work it fast and right."*

*Johnny Leowy  
EXIT Extreme - Johnny Leowy Team*

# Calculate your expenses

## Living Expenses Worksheet

\$ \_\_\_\_\_ Mortgage payment  
 \$ \_\_\_\_\_ Household (heat, water, etc.)  
 \$ \_\_\_\_\_ Food (grocery and dining out)  
 \$ \_\_\_\_\_ Car expenses (payment, gas, oil, maintenance)  
 \$ \_\_\_\_\_ Entertainment  
 \$ \_\_\_\_\_ Child care  
 \$ \_\_\_\_\_ Education  
 \$ \_\_\_\_\_ Investments/savings  
 \$ \_\_\_\_\_ Other living expenses

\$ \_\_\_\_\_ **SUBTOTAL** (income needed after taxes)

\$ \_\_\_\_\_ **Divide by .70**

\$ \_\_\_\_\_ **Monthly gross income needed**

\$ \_\_\_\_\_ **Multiply by 12 months**

\$ \_\_\_\_\_ **Total gross income required**

### Tip: make this calculation easier

Market Leader products simplify your expenses and provides a specific return on investment: you can see exactly how many people are coming to your website and how many become prospects and clients. Market Leader also makes it easy for you to quickly market your listings across many different websites at once—at no additional cost.

## Annual Business Expenses

\$ \_\_\_\_\_ Desk fee  
 \$ \_\_\_\_\_ MLS dues  
 \$ \_\_\_\_\_ MLS lockboxes  
 \$ \_\_\_\_\_ Telephone  
 \$ \_\_\_\_\_ Cell phone  
 \$ \_\_\_\_\_ Internet  
 \$ \_\_\_\_\_ Computer software  
 \$ \_\_\_\_\_ Supplies, maintenance  
 \$ \_\_\_\_\_ Car payment  
 \$ \_\_\_\_\_ Gas and oil  
 \$ \_\_\_\_\_ Car maintenance and insurance  
 \$ \_\_\_\_\_ Office supplies  
 \$ \_\_\_\_\_ Meals and entertainment  
 \$ \_\_\_\_\_ Seminars and conventions  
 \$ \_\_\_\_\_ Leads generation subscriptions  
 \$ \_\_\_\_\_ Postcards and postage  
 \$ \_\_\_\_\_ Flyers and brochures  
 \$ \_\_\_\_\_ Signs  
 \$ \_\_\_\_\_ Website  
 \$ \_\_\_\_\_ Newspaper and magazine ads  
 \$ \_\_\_\_\_ Legal/professional/CPA  
 \$ \_\_\_\_\_ Assistant's salary and benefits  
 \$ \_\_\_\_\_ Payroll taxes  
 \$ \_\_\_\_\_ Transaction coordinator  
 \$ \_\_\_\_\_ Listing coordinator  
 \$ \_\_\_\_\_ Dues and subscriptions  
 \$ \_\_\_\_\_ License  
 \$ \_\_\_\_\_ E & O insurance  
 \$ \_\_\_\_\_ Industrial insurance  
 \$ \_\_\_\_\_ Medical insurance  
 \$ \_\_\_\_\_ Disability insurance  
 \$ \_\_\_\_\_ Charity

\$ \_\_\_\_\_ **TOTAL**

# About Market Leader

To thrive in today's real estate market, you need to effectively generate, manage, and close more transactions than your competitors—while reaching motivated online consumers.

Market Leader provides the leads, tools, and education to help you surpass your real estate goals. Since 1999, we've helped real estate professionals succeed and grow, and today serve more than 100,000 agents, brokerages, and franchises.

## Generate more leads

Don't waste time chasing leads—make them come to you! With Market Leader, you can get help from our team of advertising experts to drive leads to your website. We also offer you three different opportunities to be the exclusive agent receiving leads from your selected area: seller leads via HouseValues.com, buyer leads via JustListed.com, and all buyer and seller referrals from RealEstate.com.

## Grow your business

We provide easy-to-use, integrated tools to grow, organize, and market your business. Keep leads coming back with a lead-generating website that provides MLS listings, full search capabilities, and valuable consumer resources. Our contact management tools help you separate buyers from browsers and stay engaged with your entire database. Plus, we make it easy to reach your contacts with a full Marketing Center, featuring thousands of templates for print and email campaigns.

## Maximize your potential

We offer a powerful combination of free training, education, and online resources to keep you up to speed with the ever-changing real estate market. Our comprehensive educational program is designed to help you meet your long-term business goals. Sign up for free live webinars to get best practices and strategies from industry experts and Market Leader trainers. You can also view our online tutorials to quickly learn how to use the tools in your Market Leader system.

## One solution does it all

Whether you're an agent or you run an office, Market Leader provides all the real estate tools you'll ever need—in one convenient solution. You'll never need to look to different providers for separate real estate products!

### Market Leader, Inc.

11332 NE 122nd Way, Suite 200  
Kirkland, WA 98034

[www.marketleader.com](http://www.marketleader.com)

Individual agents: 1-800-980-8139

Managing brokers or teams: 1-888-240-3060

