

Online Summit – Spring 2013

Would you pay \$147 in advertising to generate 1 new listing?

Learn how I list 3 homes for every 2,000 postcards I mail for 22 cents each.

By Joshua Smith

Why Mailers?

- As business owners we have 2 things we must accomplish to create REVENUE. The 1st thing we must accomplish is OBSCURITY and mailers help accomplish this problem.
- People will not do business with you if they do not know who you are. Farming gives you an opportunity to get in front of people on a consistent basis.

Why Did I Start Farming?

- I started “Geographical Farming” for 2 reasons. 1st, it seemed the one thing every top agent I had studied or met had in common was they all had very large farm areas. 2nd, I liked the fact that I could choose the areas I want to work, choose the locations and the price points.

Farming

#1 Real Estate Team In Surprise AZ

Your Home **SOLD Guaranteed!**
If you are not 100% Satisfied... **Fire Us!**

**Call or Email today for your Free, No Hassle,
No Obligation Listing Interview.**

Call 623-533-3162 or Joshua@TeamSmith1.com

- Ranked the 30th Top Realtor in the nation by The Wall Street Journal
- Over 1200 Homes Sold since the market collapse and counting...



JOSHUA SMITH & ASSOCIATES
REAL ESTATE GROUP
www.SoldByJoshua.com



If your home is currently listed with a licensed real estate broker, this is not intended as a solicitation.



Farming Sample

#1 Real Estate Team In Surprise AZ

Your home **SOLD** GUARANTEED!

Josh Smith & Associates
15003 West Bell Road
Suite 100
Surprise AZ 85374

PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDDM

The Most Effective Marketing on Your Home... Period!
If you are not **100% Satisfied... Fire Us!**

Let's face it, most people's biggest concern when listing their home is signing a long term contract with unfulfilled promises.

WE WILL DO EVERYTHING WE PROMISE TO DO!

****ECRWSS****

Residential Customer

Call 623-533-3162 or email Joshua@TeamSmith1.com



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Farm Mailer Description

- The monthly farming piece I do is 11 inches x 6 inches, 16 point paper, double gloss, UV coated.... Meaning: it is a really nice, professional mailer.
- Professionalism in your marketing piece 100% matters.... I always have a call to action and/or guarantee's on my mailer, however when I meet with the potential sellers on the listing appointment 9 out of the 10 clients say it was the quality of the mailer that made them pick up the phone.
- If you are going to put out the message: “Out of thousands of licensed Realtors in the area, I am the best one to market your home....”, then you better be able to market yourself/your business extremely well.
- I would rather send out to a smaller farm area and have a much nicer piece than a less quality piece and a larger farm area.....

Branding/Consistency

- My piece always looks the same, the guarantee and/or call to action may change, but the banner, the size, color, etc... always remains the same.
- You will also notice I always have a picture of my sign and my wrapped Hummer H2. I farm the area I live in and where my office is, so the potential seller receiving this mail monthly mailer are also seeing my signs everywhere and seeing my truck everywhere.
- The goal is to get the potential clients to see my stuff everywhere, so when they think of selling or buying, they think of me.

My Website...

Firefox | www.soldbyjoshua.com | flexmls Web | Phone Numbers | CallFire | Main Menu - JOSHUA SMITH | Workspace Webmail :: Mail Inde... | tiger leads real estate leads

JOSHUA SMITH & ASSOCIATES REAL ESTATE GROUP www.SoldByJoshua.com 623.533.3170

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HOMES by EMAIL

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as soon as they hit the market!

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home worth?
Request a no-hassle
market assessment!

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Click Here to get approved for a loan | Click Here for neighborhood, community & school info

Quick Search

Search Areas	Phoenix
Min. Price	\$150,000
Max. Price	\$350,000
Bedrooms	

3:21 PM
2/26/2013

Message.....

- We talked about the importance of a nice/professional piece however it is also important to put the right message on the mailer as well...
- I am always looking to accomplish 3 things on each mailer... #1 Solve the potential sellers problems/concerns, so I always offer a guarantee to solve this concern. #2 Show my qualifications. #3 Brand myself.

Guarantees

- I have tried many guarantees, for example “Your Home Sold or I Buy It”, “Your Home Sold In X Days or I Pay You \$XXXX”, etc....
- I have not found one to be more powerful over the next.... I personally like the “Fire Me Guarantee” the best as there is not a catch and it solves sellers biggest concern.

Design & Cost...

- I have my local preferred Title Company design the piece. They have a really good Graphic Designer that designs the proof. I encourage you explore the local free resources you have to save yourself the additional design cost.
- Once the proof is ready I send the mailer for print. This is where you really need to be careful. It is crucial to find a good and affordable printer. The company I currently use is an online printing company that is very affordable, [wwwPrintPlace.com](http://www.PrintPlace.com).
- I pay \$.07 per piece, however the price is determined on how large your order is and I am currently doing 44K + mailers per month.
- The next area you have to be careful with in order to save money is your postage. I utilize the USPS Every Door Direct Mail program. They just increased their prices to \$.16/piece however it is still much cheaper than any other mailing option.
- I am able to reach each household for \$0.23.

Every Door Direct

- The one down fall to EDDM mailing is you are restricted to 5,000 mailers per day, so in order for me to mail out 44K + each month, it takes me about 10 trips to the post office.
- However the cost far outweighs the negatives so it is well worth it in my opinion.
- EDDM does not require labels or stamps, it is a full saturation mailer however like a bulk mail permit they do have some requirements that much be on each piece which you can reference on the piece I included.

Mail Prep... This is how my office always looks full of mailers



EDDM requires bundles of 50 or 100



Each EDDM route must be in its own tub....



How To Get Started & ROI

- It is important to pick your farm area carefully. When I am picking a farm area I am looking at a couple things. 1st, how many dominant agents are in that community. If there are 3 agents that each control 10% + in that neighborhood then I will more than likely look for another area. 2nd, turn over rate. Are there enough sales in the subdivision on a yearly basis to get my desired return.
- Any type of marketing I invest in, I expect to get a 4X Gross Return. For example if I spend \$1000, I expect to make a gross \$4000 which would result in a 3X Net Return. If the turn over rate/sales in that subdivision do not support those numbers, then I will not advertise in that area.

ROI Continued.....

- Farming is a long term investment. It can take years of farming the same subdivision/area before you see a really good return.
- I started 3 years ago farming 6 subdivisions with 10,000 homes. Today I am getting 1 listing per 670 mailers sent in those subs, however a lot of those homeowners are on my online drip campaigns, monthly newsletter, etc...
- True New #'s.... I am currently adding a lot of new farm areas at an aggressive rate. In 3 months I have went from 10,000 farming pieces to 45K that I will be mailing in Feb 2013....
- Currently, in the new area's I am getting 1 listing for every 2500 sent. That is \$575 spent for every new listing in a new farm but it gets better as time goes on.
- My average commission (after the split with my Listing Agent) is \$2400 so I am still getting my 4X Gross Return even on the new farm areas.

Red Light/Green Light

My advice is to start smaller/comfortable, as soon as you reach the 4X Gross Return, then add another area....

You will be amazed at how fast you are able to grow/add...

Where I Route The Leads

- I utilize a system called “Call Fire”, it is a tracking phone system.
- I have a separate number for my farming mailers.
- I have a listing agent floor schedule to ensure every call gets answered.
- Phone lead is converted and added to our database.

Presentation/Closing

- Part 2 to generating revenue is being able to close. It is crucial to get known and make the phones ring, however if you can't convert and close then all the marketing you are doing is a waste of money.
- Make sure you answer your phone and/or return the email inquiry immediately.

My Listing Presentation Process....

- 1st we set the appointment, we try to set the appointment within 48 hours from the initial call.
- 2nd we send a thank you email/pre-list video via email.
- 3rd listing prep and presentation. It is crucial to have an amazing listing presentation. I spend a lot of time training, adjusting, adapting and re-developing our listing presentation. On my team we have a very in depth “Listing University”.

Listing Presentation Continued....

- If you add listing agents to your team it is crucial to have a presentation that they can learn and can do every bit as good of a job, if not better than you.
- We do a lot of roll playing, live shadowing and videos.
- I have “step by step” manuals of every listing process along with videos for my agents to watch for training and development.

Listing Presentation



Listing Presentation

- Our listing presentations are all done on an IPAD. We have about a 40 minute slide show we go over before presenting the comps and talking price. I feel it is very important to show the value of our services and feel it is currently best presented on the IPAD.

Close

- It is also extremely important to ask for the listing. I see it happen too often where the listing agent presents then waits for the seller to give them a response.
- Perform your presentation, answer any questions and objections then say “I have brought all the listing paperwork with me, are you ready to move forward with listing your home?”
- Try to make every appointment a 1 step listing process to save yourself the time.

If you DO NOT get the listing....

- You will not get all listings on the appointment, so in the case that you do not, make sure to have a very good follow up process to stay in touch and to ensure at some point you secure the listing.

Q&A

- Any questions that do not get answered you can email me at Joshua@TeamSmith1.com and I will do my best to get back to all your questions timely.