

September Action Letter

Listing Opportunities a Diversified Portfolio



As with any successful business, your Real Estate business portfolio needs diversification.

Real estate agents have their standard means of opportunity; Open Houses, Database, Expireds, FSBOS's and referrals. Yet, there are other ways to add to your business portfolio. These Actions take work, patience and dedication.

Create consistency. Most of these branches are not going to provide you with weekly or monthly business, but if you can land 3 or 4 transaction per year (not to mention other transactions that develop from each listing) then these options could be well worth your time.

Property Management: In most areas you need to have a real estate license to be a property manager, that's true. Yet many of the larger PM companies, do not list/sell the properties when the landlord decides to sell.

Here are a couple of scenarios:

1) An agent will sell a property to a buyer. The buyers purchase this property as an investment property but does not want the hassle of collecting rent, maintenance, calling repair companies once the tenant moves in. The agent refers the buyer to a Property Management company. The PM company lists this agent as the contact agent for the future sale of the property.

2) A buyer purchases their primary home and lives in it for a few years or so. One of the spouses get transferred for work, they must move out of state or out of the country for an extended period. The homeowner does not want to sell at this time, because they have intentions of moving back, they research Property Management companies and land on one to rent out the property and maintain the property. There is no agent involved. Often the homeowners do not move back into the property.

In scenario #1: By the time the investor decides to sell the investment property, often the original agent is not in real estate anymore or has moved to another state.

In scenario #2: Usually this property is a larger single-family home in a good location, which is why the homeowners thought they would move back in. The homeowners always ask the PM company for an agent recommendation. The PM management company wants to provide the best agent possible, which is where *YOU* come in.

****The PM company may or may not have a referral policy, discuss this matter up front.**

Probate: Probate can be a profitable and consistent avenue; it takes a lot of work and focus. Many Teams will have a probate division where one to two people are focused on this line of business, only. Leveraging this and making it a part of your Team is a great example of a diversified portfolio. Yet I

highly discourage this being the main focus of your business if you are a single agent. If you become busy in this area, consider leveraging. This Action Letter is all about diversification. It is important to get business from many different sources in case the market changes. Get certified in the Probate field prior to approaching Probate attorneys about business. It is important to know the system, court documents and how to handle the families in these scenarios. You will be the main point person so the families will rely heavily on your knowledge of vendors and your ability to get things done.

Bank Managers: Bank managers are usually an overlooked source. Most of us know a bank manager. If not, then get to know one. These referrals don't come often but you can usually depend on one or two referrals a year. These referrals are also dealing with clients in a vulnerable state, so your compassion, patience and understanding are a must. These referrals usually come as a result of someone being granted Power of Attorney for a loved one. The first action they take is going to the bank, meeting with the bank manager and work on getting the financial affairs in order. While speaking with the manager they ask what they need to do with their loved one's property. This is where you come in. These situations require your guidance and sensitivity to the situation. You will add value by being well diverse in these situations. You will need a list of various contractors, movers, clean out and estate sale vendors. Once the point of contact is made, it could take awhile before the family is ready to market the property.

Divorce Attorneys: These are always interesting situations and like the above opportunities, this scenario will *definitely* test your "people skills." These situations always tend to peak to it's full emotional state just before settlement, your job is to remain calm and professional. An agent can be called upon either when they are both still living at the home in the throws of the divorce or possibly after the divorce and one of the spouses has moved out, moved on. You need to remain calm and professional and not get involved. I believe that many Real Estate Boards now offer a certification in being a divorce specialist. Usually you will end up with one of the spouses that you will help to relocate into another property. Rarely do you get both, but it can happen.

These are a few suggestions for you to think about. Most of them are dealing with families that are in a vulnerable state of mind. These are scenarios that are a part of real estate. A difficult, emotional part of real estate, so please make sure if you move into these branches, you do so with a heart full of compassion and care.

Stay diversified!! Keep growing!!

Fondly,
Your Team at Listing Language



