LISTING LANGUAGE ACTION LETTER - JANUARY 2020

New Year Goal - Form New relationships - Add to your Database

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A **solid Real Estate business** is built around relationships and this doesn't necessarily mean the Sphere of friends and family that you started out with. If you are *TRULY* running real estate as a business then your sphere, your database, will grow bigger every year.

However, you are looking for ***more*** than just names in your database, ***you need solid relationships,*** and you will need to build these from scratch. Maybe your sphere isn't that great after all. Mine wasn't!! As a matter of fact, as big as my sphere was, *I didn't like it at all*!! But I will get more into that next month.

I built my business on strangers, and guess what? These Strangers ended up becoming clients, who then became friends, who then turn into your biggest fans, and your biggest referral source because they've seen you in action, they've experienced how hard you work for them.

So how do you meet these strangers? **First and foremost, socialize. Get involved.** Real Estate IS a relationship bases business, do not forget this. Join your local community on their FB page and be sure to activate the notifications for this group. Is this community hosting an upcoming event? Make sure you attend! Make "friends" with these people, add them to your FB page, let them see everything you are posting, let them see how busy you are, how you Sold another property, are having an Open House, how you are hosting your own event, etc.

Local communities and community outreach programs are one of the fastest ways to build new relationships, make future friends and referrals.

Other ideas are joining Restaurant groups, bowling leagues, garden clubs, church groups, book clubs.

Start searching for large events that are happening locally. **For Example:** Winter is the perfect time for _Home Shows and Bridal Shows_. Grab your Lender and split the cost of a booth/table at these shows. What a great way to double team! You have your lender talk about various loans, while you talk to the future brides about 1st time home buying, or speak at the Home Shows about renovation loans, vs a new purchase. Don't forget to set up an appointment while you are there. Especially the Listing appointments at the home shows! What a great way to capture new strangers aka future clients!

Old School Moment: Do _NOT_ underestimate the power of working "opportunity time" aka Floor Time at the office. Now, don't roll your eyes!!! Not that I loved it, but guess what, it is the best place to get work done because while you're waiting for the next call, you're already at the computer, you have access to all of your database and emails, etc. Floor time is a great tool, for agents that do not stay focused or sit still, it's a great way to get stuff done!! A great time to work on your business. I am an advocate for floortime because I picked up two of my biggest referral sources through floor time. One of them was a guy who called about a piece of raw land we had listed, while I was looking it up we started talking about what he was going to do with this land. One thing lead to another and next thing I know I had set up an appointment to meet with him and his wife to take a look at their custom home and Gentlemen's horse farm they wanted to sell for over $600k. Long story short, property sold, and they referred me over the years to their entire family and other horse farm friends. Yes I had to put in a ton of hours of floor time, but I also worked on the foundation items in my business, researched expired listings and learned the MLS areas to a tee! So it certainly was NOT time wasted!

JANUARY ACTION ITEMS:

Start meeting strangers on PURPOSE! Set the LISTING APPOINTMENTS!

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Happy New Year!

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