

THE COMPLETE MARKETING GUIDE TO



SIGNING YOUR NEXT

Listing Appointment



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MORTGAGE

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- 01 The Demand for New Marketing
 - 02 Developing your Brand and Demographic
 - 03 Creating Authority Online
 - 04 Ideas for Authoritative Content
 - 05 What to bring to a Listing Appointment
 - 06 Listening to your Potential Seller
 - 07 Understanding the Need for a CRM
 - 08 Automation Examples & Campaigns
 - 09 Explaining Intentional Open Houses
 - 10 Marketing your New Listing
 - 11 The Motivational Pep Talk you didn't know you needed
-

CONTENTS

Table of



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The Demand for New **MARKETING**

It's easy to understand the need to "market" as a realtor. It also could be argued that the business of real estate is one of the oldest sales industries still in existence. With that said, what happens when your consumer's selling habits change? What happens when you are working with new generations of sellers? Sellers that are more educated, more influenced by social media, and more apt to taking to digital resources for referrals?

Our main goal in creating this detailed guide to signing your next listing appointment, is to challenge the way Realtors, specifically listing agents, do business online.

We will provide you with proven systems and marketing tactics to help you not only get that next listing appointment, but also to help you develop more of an authority online. By developing authority online, you are opening yourself up to online consumers who are actively looking to sell, need a referral, or even want to refer you to others after a positive experience.

In order to build your platform of opportunity digitally, you will need a few key pieces of information found in this guide.

We will cover the basics like brand development, targeting your preferred demographic, and even tap into creating a niche market online to gain more Searchability Online.

We will also give you real time resources that you can access outside of this guide for quick downloads, custom marketing content, and tools to help you further your marketing experience beyond this guide.

When you finish this guide, you will have a clear understanding of quick items that you can implement right away to start winning more listing appointments and obtaining more leads online.

Let's get Marketing!

"The best marketing doesn't feel like marketing" - Tom fishburne

DEVELOPING YOUR BRAND AND DEMOGRAPHIC

setting the tone

"When you create a market for everyone, you have then successfully created a market for no one" - Erin M Kaiser

When it comes to making sure you are capturing the most out of a changing housing market, it is crucial that you develop your branding and demographic to make sure you are speaking to the consumer that you want to attract.

When most realtors are asked who their "favorite type of client is" they normally will respond with "anyone who wants to buy or sell a house".

The idea when it comes to developing a demographic is truly to understand who your ideal buyer is.

We like to use the skin care example when thinking of marketing.

A skin care sales representative approaches a room full of networking professionals. She or He has 1 minute to give their best elevator speech to attract as many potential referrals as possible. Check out the difference in response between having an exact demographic as opposed to not having your demographic dialed in.

No Demographic-
"Hi, I'm Lisa with XYZ Skincare. We sell a wide variety of products, and my ideal customer is anyone who has skin."

Demographic Specific-
"Hi I'm Lisa with XYZ Skincare. We sell a wide variety of skincare products, and our specialty is our line of products specifically speaking to teens struggling with acne. My perfect customer is a mom who is trying to help their teenager go through managing their acne and looking for a solution when nothing else has worked."

Suddenly we have something specific we are looking for. People in the room can think off the top of their head about someone who can benefit from this specific need and demographic.

By generalizing your demographic, you immediately cut out the opportunity for someone to be reminded of someone (even themselves) that could directly benefit from your specializing in that need.

You in essence are filling the void. Most people don't know where to go to have their specific needs met.

As a listing specialist your job is to make sure your demographic is clean, non-confusing, and direct. Here are a few immediate things you can start implementing to gain authority in the listing space through demographic.

- Make sure your Team Name/Brand Name fits the demographic you are trying to meet. If you are using your name as your branding, consider incorporating a Tag Line that creates directness as to what you are specializing in.
- Don't be afraid to limit your location. It is better to get 90% of a market of 100 homes than it is to get 5% of a market of 1,000 homes. Limiting your locational demographic creates authority that your seller "belongs" with you- the master of their location for their sale.
- Be honest about where your current business is coming from. Steer Clear of creating "false demographics". Use what is already working. If your ideal seller, is one looking to retire, but you have not had any listings with retired sellers... be true to the market you are already successful in.



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Creating an Authority ONLINE

Bringing the basics in sales into the current digital marketing world.

Being in the business of sales has and will always stem from connections and relationships. So when it comes to taking your identity online it is important to make sure you are conveying your intention correctly. When you meet someone in person it is easy to convey tone, comfort in the conversation, and directness of your positive intention in wanting to gain their listing contract.

So what happens when you are trying to convey that message to people you have never met? Better yet, how do you convey that same message when you are trying to be the "result" of an online search?

The first step in cracking that code is being present online. Here are immediate action items to help gain you authority online to become the place people feel they need to be, to sell their home.



Becoming the Authority in Being "THE" Listing Agent Online.

1. Creating your own Website. To specify further, NOT the website the brokerage/real estate company gives you. By using your own website for your team, or even just you as an agent, will allow you to create authentic content online. It also allows you not to be lumped in with the potential hundreds of agents already on the main brokerage's website. By not having your own website, you run the risk of actually marketing for your fellow agents within the same company online. Take the guess work out of it and create your own.
2. Create Long Form Content (articles or blogs) on your website that are targeted to a specific topic or demographic. Be a resource, don't sell in this content. *See page 4 for immediate things you can write about now*
3. Use a CRM. The CRM is the gateway to making sure any and all leads you gain online are organized and put into your database. The first step in any successful lead generation done online is a CRM system that is used and actively worked in.
4. Make your content work for you. Utilize your resources, connect with local vendors to provide local information and education rather than using your words to sell. Let the community around you "sell" for you.
5. Clear Call to Action. If someone lands on your website, it is imperative that they feel they belong there. If you are a local Tucson, Arizona Realtor, your website needs to make people feel like they are in the right place. Utilizing a desert landscape, actual Arizona Homes, and real Tucson feelings will make the prospective seller feel like they trust that you know your market and can sell their home.
6. Ask for the referral. The best way to quickly shoot to the top of a search engine is to ask for a Google Review. Use your CRM to automate the post-closing process to have your happy sellers leave a review. There is no such thing as a bad review, only bad responses. If someone leaves you a less than a 5 star... respond to it and make sure others know you aren't in the business of perfection, you're in the business of meaning what you say and professionalism.

Ideas for

LONG CONTENT CREATION



1

Use your Community

The best thing about creating content online is that you have a wealth of resources just by looking around your community. The best kind of content is the content featuring other businesses, people, or community greatness. Consider writing articles on "The Top 5 Local Eats in Green Valley you Must Visit" or even getting specific about local neighborhoods around you. These pieces allow you to highlight other community members and provide them a written accolade online. Thus, they will share your content with their sphere of influence, and direct them to your link where they are featured.



2

Pillar Posts

Pillar Posts are a great way to use your website as your own invisible assistant. Write about things you talk about daily. House Inspections, setting the expectations with potential sellers about the process of selling their home. Things such as "What to do if your potential buyer is asking you for seller concessions... What does it mean if your appraisal comes in low/high... or even What not to do now that your home is actively listed". All these pieces allow you to further confirm what your potential seller already knows; you are the person to go to with questions. You are their advocate in the selling journey. These pieces will always be referred back to and will be a crucial part of your online automated listing to contact process.



3

Guest Writers

Don't be afraid to have a local referral partner or local expert help you with writing content. You are an expert in your space so allow experts in other spaces to help you further gain authority online. Bring in your favorite home inspector to write about "What to expect during a home inspection". Or bring in your favorite loan officer to write about "What you should expect if you are needing to sell your home to acquire your new one". Get creative and don't be afraid to ask for help. This gives you the power of being "The Connector" for all resources online and will transfer into the confidence you are hoping to instill in your potential sellers by using you. Think of it as... you know people.



Your Marketing Arsenal

This is where you get to brag a bit. Having your tools with you before you walk into a listing appointment gives you a huge advantage over other agents. Having these items ready to go ahead of time, will provide your potential seller peace of mind knowing that you know what works and how to sell their property.

- Single Property Potential Listing Website Example
- Open House Intentions and Marketing Materials
- Neighborhood Marketing Content and Article Creation
- Your Written Marketing Plan specific to their home.
- Real data. If you want them to buy in, show them examples of successful closings and marketing you have done. Don't leave this up to your social media. Social media is the highlight reel of your career as a listing agent, make sure to have both sides. Show them what has worked and show them an example of something that hasn't worked.



Your Comparisons

Run your comps ahead of time. This seems like a no-brainer, but you would be surprised how many agents do not come prepared to have the hard conversation about comps in the area.

Have your comp's ready. Have them pulled onto a custom branded worksheet and have them branded to you. Bringing MLS listing's and sold reports are not going to cut it if you are trying to make an impact to get a listing contract.



Bring your Expectations

This one might be hard to swallow for some listing agents, however having a written expectations list can save you a world of misunderstanding later on. List your non-negotiables. A lot of listing agents are so focused on getting the next contract that they sometimes operate from a position of desperation. This is not you. You operate from a position of authority. They NEED you to sell their home. Come in with your bullet points of preferred communication, what you expect from them on communication, and reasonable turn times. In the world of buying and selling it isn't unreasonable to set the precedent that selling your home requires availability. Be open, direct, and make sure to have it written down so they can refer back. Have your list of "just in case's" available and make sure you deliver that at the appointment.



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LISTENING TO YOUR POTENTIAL SELLER

"There is a difference between listening and waiting your turn to speak"- Simon Sinek

You might have noticed that even at this point of working through how to grab the attention of a potential seller, I have not one time mentioned anything about listing price.

This is not on accident. This is intentional.

If you are leading the conversation by starting at what you think you can list the home at you have already lost.

The business of sales as well as becoming a master when it comes to getting a listing contract has nothing to do with the number you "assign" to a potential property or seller.

The magic of closing the deal is the attention you give to the other person/people sitting across from you.

Ahead of the listing appointment you will need to always refer back to your Call to Action. What is it exactly that you want to happen when you walk out of the appointment? Them signing a listing contract with you is secondary to the call to action of you want them to trust you.

Trust is earned, not given. In order to establish that trust, asking educated questions is going to help you understand if they are even the right fit for you as a listing partner. Consider asking the following questions to see if they are the right fit for you:

- Tell me why you are looking to sell this home?
- Are you open to me showcasing your home online and in my social media sphere?
- Does your life allow for availability to have open houses?
- What is your preferred method of communication?
- Realistically speaking what is the absolute last day you need to have this property sold?
- Have you had any real estate experiences that have left you with a bad taste in your mouth?
- Is there anything you can tell me about your home that you would change if budget wasn't an issue?
- If you could close your eyes and think of the perfect buyer for this home, who would that be?
- What are your favorite things to do around town? (This will tell you a lot about the tone/demographic about the existing owners of the home and what they see as convenient to them)

After you are done touring the home it is imperative that you are honest with the seller. Make sure to look at the property with your expert eyes and tell them the things buyers are going to notice. Honesty goes a long way when it comes to earning their trust.

If the potential seller says they want to be out of the house in 30 days, it is your job to set the expectation immediately to let them know if this is reasonable. You are the professional.

Set the expectation with them at the time of meeting of what you will do next, whether they sign with you or not. Here are some quick items to add to your already existing post appointment process that will remind them of the professional you are and what kind of intention you have when it comes to selling their home:

- Send a meeting re-cap email of everything discussed. Make it bulleted and direct. Recap the home features, the tour, the comps, and most importantly the expectations you already discussed verbally. Discuss the recap of price point, and your recommendations.
- Follow up via phone call the next day. Thank them for their time. Let them know however they decide to move forward you appreciate them letting you into their home.
- Send them a value piece that you created that is non-sales. Pro-Tips on moving, local resources for all things important to them etc. Be the connector.
- Add them to the CRM with a "tag" directly related to them. Are they looking to downsize? Are they looking to upsize? Are they planning for a family and need different access to school districts? Don't forget the details for following up.

Understanding the Need for a **CRM**

Anytime that we discuss any kind of growth or marketing tactics, you will always hear us reference the term CRM.

A CRM is a Customer Relationship Management system. The entire purpose of this system is to organize your clients, prospects, and follow up campaigns to make sure you are always in the "know" as to who you are working with.

A CRM is a necessary tool to growth and marketing. If you take anything else from this piece of content, take this.... In order to successfully capture prospects/leads and have them convert into clients you need a CRM.

Not only do you need a CRM, but you also need to be able to understand how to use it and to commit to using it. Here are some main functionality points you need to consider when searching for a CRM that fits your needs.

- **Cost of CRM.** We understand in the ever-fluctuating market we need to be sensitive to the fact that spending excess money out of your own pocket is not something most eagerly sign up for. However, there are several CRM's available that won't break the bank. If you are just starting the CRM journey, consider giving yourself a target budget of \$150-\$200 /month to get you going. In our experience there are numerous CRM platforms that will accommodate that budget and still provide you the functionality to need.
- **Mobile Application & Desktop Application.** Does your CRM fit your need of being on the go? Is it easily accessible in its full functionality through a mobile device? With your industry requiring you to be on the move most times, you need to consider the ease of inputting data or updating a contact status if you are away from your laptop/desktop.
- **Tagging.** Tagging is a tool that is used on a CRM to designate what type of client or prospect you are inputting. Maybe this prospect was introduced to you at an Open House. You would tag that prospect "open house". Maybe it is a past client that has already closed, that client would be tagged "past client". Tags will help you narrow down specific groups of people so that way you can target them through marketing with campaigns or automations that make sense to their situation.
- **Automations/Drip Campaigns.** We will give some examples on the next page of some easy automations you can set up from Day 1 however, automations and campaigns are an automatically activated system within most CRMs to allow you to send automatic material to your prospects, clients, or even your referral partners. Automations should be looked at as an "automated assistant". They are there to make your job easy. By setting up your automations and your campaigns in advance you are able to quickly and effectively follow up and prospect with intention.
- **CRM integration with your website.** In most cases the CRM will allow you to receive automatic data from lead sources. If you do lead spend, have a website, or even are involved in any other online lead generation platform, you can set up access to where new potential leads and prospects can automatically be filtered into your CRM and attached to present automations and campaigns.
- **Ease of Use.** On top of the cool functionalities most CRMs offer, it is the most important that it is easy to navigate. If the CRM is too complicated, you won't use it. If you are spending too much time looking for things on the program and aren't actually working it, you will eventually stop using it. The idea here is ease of use and ease of understanding.



1 Welcome Introduction Automations

Part of your arsenal of tools should be a standard "non-sales" based piece of content that allows you to tell the prospect or client who you are. Maybe you want to share some hobbies, where you are originally from, or things you like to do in the area that you are doing business in. This welcome introduction is the beginning of creating a relationship. Not a sales transaction. If you sell in your intro email you run the risk of losing the attention of the person you are trying to do business with. Consider putting a few intro automations together specifically for the "tag" you are assigning for your client or prospect. Your welcome automation for a listing appointment that you just had would start with something simple like "thank you for welcoming me into your home". Or a link to a blog/educational piece of content you have created with tips and tricks now that they are getting ready to sell their home. Whereas someone you haven't met before will need a different type of introduction such as a "we haven't had an opportunity to meet yet". You want to make sure you are targeting your audience and the intention behind marketing them correctly.

2 Getting Ready for Listing your Home Automations

This automation is a great idea for after you have visited with a potential listing prospect. You will send your recap email individually reviewing your conversation but then once you have added them to your CRM you can tag them as a "New Listing Meeting Prospect". This can trigger a "tips and tricks on getting your home ready to sell". It's meant to be a passive piece of content just continuously providing value to the seller. By providing them with information pertaining to what they are currently going through, that is non transactional, you are reminding them of your openness to communication about anything regarding selling their home or their local area.

3 Prospecting Automations

When you are "farming" or prospecting for new listing appointments a prospecting automation is a great way to introduce yourself to a neighborhood or a targeted demographic. The most important thing when it comes to prospecting campaigns is knowing where the data is coming from. If you are door knocking you will want to pay attention to getting names and emails for prospective sellers so you can add them into the automation. This is also a great campaign for lead generation done online for perspective sellers. The key to remember with this and with every automation you do is to not become a piece of a transactional relationship. Your job is to become the "connector". Becoming the connector is invaluable when it comes to earning the trust of a potential seller or even their sphere of influence. Automations for this can be as simple as an automation that starts with "here are some great local happenings or events in your area this summer". Or even a "have you checked out the local chamber of commerce? Here are some of the resources they offer in your area". Name of the game is information, education, and strong follow up. Lean into the articles you are already creating online to continue to bring the full circle back to your website.

Setting your Prospective Client up for Success

Just like we reviewed in the section on "what to bring to your listing appointment", setting the expectation in advance as to what your prospective seller is looking at when it comes to being ready for an open house is crucial.

Here you get to show them your Open House process. The intention behind doing Open Houses with a plan, and what you are going to need from them to make sure they understand what happens at an Open House. Here are some things you need to present when discussing Open Houses with your Prospective Seller.

- Availability for Open Houses- times that work best and time that don't.
- If you want to host a Broker's Open rather than a standard open house (depending on price point of home), feel out your prospective seller's comfortability with having a larger group of people in their home.
- Explain your Open House follow up process. Now is a great time to talk about your automations, campaigns, and your process on how the Magic in the Open House actually comes after the Open House is done.

Your Open House Call to Action

The number one thing when it comes to Open Houses is remembering your call to action when you are there. Don't be shy to explain this to your prospective seller.

"My call to action whenever I do an Open House is to connect with people walking in the door, connect with other agents bringing in their buyers, and to sell this home".

During your Open House your only focus should be to sell that home. Busy work, lead generation, and any other marketing you are working on when no one is in your Open House has to revolve around the house you are physically sitting in. This is not the time to get caught up on other listings, buyers, or your family group chat. You are there to sell that home and that is your only Call to Action.

Conveying the Pre-Open House Game

You'll want to convey to your prospective sellers, your pre-open house game. It has to be strong. Here are a few tips and tricks you can use to showcase your Open House intention when speaking to potential sellers.

- Community Awareness. Open Houses are a great time to bring in charitable causes. If your open house is a drop off location for school supplies, canned goods, or any other charitable donation... you just opened the door (literally) for more traffic coming in the front door. Go door knocking and tell the community.
- Involve other local businesses. Consider tastings, local eatery involvement, and bring awareness to their businesses while they bring awareness to them being featured at your Open House.
- Be direct with your sellers and let them know to throw the "more is better" expectations out the window. More people in the door is not the direction you take. You take the "right people through the door" approach. You target the right people through your marketing strategies you have implemented and you are connected with the correct colleagues to get that buyer there. More.. in the case of an Open House is not better.

Let the Fun Begin...

When it comes to locking in a listing contract, it's easy to understand how many would think the hard part is over. Reality however tells us; this is where the hard part begins. In our opinion, the marketing and connections you are about to make when listing the home... well, that's the fun part. Marketing the home and creating the Must Have Experience is your opportunity to shine.

Here are a few items to consider shaking up your marketing game:

- Utilize Video. Not just for social media promotion, for data base promotion. Consumers receive information differently. Some receive it in written form, others receive it when it's being told to them. This is why podcasts, audio books, and Tik Tok are widely available. You must hit all sources of content retaining in order to sell the home you have just been contracted to sell. Consider a You Tube channel that you can feature on your website to drive further traffic to both the listing and your site. Have clickable links on your website to get more information about the home and also to allow a personal touch of what a potential buyer should expect before they set foot in the property.
- Hit the hard stuff head on. This goes beyond a BINSR. Create custom marketing for agents that addresses the easy stuff directly. Not only will this set proper expectations for a buyer expecting "perfection", but it also goes a long way in developing relationships with fellow agents.
- Make sure all your content matches the tone and demographic of the home. If you are selling a home in a retirement community, your marketing content needs to reflect the cliental moving in. Know your audience.
- Level up your printed content. Are Open House flyers cool? Sure... but you know what's cooler? Personalized Single Property Listing Websites that are shareable and allow perspective buyers to actually pre-qualify online. Adjust your marketing with the times.
- Consider having events or opens to the home that don't just target buyers. Broker Opens are a great way to create a buzz within the industry. Set up QR codes, ask for the content to be shared and be honest about you trying to grow your business. People love to see people win. It's human nature. Be honest about it. Use phrases like " I need your help showcasing this property, would you be willing to go live on social media with me on your platform?". Throw it out there and don't be afraid of "No". Game recognizes Game. This will align you with the top dogs in your industry that are going to bring you buyers, because they align with how you operate and can close a transaction.
- If you host an open house, do it with intention (as referenced on previous pages). Regular sign in sheets aren't enough. Have intentional sign in sheets. Why are they looking at the home? Are they neighbors in the community? What is their timeline for buying? Make it a point to communicate and retain as much information as possible about every person that walks through that door.
- Follow up. Send personalized thank you notes, use your CRM to make sure every potential buyer is put into a campaign targeting them. Provide them with resources about moving and ways to get connected to their potential new area they are looking to purchase in.
- Since you have set your expectations up front with the seller, make adjustments quickly. Don't be afraid to hurt feelings. This is your business and your reputation. Give honest feedback and make the move to adjust fast. If the house needs to be re-painted communicate that. If the house needs to have baseboard caulking, move quickly. Provide resources.
- Use content from your listing to sell the next one. Don't be afraid to be the weirdo at the party. Pull out your camera, call in reinforcements and create a further marketing platform to gain your next listing contract. Having evidence of success is the easiest way to gain authority in your space quickly. Especially when other listing agents aren't paying attention to the post marketing details. Use it to your advantage.



"The true magic of marketing an Open House is what happens after"



You've Got this...

If we had a dime for every motivational quote we've heard in our years of business, sports, or just coaching in general... well, we'd not be in the business of trying to help others become successful in their spaces.

The truth is, no amount of planning or coaching will ever substitute the hard work you will have to put in to make the deal move.

There are wins in the habits.

There are wins in the preparation.

There are wins in transparency and having direct conversations.

There are wins in choosing that a home is not the right fit for you to sell.

And there are wins in the want to be better and achieving that by continuously learning.

The wonderful thing about a changing market is that you have the opportunity to change with it. Don't be afraid to tag in your partners, lean into the change. Be a light house in your industry.

Throw 100 ideas at the wall and allow for only two to stick. That is how impacts are made. They are made from the two that did stick.

This market, and any market, is what you make it. Change the narrative and decide what kind of market you are in. Be adaptive.

We'll leave you with this quote to remind you just who you really are.

"You are in the business of marketing, your weapon of choice is Real Estate."

You've Got This!
TIGER.

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