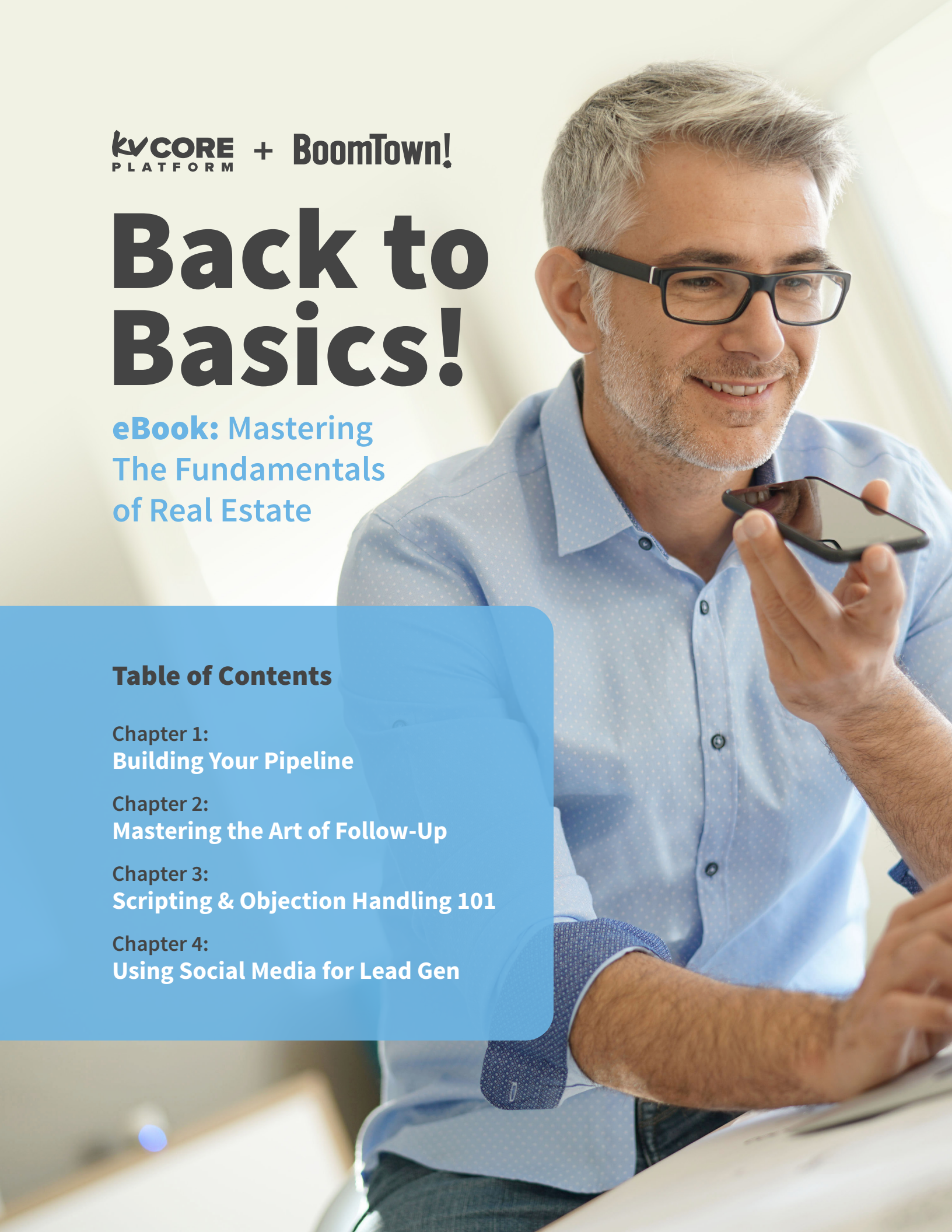




kvCORE + BoomTown!
PLATFORM

Back to Basics!

eBook: Mastering
The Fundamentals
of Real Estate

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Chapter 1: Building Your Pipeline

To start our deep dive into essential real estate fundamentals, let's discuss building a spectacular lead pipeline. As every agent should know, strategic lead generation is the fundamental building block of any real estate business.

Here are our four pillars of lead generation to help you build out a lead pipeline that can not only survive market shifts but also thrive.

#1. Generate Online Leads, Strategically

A competitive lead generation strategy is a must and is critical for long-term success. To keep your sales funnel full, you'll want to capitalize on web traffic by generating online leads.

In reality, you want your lead pipeline to be full of leads at all stages — from ice cold to boiling hot.

With a robust sales funnel and a diverse assortment of leads, you'll be less likely to hit a dry spell — where all of your hot leads converted, and you're left with no prospects in the rotation.

“Markets change... the fundamentals don't.”



Aaron Heard

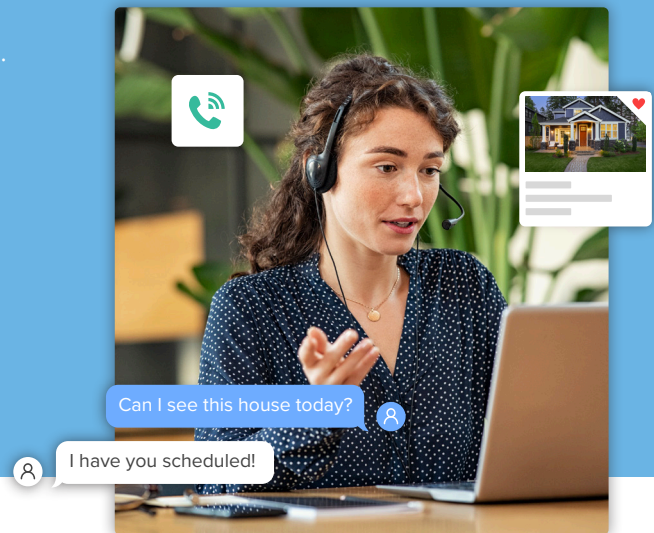
Broker/Owner, and Keller Williams MAPS Mastery Coach.

→ **Pro Tip:** It's time to move beyond the myth of “trash” leads. Just because a lead is cold does not mean that they don't present a valuable transaction opportunity for your business.

You're busy. Lead engagement is time-consuming. Let us take some of the follow-up off your plate with Success Assurance!

Acting as an extension of your business, Success Assurance is a team of real people who respond to new leads 24/7 via call and text (in as little as 90 seconds) and then nurture those leads for up to one year.

Learn More →



#2. Prospecting, farming, door-knocking, and networking

Think that these are all outdated real estate models? They may be oldies, but they can certainly be goodies — especially if you kick them up a notch with strategy.

When performing “in person,” boots-on-the-ground lead generation, the most important thing is to modernize.

For example, you want to track and measure your success by deploying QR codes and having a follow-up plan in place to respond immediately to incoming inquiries.

While the lead generation strategies of prospecting, farming, door-knocking, and networking may introduce immediate success, the real value lies in the long-term gains. These processes allow you to boost brand awareness and generate consumer interest within your market. That means you need to start, scale, and grow.

Accountability is a major key here, and can be the hack that elevates your lead generation strategies over others in your market.

➡ **Set goals** — like closing 12 transactions per year.

➡ **Then, plot your course** — perhaps you need to close three deals every quarter, and to do that, you'll need to generate a certain number of leads.



How many prospecting calls do I need to make in order to close X deals?

[Download this simple calculator for agents! →](#)

➡ **Finally, execute** — to reach the north-star goal, you need to spend an hour a day door-knocking, send out weekly mailers to your farm, and constantly build your network.

#3: Continue connecting with previous clients

Just because you've closed a deal in the past doesn't mean that contact is a closed door. In fact, your past clients are often one of your richest sources of new business.

Why?

- ➡ Past clients already know what it's like to work with you, so you've already won the battle of securing their business.
- ➡ Past clients are valuable sources of referrals.
- ➡ Past clients may eventually have to buy or sell again, so who are they going to call? YOU — if you're keeping the relationship alive.

As you're mastering your lead outreach and follow-up techniques, make sure that you're not forgetting to stay in touch with your past clients.

#4: Diversify your lead sources

One lead source is never enough. Always have several different lead sources filling your pipeline with opportunities. This allows you to tap into multiple different lead streams, which will ultimately enhance your business by diversifying your access to consumers in your market.

Another key reason which becomes critical during market shifts is that you've got to be prepared to pivot. If you only have one lead source, what happens if that source is disrupted? Your entire business model will take a hit. But, if you have a diverse network to rely on, you'll be able to cushion the blow and keep on keeping on.

➔ **Pro Tip:** Think of this as your investment portfolio. The best investors always have a portfolio filled with multiple different types of assets. If a shift in the market happens that affects one area, they can rely on their supporting asset types to help them stay afloat.

Your lead strategy should be the same way!

We Have a Package for YOU! Custom Real Estate Technology
Designed to Fit Your Unique Needs - [Compare Packages ➔](#)

Chapter 2: Mastering the Art of Follow-Up

When market shifts are on the horizon, the best thing you can do is to get back to the basics.

→ Real Estate Follow-Up Crash Course:

Here's our version of a lead follow-up masterclass. Pay close attention here, agents! Real estate teams that diligently follow these best practices are on the road to seeing more transaction sides, more closing, and more revenue.

5 Follow-Up Lessons from RealTrends

In a study conducted by RealTrends, these are the five follow-up actions that separate the best agents from the rest.



Strategy #1. Marketing should target both potential new leads and former clients.

Rule number one, never ignore your past clients. Agents who market to both fresh leads and past clients see an average of 9% more transaction sides than agents only focused on networking with new clients.

→ **Pro Tip:** When reaching out to former clients, make sure that you tailor your messaging accordingly.

To streamline this process and save time — as all busy agents need to do — we recommend that you tag all of the past clients in your CRM. This way, you can leverage bulk outreach actions rather than having to type up one message at a time... because who has time for that?

Strategy #2. Implement a systematic follow-up process for every contact.

Blind follow-up is not nearly as effective as scalable, buildable outreach. What you really want is momentum, which will slowly warm your leads over time and inch them toward conversion.

That means that your follow-up needs a plan. ***Agents who do not employ systematic follow-up average 22% fewer transaction sides than agents who have a formal workflow in place for both past clients and new leads.***

Strategy #3. Workflows for both former clients and new leads should use a mix of contact types, including programmatic and social media advertising.

Is your platform multi-channel?

Don't focus all of your energy on one inbox. Maximize your outreach power by hitting multiple high-impact channels. According to the RealTrends report, agents who do not use programmatic and social media advertising tend to see 29% fewer transactions on average.



Strategy #4. Aim for ten or more touch points per person, per month.

Tracking your follow-up and outreach is another key to success. ***Making ten or more touchpoints per month helps agents see 39% more transaction sides than their peers.***

When you know when and how you reached out to the leads in your database, you can make sure that you're hitting the ten necessary touchpoints required per month.

Strategy #5. Invest time in marketing and networking that grow your database beyond the tipping point of 500 contacts.

Did you know that ***agents with databases of over 500 contacts have an average of 25% more transaction sides***? In other words, if you really want to level up your business to perform 25% better, you need to push forward with lead generation until you've grown your database beyond the magic number of 500 contacts.

Once you've reached that goal, you still want to continue building your database — because more leads mean more business in the long run.

Keep Your CRM Organized

As you try to adopt these five best practices that boost success for real estate teams, it will be helpful for you to spend some time organizing your CRM. You'll need to get your database ready to automate and streamline your outreach and follow-up.

- ➔ Make sure all contact information is correct, accurate, and up to date.
- ➔ Fix any errors you come across in your CRM — yes, we're talking about that typo.
- ➔ Add tags to your database contacts, letting you organize your contacts into helpful buckets based on transaction readiness, transaction type, past clients and new leads.
- ➔ Add any helpful and personal notes you may have into your CRM contact. Hobbies, interests, social connections, if you can think of it, add it!

A Complete Tech Ecosystem

Does your real estate tech empower you to do it all? Working with an end-to-end solution means more efficiency, higher productivity, lower costs, and a stronger bottom line.

- ➔ Customizable IDX Websites
- ➔ Powerful Lead Engine
- ➔ AI-Powered Smart CRM
- ➔ Marketing Autopilot
- ➔ CMA & Presentation
- ➔ Listing Management & Marketing
- ➔ Transaction Management Integration
- ➔ Business Intelligence & Analytics
- ➔ Streamlined Backoffice
- ➔ Marketplace & Integrations



Ready to Grow Your Real Estate business?
See a Quick Demo →

Chapter 3: Scripting & Objection Handling

When the market starts to shuffle, it's time to buckle down on your basics. One of the fundamentals that you should master at this time is your ability to speak to leads and clients.

It's likely that your leads will have lots of questions during this time, and you need to be the north star to guide them forward with cool-headed confidence.

#1. I'm not sure I'm ready to buy a home, I'd prefer to continue renting.

Did you know that a monthly mortgage payment may not be that different in cost from your typical rental payment?

→ *This is a good opportunity to know the local data for your market! Look up average mortgage payments vs agent rent for the # of bedrooms that they're looking for. The cost differential may not be that different, which could help move them off of the fence.*

Instead of paying someone else's mortgage payment, doesn't it sound like a better idea to pay your own, build equity, and enjoy the benefits of homeownership?

#2. Home prices are too high, I'm going to wait.

I understand, but it might be valuable to think about it this way — home prices are up because real estate values are up. That means that equity is up, and ultimately, that means homeowners are building up their wealth.

From this perspective, it might benefit you to get in on a hot market. I'd be happy to discuss different ways that you can potentially land an affordable listing, such as shopping in a low-cost market or looking for a fixer-upper.



#3. My credit isn't ready yet, so I'm not planning on buying anytime soon.

Oftentimes, our credit is strong enough to be eligible for a great mortgage.

Would you like me to have one of our trusted lenders reach out to you to discuss your options? They have helped many buyers in similar situations build up their credit, and I think this could be beneficial to you.

I could also help you get connected with a credit repair company. They may be able to make a few adjustments that bump up your score significantly. Would you like me to get the conversation started for you?



#4. Aren't interest rates way too high?

Experts predict that interest rates will fall in 2024. I'm happy to stay connected with you and keep you in the loop on any shifts.

However, I'd like to mention that just because interest is high does not mean that you cannot land an affordable mortgage loan. I'd be happy to connect you with one of our lenders so you can discuss low-cost mortgage options that you may qualify for.

#5. No thank you, I know someone who is a real estate agent.

I'm happy to hear that you have a connection with the real estate industry! This can be helpful as they can provide you with guidance. But, they may not be the right fit for your primary agent.

While it does sound nice to work with someone that you know, there are disadvantages that you should be aware of.

Mainly, do you really want your friend or relative knowing your personal financial business? With financial data at the forefront of the transaction, I personally wouldn't want my friend/relative to know so much about me.

#6. I'm not interested in buying a home because I'm still working on building up my financial future.

It's great to hear that you're thinking about the long-term! This is exactly the mindset a first-time homebuyer should maintain.

Did you know that real estate frequently outperforms the stock market? The wealthiest people in the world own real estate, and as home prices continue to rise, that's a clear sign that property values are on the rise. Buying a house today could generate substantial wealth through equity in just a few years.

I'd love to sit down and walk you through the entire process of buying a home. Do you have time to book a meeting?



Free, Printable Objection-Handling Flash Cards!
[Download Now →](#)

Chapter 4: Using Social Media for Lead Generation

Fun fact of the day...

As of [January 2022](#), there were 3.96 billion social media users across all platforms.

Need we say more about the importance of social media? With so many people on social media, it's becoming a primary outlet for real estate lead generation.

In this quick guide on social media prospecting, we're sharing best practices for real estate teams interested in upping their organic and paid social media advertising.

3 Essential *Organic* Social Media Must-Do's for Agents

#1. Find Your Niche

When building out your social media profile, it's better to be specific than broad. Your content should zoom into one area so you can capture that audience. This way, your sphere will get to learn more about you and what you do best.

Examine your business to find your niche. It's likely that your brand already has a niche focus, so all you need to do is carry that over to your social media messaging to create a strong presence.

#2. Follow the 80/20 Rule

You've probably heard of the 80/20 rule, but is your content really following the guidelines?

The 80/20 rule is simple. Looking at 100% of your content, 80% of your posts should be personal and non-business related. The other 20% should highlight your real estate business through effective messaging:

- ➔ Proof of success
- ➔ Done deals
- ➔ Client meetings
- ➔ Industry events
- ➔ Listing promotions

THE 80/20 RULE

By following the 80/20 rule, your audience gets the chance to learn more about you. Remember, there are more real estate agents in the U.S. than there are restaurants. This content strategy gives you the chance to show your leads why you're the right choice of agent for them, which comes from sparking a personal connection.

#3. Remember to Follow Up On Social Media, Too

Don't think follow-up is only for email and text. If you want to turn "likes" into leads — and then into closings — you need to be following up on social media inquiries, too.

Make sure that you're checking your incoming messages to respond to any serious inquiries. You should respond to any comments, as well. The trick here is to try and move the conversation outside of social media. For example, responding with, "I'd love to answer your questions in more detail! Could you please provide your email address so I can reach out there?" or asking them to book a meeting, can help you generate leads through social media.

2 Essential *Paid* Social Media Must-Do's for Agents

#1. Target Specific Audiences

When building out your social media ads, the biggest thing you need to focus on is your target audience preferences.

The goal is to target your most relevant potential customers, which is similar to capturing leads. You want your online messaging to hit the targets that are most likely to take interest, respond, and actually take action.

When setting your audience targets, make sure that you're using high-impact criteria so that your content resonates with the social media users that will be seeing your ads pop up on their timelines.

#2. Set Trackable Goals

When deploying paid ads on social media, you should always have a specific goal in mind. Having clear and actionable goals can help you to create compelling marketing campaigns with thoughtful consumer journeys and calls to action.

For example, do you want to increase your follower count to build your profile? Do you want consumers to engage with other areas of your online presence? Or, do you want to turn clicks into closings and likes into leads?

Your goals may vary from campaign to campaign, but it's important that you always have a specific reason for creating an ad. This will help you measure progress, pivot strategies, and grow your paid ad strategy over time for long-term success.

Success, Your Way

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FEATURES

- ✓ Customizable IDX Websites
- ✓ AI-powered Smart CRM
- ✓ Marketing Autopilot
- ✓ Listing Management & Marketing
- ✓ Business Intelligence & Analytics
- ✓ Transaction Management Integration
- ✓ Marketplace & Integrations
- ✓ CORE Present: Next-Gen Comparative Market Analysis (CMA) & Presentation Builder
- ✓ CORE Listing Machine & Design Center
- ✓ Listing Hotline
- ✓ Smart Numbers for All Users
- ✓ PRO Website Templates
- ✓ CORE Home

SERVICES

- ✓ Automated, intuitive onboarding tools
- ✓ On-demand training resources
- ✓ Access to a team of Account Managers
- ✓ Dedicated Customer Adoption Specialist
- ✓ Live Virtual Training & On-Demand Training Resources
- ✓ PRO Desk: Prioritized Support from Subject Matter Experts and Success Managers
- ✓ Prioritized Technical Support
- ✓ Moderated btPRO Community
- ✓ Access to Peer Coaching

kvCORE Platform *PLUS*

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