

FFR *Coaching*

REAL ESTATE COACH

ZERO TO 30 DEALS

in your first year



Learn more now

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ZERO TO 30 DEALS *In Your First Year*

INTRODUCTION

Systems, time management, practicing of scripts for buyer and seller appointments and mentoring will be huge. I closed 26 deals in my first year of real estate. These transactions all concluded after July 1. I was hesitant to follow my coach's advice to turn on my systems and begin placing calls. I tried posting on Facebook, attending open homes, and contacting others in my network.

I wasted a lot of time and received no leads from that.

So, I had to make a change. I needed my systems in place for data, CRM and dialer. In order to have someone teach me, lead me, and show me the way to success, I also needed to hire my coach full-time.

One of the most crucial components of the company will be its systems.



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CRM



You need a CRM that will track and organize your leads. The CRM must have email functionality for drip marketing, artificial intelligence, and rapid messaging in case the prospect isn't picking up the phone

or responding to texts. Drip campaigns are going to be popular because they automatically send out messages while you're away.

SYSTEMS

the backbone of your business

An icon consisting of a yellow folder with a white handle, positioned above a brown tree diagram with three levels of branching. The tree is flanked by two sets of horizontal lines, suggesting a structured system or database.

NEXBOUND



fub

CHIME

I've tried many different CRMs, and I can attest that not all of them are created equal. NexBound, Followup Boss, and Chime are a few of the CRMS that I enjoy using.

WHERE TO GET YOUR DATA?

When I first started calling, I used Landvoice and other cheaper dialers and data provider. It was a mess. It honestly dragged me down and my motivation was lacking because of the bad data and wasted times. I used to wonder all the time how a particular realtor in my market managed to snag the listing I was calling on. It came down to bad data mainly and the times I was calling.



Vulcan7 has blown every company away. It's not cheap, but it's the best data. The quality of your data is important because it will determine your pipeline, closing ratio, and the number of appointments you will attend. They provide neighborhood information, so you can truly focus your prospecting on high equity lists, mobile homes, land, and absentee.

I have found that the for sale by owner, cancelled, expired data is the best. They also have the best pickup rate, phone number correctness, and email address. They provide you with no more than five (5) numbers to call and frequently just two (2) or three (3) that are extremely accurate.

Additionally, Vulcan7 has a dialer and a built-in CRM. I discovered that I outgrew Vulcan's dialer and CRM. I required a dialer that could dial more than one number because I needed to keep in touch with more people. It was just too slow and I wanted as many contacts as possible for the time I was prospecting.

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OTHER DATA PROVIDERS



Even after utilizing Batchleads, Propstream, and Mojo, my preference will be Vulcan7.

You can also get free data from Title Companies that will provide phone numbers if you don't have the budget to pay for data, but don't forget to contact your vendors such as Title Companies, Lenders, Home Warranty companies to help you for assistance with the cost.

Dialer

You need to have a powerful dialer with multiple lines to call. A useful calendar that you can use to schedule follow-up calls, store your list, and organize your data.



Other dialers include Chase Data, Just Call, Ring Central, and Five9.

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Time Management

Time Management - this is every agent's hardest thing to implement and maintain. It was for me. It took me 90 days to truly establish a good schedule and adjust to what my life is and what was reasonable and doable.



For me, my mornings are my most important and my power time. My mornings were peaceful and a time for me to take care of myself and my mental well-being. It always started with drinking two glasses of water, a mile walk and some weight lifting. During my gym time, I would always have a podcast or YouTube video on talking about real estate. This helps to motivate me and get my mind on the right track. Plus, a lot of times I would try to put to practice or implement what I heard during my workout.



I was in the office by 7:30 and prepared to begin making calls. I had to resist the impulse to play with my children because my family was either asleep or just getting ready for the day.

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Time Management

7:45 - Making my calls. I know you might be thinking, "Wow, that's early," but the truth is that by being the second or third caller, I actually lost a lot of listings. There are no fresh objections to consider when you are the first. The potential client does not feel unique. To you, they look for initiative. Only the NEW FSBO, Cancelled, and Expired listings were the leads I would dial. the sooner you start, the better. Early bird gets the worm.

8:15 - I am dialing the same list but the ones from the previous week who hadn't picked up. I would call them every day for 10 days before moving them into a 2-week follow-up or deleting them.



9 - Follow-up calls to leads that have shown interest in selling. This is where I found the gold most of the time. Getting a listing appointment on the first call is slim to none, but the follow-up would generally always get me an appointment that day or the next.

10 - Doing my high equity list or my farm. I always want to build my pipeline and they were a huge help, plus very little competition.

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Time Management

11 - I would work on my email or return calls, go on a walk, something I had to take a break. I also used this time to send emails or text messages to my SOI. I've always wanted to get in touch with at least five of them each day. They are a huge source of our business. No competition and generally don't question or negotiate with you. They trust you.

12 - This was time for lunch or catch up. If I had an appointment after lunch, I would make sure I got a bite to eat at home, or a place close to my appointment. I never wanted to be late. First impressions are everything.

1-5 - Listing appointments, door knocking, mailers, talking to a mentor or coach. I would even review my listing presentation and objections. This time was work time. I always said to myself if I were working back at the bank, I wouldn't be done at 1PM, so what can I do to sharpen my skills. Some days I will be honest if I did all my prospecting in the morning, I might just take the afternoon off and enjoy it with my family. I always felt very accomplished if I completed all the prospecting. Plus, we all know that we're still going to be working until 7PM answering calls and emails.

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Time Management

For the rest of the day, I would try to disconnect until 9PM.

9PM - Check my email to get back to anyone or make sure I set up my next day for the task to come. I was always planning out my next day in the evening.

For **90** days, at least you need to keep this schedule or something similar. If you do, not only will you build a habit but you will have your skill set to be more effective and your pipeline. It'll be so motivating.

Online Profile



During your first year, you also need to build out your online profiles such as Zillow, Realtor.com, Google and any site that you receive leads from.

You want to get reviews from anyone you've done a transaction with and make sure to comment on their review. You also want to make sure that you are claiming your sales on these websites. Why? Prospects will look to see that you are an active agent and you are doing deals in and around their area.

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Pick a Farm

You want to pick an area you want to work and pull data such as emails, phone numbers and mailing addresses.

The emails you will use for home evaluations sites such as Homebot and my HomeIQ. Numbers you will use to call and text. Address you will use to send thank you cards and market updates.

This farm will prove to be gold for you if you work it the way I did.



Call your farm every day. I got all my neighborhood data from Vulcan7 and used the mojo dialer calling with 3 lines. Go for contacts and put those contacts into a CRM to be touched by mail (I had my assistant send thank you cards, and paper market updates), phone, email (Vulcan7) and text (systems I used were my phone, text magic and Launch Control).

This again is a follow-up game (Hot lead if selling in a month, call them weekly; Warm lead every 30 days; Cold lead, call every 60-75 days), but you will soon be the agent that every neighbor is talking about. You will be building sales in the neighborhood and a good reputation.

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Every Door Direct Mail

EDDM or Every Door Direct Mail. Once you start getting sales or if you have a big enough budget, start sending EDMM to your farm every 30 days. This again will reinforce that you are the agent they should call to list their home.



Neighborhood Events

Do a food drive, Pictures with Santa, Easter egg hunting, pie giveaway, movie night on the lawn, community picnic, etc.

Nextdoor App

nextdoor

Join the Nextdoor app for your neighborhood and advertise or just get involved in some communication.

Website and Facebook group

Build a Facebook group and invite the residents to it to show them new homes for sale, market updates and community news.



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Hire a transaction Coordinator/Assistant

If you are doing everything above, you are in no doubt going to be busy and you have to make sure you continue to prospect daily. This assistant needs to know how to market your homes, send emails, thank you cards, pull data, work in your CRM, help you with paperwork, communicate with past and present clients. Pretty much everything but make your calls and handle negotiations.

Build out your Listing Presentation

Start to build a relationship with vendors, lenders, title and escrow.

Lender

You want to have a go to lender that can prequalify a client the same day and trust you will give them the buyer.



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Title Company

You want to have one or two title companies you really like and trust. They can help with mailers, data pulls, marketing and give you a place to meet your clients. Plus, a transaction can go perfect and then the client has an issue with the title companies' communication, paperwork, fees, etc. If you have a good relationship with your title company, then, communication will be strong and they'll know what your protocol is.

Vendors



You need to have handymen, tile guys, contractors, foundation companies, etc. You want to be the resource for your clients and prospects to go to get a job done well and at a fair price.