

The Changing Market, Part III

By Jim Droz, Former #1 Agent in the Century 21 System



In the previous two articles, we discussed the Changing Market. In this offering, we are going to discuss the last four of the “15 Must Do’s” to thrive in the changed marketplace.

In this article, we are giving you “Must Do’s” 12-15 and a 16th bonus “Must Do”. They are:

12. You must work distress situations. Over the next 2-3 years we will continue to see homeowners who are having problems liquidating properties they “must” sell. Develop relationships with attorneys, accountants, financial planners, banks, home related services, etc. These types of businesses can be incredible sources of distress leads. You must also use direct marketing materials to create an environment in which financially strapped homeowners see you as the way to solve their distress issues. *(For additional information regarding these materials, contact drozcorp@snowcrest.net)*
13. You must become more efficient at converting leads. Improve lead capture and systematize follow-up. Once you have a lead, follow-up efficiently and consistently. With fewer leads coming, you must improve your conversion ratio. Use an automated contact system to effectively build relationships with incoming leads!

Don’t focus only on immediate gratification. Remember, you may be in the business a few years into the future. Wouldn’t it be great to develop a steady flow of residual leads that make your future business much less stressful? The great among us recognize that repetition is recognition and that recognition is our least difficult path to future successes. *(I consistently used “tear sheets” of my Homes & Land ads as impressive, upscale repetitive contact pieces.)*

14. You must offer spectacular service. Never forget that your reputation is your most valuable asset. Practice the Golden rule. Take care of today’s customer before worrying about finding a new one! When you care enough, enough will care to make you successful. Above all, communicate!
15. You must work referrals more effectively. Don’t expect referrals to just come. You must incubate them. Build today’s success on yesterday’s customer. Implement an effective referral system that constantly reminds your loyal clients that you want referrals!

And as a bonus:

Think investment opportunities. Over the next few years there will be many great investment properties available. Take advantage of these opportunities. It is the best way for you to accumulate wealth and become financially free. It's all about "buy low" now and "sell high" later.

As I have said, adapt to the new market and you will prosper. This is an opportunity for you to become more successful than you ever dreamed possible. It is this kind of environment that creates truly wealthy real estate agents.

Jim Droz

www.TheCommissionPipeline.com

www.ATicketToTheTop.com

Email: drozcorp@snowcrest.net

Brought to you by:
HOMES&LAND
HOMESANDLAND.COM