



POWER AGENT[®] BRAINSTORMING

13



35 TIPS, TRICKS AND IDEAS
FROM BRAINSTORMING
SESSION 13



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FARMING TIPS & IDEAS

1. One of our POWER AGENTS® gained two listings by farming to four neighborhoods of approximately 450 homes. They send quarterly letters and use [Quantum Digital](#) to touch the farm once a month with postcards.
2. Pick a few [mail routes](#) from the Postal Service to farm to and send direct mailings once a month to those routes.
3. Mail out quarterly postcards to your farm that include information about what's happened the previous quarter, such as home sale prices and active sales.
4. Use the [3 Powerful Prospecting Letters](#) from the Classroom for mailings.

Mailings are only one layer of marketing. Follow-up calling is another layer and seeing the client face to face such as a SMILE STOP, is another.

SEND, CALL, SEE is the magic formula for farming.

ROLE PLAYING AND OVERCOMING PHONE ANXIETY

5. Linda Moore generously offered to role play phone calls with any POWER AGENT® who struggles with calling FSBOs and Expireds. You can find Linda in the POWER AGENT® [Member Directory](#).
6. [REDX](#) provides a no-cost service in which agents can call in and speak with a REDX Service Team Member, who will role play and pretend to be a FSBO, Expired, or [GeoLead](#).

REDX

7. One POWERAGENT® got a listing appointment by making calls using GeoLeads™ through [REDX](#). The calls were followed by mailing an introductory letter and a certificate for a free home inspection at closing.
8. Another POWER AGENT® gained \$16.7M in listings with direct mail marketing using the Expired Listings in REDX, and the [Expired Letters](#) in the Classroom. The letters included a QR Code with contact information and were sent out every fourteen days.

Here's a [REDX Webinar](#) that explains the ins and outs of using this powerful tool to help build your business.

SMILE STOPS™

9. Delivering ketchup bottles with an attached hamburger recipe and a sticker with their contact information, gained one POWER AGENT® a listing appointment.

We found a site where you can buy [mini ketchup bottles](#) in cases of 60, for approximately \$50 per case.

10. One member closed three deals in the past year from their annual tradition of bringing pumpkin or apple pies to their clients around Thanksgiving. The pies are adorned with a sticker that includes a holiday greeting and their contact information.
11. Deliver [Cracker Jacks](#) for a fun 4th of July SMILE Stops™.

THAT EXTRA TOUCH CULTIVATES CLIENT LOYALTY

12. Offer complimentary staging for clients that list with you.
13. Ease a seller's anxiety by making weekly videos updating them on the progress of their listing.
14. When meeting with a buyer for a consultation, provide them with a brochure containing information on the home buying experience and the do's and don'ts for the homebuying process.
15. Gain trust and loyalty with first-time buyers by impressing upon them that you're not just there for the transaction. Let them know you'll be their go-to real estate expert for any questions they, their friends or family may have about the market.
16. One POWER AGENT® watched the [How to Get Your Offer Accepted in Today's Market](#) Webinar for ideas to give their buyer an edge in a multiple offer situation. On the second showing of a property, they left a handwritten note with the buyer's name, compliments for the homeowner and their listing agent, along with a business card.
17. Offer a downloadable copy of the [Buyers Guide](#) or [Sellers Guide](#) to potential clients who fill out their contact information when visiting your site.



OPEN HOUSE TIPS & IDEAS

18. One of our POWER AGENTS® took Darryl's advice to host an [Open House](#) during "off" times and held two on weeknights between 5 PM - 8 PM.
19. One of our members gained two listings by attending the final 15 minutes of open houses and asking the agent about the number of interested buyers, number of offers, etc. Then they used that information when door knocking the neighborhood, giving neighbor's the inside scoop on how many people are interested in buying a home in that area. They used the MLS to target homeowners that have been in their home for twenty years or longer.
20. Use informational interviewing tactics when speaking with buyers at an open house. Ask targeted questions about their lives and make notes of the answers, then add the notes to your CRM. Use the details in the notes to warm up the conversation when making follow-up calls.
21. When holding an Open House, walk the neighborhood and door knock. Leave [custom door hangers](#) that include a QR code to your website, and offer a free home evaluation report.

HELPFUL TOOLS

22. [HomeBot](#) is a tool that helps homeowners understand the value of their property. Every Monday, HomeBot emails a list of the ten most active clients in your farm.
23. [iHouseWeb](#) is a company that builds websites for real estate professionals at a decent price.



SELF-PROMOTION

MAKING SURE PEOPLE IN YOUR COMMUNITY KNOW YOUR NAME, YOUR FACE AND WHAT YOU DO FOR A LIVING!

24. One of our members uses a digital billboard for advertising their business, and they donate space on it to local charitable or veteran organizations every few weeks. The billboard costs approximately \$4K annually. Donating the space may qualify as a partial tax write-off.
25. Put up [yard signs](#) branded with your face and company information in high traffic areas throughout your town.
26. One POWER AGENT® found a new client with the potential of \$1.5M in transactions simply by wearing a T-shirt with their company's logo and opting to engage with a cashier instead of using the self-checkout at a local store. A keen reminder to be your own walking billboard AND to engage with people at every opportunity.
27. Investing in a [small trailer](#) and adding their logo and branding to it has generated multiple listings for one POWER AGENT®. They use the trailer for transporting and storing staging furniture and lend it to clients who might need to use it. It's become a mobile advertisement, and because it's branded with their company logo, it's also tax deductible.
28. Send in a photo of you holding your POWER AGENT® certificate to your local newspaper, announcing your designation.



MOVING BOXES = LEADS & LISTINGS

29. Collecting moving boxes from neighbors, grocery stores, and retail stores, ended up landing one of our POWER AGENTS® a \$500k listing! After collecting the boxes, they post on [NextDoor](#) or [Marketplace](#) offering the boxes for free to anyone who needs them. The posts generate a flood of new leads from people who are looking to move and might just be in need of a REALTOR®.
30. Offer to deliver moving boxes to the home of whoever you're giving them to; this gives you an opportunity to have a face-to-face conversation and possibly tour the property.

31. Get [Customizable Large Stickers](#) with your brand and contact information and slap them onto moving boxes! Those boxes will continue to advertise for you every time someone uses them. Include a QR code on the sticker that offers a free digital copy of the [Moving Guide](#), [Buyers Guide](#), or [Sellers Guide](#).

CLIENT EVENT

32. One of our POWER AGENTS® is partnering with a local marina for a community event. The marina owner is sharing the cost of invitations for nearly 400 homes and is waiving the venue fee for the event, while the POWER AGENT® is covering the cost of food.

FINDING A WAY AND MAKING IT HAPPEN

33. One of our members saved over \$2k when cutting back on expenses to help fund advertising and marketing. They stopped getting manicures and pedicures, started grooming their own dog, worked out at home instead of paying for a gym membership, and found a less expensive hair stylist.

PROFESSIONAL RELATIONSHIPS

34. One POWER AGENT® was going to approach their client about adjustable-rate mortgages (ARM) but decided to talk it over with a lender they knew first. The lender provided valuable insight into the direction the Fed's were going with ARMs and advised them not to propose the idea to the client—a wonderful reminder of why building a good relationship with other industry professionals is important.

A DOGGONE GOOD IDEA

35. Get out in the world and walk your dog! Not only does it provide great exercise for you and your pooch, but it's also a great way to meet new people and potential clients. One of our POWERAGENTS® sold between \$10M - \$15M simply from walking their dog every Saturday and striking up conversations with people who were also out walking.

What's Next?

Are you ready to start taking things to the Next Level™? If you don't already know what you need to do to get to your next level, we can help!

Power Agents®, for all the tools, resources, and strategies for hosting a killer open house, head to the [Servicing Sellers](#) tab in the Classroom.

Not yet a Power Agent®? Whether you need a boost of confidence, empowering dialogues, or market-savvy skills and tools, we are here to help you get what you need to be the go-to agent for the buyers and sellers in your farm area.

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