

# POWER AGENT® BRAINSTORMING



## SESSION 18

There's truly *magic* that happens when our Power Agents® come together to brainstorm and workshop success tools, strategies, and ideas. Let's dive into some of the top suggestions from our agents during one of our session.



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# Smile Stops

1. Hand deliver rolls of wrapping paper to your farm with a note & the **11 Reasons to List During the Holidays** flyer.
2. One POWER AGENT® gained a listing appointment for a \$1.2M property through **door-knocking and hand-delivering market reports** in her community.
3. During the month of December, one of our POWER AGENTS® visits the title and escrow companies in her town to **hand-deliver Wall Calendars to everyone in the branch.** Those companies are a great source of leads throughout the year.
4. One POWER AGENT® did a **Popcorn SMILE Stop** for her past clients with a label that read: *“The market is still POPPIN! If you know someone that wants to buy, sell, or rent, please give me a call.”*
5. One of our POWER AGENTS® **dresses up as Mrs. Claus and delivers pies to her past clients** around Christmas time.
6. One POWER AGENT® shared that **she delivers ornaments to her sphere during the holidays.** This year she'll drop the gifts and send a video message with a holiday greeting to let them know that she's left a little something on their doorstep. Sending the message is a great way to avoid stopping and talking if your delivery list is large or your time is limited. For the ornaments, she hits retailers *after* Christmas to stock up on ornaments for the following year at a savings of 50% - 70% off. (We also found assorted wooden snowflake ornaments **HERE.**)

# We Get By Giving

1. **Contact your local elementary school** to see if any teachers need supplies for their classroom holiday parties.

2. **Reach out to your local school's guidance counselor or PTA** president to see if there's a family that you can "adopt" to provide some material necessities or maybe a few gifts for them to have under their tree.

3. **One POWER AGENT® had a very successful Thanksgiving Food Drive that led to a listing.** While interacting with the people in her farm to gather food for the homeless, she met an attorney who had previously listed her home with two other agents with no success. She gained the listing following her **Listing Presentation** using Darryl's recommendations.

4. **December is a great month to participate in a Toy Drive** for local hospitals, children's homes, or charities.

5. **Start a coat drive** for underprivileged kids in your area.

6. **For ideas on starting a charity drive** and how to be a Holiday Hero in your community, click **HERE**.





# Tech Tools & Tips

**1. Blinq is a digital business card** that allows you to share who you are, with anyone, everywhere you go. It also gathers the data of whoever scans your QR code to help you build your database. One POWER AGENT® prints up her Blinq QR code and displays it at Open House events for attendees to scan as they check-in. It helps to keep track of who attended and to capture more leads.

**2. Instead of texting, one of our POWER AGENTS® records a short video** using her smartphone whenever she needs to send a quick message to her clients. It's a far more personal touch than just sending a text.

**3. BombBomb is a video messaging service** that allows you to record short videos that can be sent via text or email and shared to social media.

**4. Another video message option is to record a video on your device and upload it as a private video to YouTube.** You can then share the link to the video in any text message or email that you want to send to clients.



# Building Relationships with Other Professionals for a Potential Revenue Generating Resource

**1. Partner with contractors and flippers**, providing them leads for foreclosure and auction properties in exchange for hiring you to work a deal. Reaching out to contractors for this purpose works well, as the leads provide a huge value and incentive for them to speak with you. **One POWER AGENT® secured two appointments with a contractor from this approach.** She found leads for FSBOs, Expireds, Auction Properties, and Foreclosures on Zillow.

**2. Divorce Attorneys can be a great lead source** as they're often saddled with dividing and selling properties for their clients. **Put together an introductory and informational packet for attorneys** that you're looking to partner with. Mail or hand deliver the packets to their firm and then follow up with a phone call.

## Coaching, Not Closing

**1. One POWER AGENT® helped to coach his friend through a difficult divorce** and the real estate transactions that resulted from it. Diverting his friend's focus away from the negative aspects of the divorce and onto his next chapter, they were able to get **two properties under contract, with one of them closing within a week.**

# Events

**1. One POWER AGENT® dressed up as Mrs. Claus and partnered with Santa Claus** for a meet and greet with past and potential clients at a Winterfest in her community. The event was such a hit that she was invited to reprise her role as Mrs. Claus in the upcoming Christmas Parade in a local town.

**2. One of our POWER AGENTS® gained a buyer by participating in her neighborhood Trunk-or-Treat** event the previous month. (For year-round ideas on parking lot events, click [HERE](#).)

## Power Agents® Paul Rondeau and Steph Giordano Shared Their Experiences with Darryl's One-on-One Coaching Services:

**1. Paul has gained a lot of farming and future prospecting ideas** through his coaching sessions with Darryl and is looking forward to a productive 2023.

**2. Prior to engaging in private coaching with Darryl, Steph had 4 listings the previous year. Within six months of One-on-One Coaching, she did twenty listings, for an increase of 83%.** She was able to achieve this by focusing on fine-tuning her listing presentation and dialogues, dedicating one hour every day to calling FSBOs and Expireds, and being diligent about following up. She gets her FSBO leads from [Zillow](#) and her Expireds from [REDX](#).

**Big thanks to ALL of our Power Agents® who joined us to share their ideas, tools, and what they love about the Power Agent® Program! Together, we can truly help everyone in this family realize their full potential!**

**See you next time!**

