

Why Do Real Estate Agents Quit?

Top 3 Mistakes
agents make and
what to do about
them

Mistake No. 1

They don't
create a
database of
relationships



Build a Database

Working by referral means you need to have a collection of relationships, not just a list of names and phone numbers.

Most agents start out with no knowledge of how to run a real estate business. They have a lot of knowledge about riparian rights and easements but not how to generate a lead.

82% of all transactions are repeat or referral. Build a database!

No Cold Calling

Mistake No. 2

They listen to
bad advice

Cold calling, calling expired listings and For Sale By Owner (FSBO) has been the standard for this business since the beginning.

The problem with those methods is they work. They work like a slot machine because they pay off just enough to keep you engaged until your pockets are empty.

Truthfully, we don't like to get called by people on their agenda and script.

When you are cold calling it's about you, not about them.

There are better ways to get business!



Mistake No. 3

They spend
money they
don't have



Don't Buy Leads

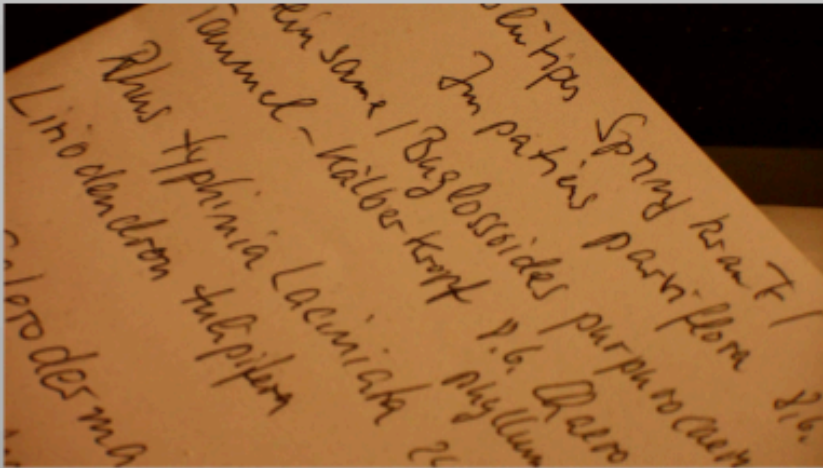
It sounds like a good deal. You buy advertising and instead of calling people, they call you.

It's a lie. Most shortcuts are.

Most of those online lead sources sell to more than one agent, sell lots more leads than houses and what they call a lead usually isn't.

Bonus

Handwritten
notes always
get opened



Notes

Most agents start out with an email blast or post on social media to announce they are in business.

That does not cut through the clutter. We are bombarded with thousands of ads, emails and info we just don't need to know. We're really good at filtering it out.

A handwritten note, sent from you to everyone in your database will make sure they all know you're in business.

Follow up with a phone call and have a conversation about them, focus on what they need and what's important to them and it will lead to a conversation about the note you sent.

Next Steps

Working relationally is far better than transaction to transaction



Now What?

If you want to build a sustainable, long term business that does not involve cold calling or door knocking, you're in the right place.

If you want to know more, go to JerryWRobertson.com and we'll help.

We'll stay in touch with help, direction and tips to work relationally as well as some video classes you can check out.

You'll get some emails from us and you can stay as long as you like, for free.

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