

Success Series: Mastering Modern Real Estate

Elevate & Dominate: Next-Level Strategies for Brand Building Success



Your Host:

Natalie Urianza
Director of Marketing,
Voice of the Customer



Today's Agenda:

- Quick Recap - Homework
- Thoughtful Real Estate Branding is Essential
- Brand Strategy 101
- Four Critical Components
- What's Next?

Featured Guest **Jack Markham**



Jack is an experienced real estate expert with a career spanning over 20 years. He is also a skilled public speaker and frequently presents at industry conferences all over the world. His topics of expertise include sales development, marketing lead development, and building long-term customer relationships.

Jack is also the mastermind behind Market Leader's Million Dollar Pipeline Program, a highly successful coaching program designed to help real estate agents establish a strong foundation for long-term success. In recognition of his innovative contributions to the industry, Jack received the 2019 RISMedia Newsmaker award. He was also previously honored with the HousingWire Rising Star award earlier in his career.

Housekeeping:

- **Welcome to this exclusive 6 part series!**
 - You are registered for all 6 sessions in this series
 - Each webinar is being recorded
 - You will receive all 6 recordings at the end of the series
- **Introducing Tactical Thursday's**
 - Register for the follow-up classes for you
 - Need a deep dive? Join Tactical Thursday for a corresponding session
- **Exclusive Perks**
 - Each session will unlock an exclusive perk for attendees only!
 - You will receive access to these perks at the end of each session
 - You will receive all perks along with the session recordings at the end of the series

Webinar Schedule

Wednesdays @ 9 am PT / 10 am MT / 11 am CT / 12 pm ET

Each Webinar is 1 Hour

- ~~April 03 | Unlocking Success: Mastering Lead Generation in Today's Market~~
- ~~April 10 | Lead Nurturing Mastery: Strategies to Convert, Connect, and Close in Today's Market~~
- ~~April 17 | Social Influence Amplified: Building Your Brand and Pipeline with Savvy Social Media Strategies~~
- ~~April 24 | Live from UNITE! Power Users Share Secrets~~
- **May 01 | Elevate & Dominate: Next-Level Strategies for Brand Building Success**
- May 08 | Sphere Mastery: Unleashing Opportunities and Staying Relevant in Your Network

kv CORE
PLATFORM

Content Calendar

Content Tracker

Platform Facebook Instagram

Week 1					
Week 2					
Week 3					
Week 4					

Content Buckets

Community	Market Trends	About Me
Real Estate Q&A	Real Estate New	Post of the Month

Notes

Exclusive Perk Session 3: Content Planning Calendar

2024 Foundation for Growth



Be Found



Be Connected



Be Involved



Thoughtful Real Estate Branding is Essential

- ❖ **Stand Out.** Effective branding differentiates you from the 100+ other realtors, agents, teams and realty firms competing for clients. It's your chance as an agency to be remembered and recognized.
- ❖ **Inspire Trust.** An authentic, professional brand makes clients feel confident in the strategic services your real estate agency provides. This builds credibility.
- ❖ **Attract Ideal Clients.** Your real estate branding targets and attracts clients who specifically need what your business offers, while filtering out poor fits. It speaks directly to your ideal clients.
- ❖ **Increase Referrals.** A strong, consistent brand creates happy, loyal clients who refer other people to your real estate agency. This generates more leads.
- ❖ **Build Credibility.** Real estate branding establishes your firm as a trusted, expert advisor that clients want to work with for the long-term. It's key to shaping positive perception.
- ❖ **Boost Recognition.** A cohesive brand helps people easily recognize and remember your agency, creating valuable mindshare and awareness.
- ❖ **Grow Your Business.** Effective branding attracts more leads and helps convert them into sales and clients. Bottom line, it drives business growth.
- ❖ **Charge Premium Prices.** A brand that delivers outstanding service and results can demand higher real estate commissions and sale prices over generic competition.
- ❖ **Create Loyalty.** Wow clients with an amazing brand experience and they'll come back to your agency again and again, creating repeat business and referrals.
- ❖ **Expand Your Reach.** Branding allows you to advertise outside your local area and be found by more potential clients and leads.

Brand Strategy 101

“Big people answer
big questions” -
Tom Ferry

MISSION

- What do you do?
- Who do you help?
- What problem do you solve?
- What is your passion?

CORE VALUES

- Who is your brand at its core?
- How do you present yourself to your customers?
- How do you make your customers feel?

GOALS

- Fuel to keep driving
- Your destination and all of the planned stops in between



Start with “Why”



“By starting with “why,” you align your brand purpose with your company’s values, which serve as the guiding principles for how you operate and make decisions.”

- Simon Sinek

Identifying Core Values



- 1. Existing vs Aspirational**
- 2. Comes naturally to you**
- 3. Non negotiable**

4 Critical Brand Components

IDENTITY	IMAGE	PROMISE	PERSONALITY
<p>What you are intentionally projecting about your brand:</p> <ul style="list-style-type: none">-Values-Voice-Message-Logos-And more...	<p>How your brand is actually perceived by others.</p> <p>This is Impacted by how consumers view and talk about your brand.</p>	<p>What consumers can expect when doing business with you.</p> <p>What differentiates you from your competitors</p>	<p>How you communicate.</p> <p>The voice of your brand and the feeling your consumers get when they think about your brand</p>

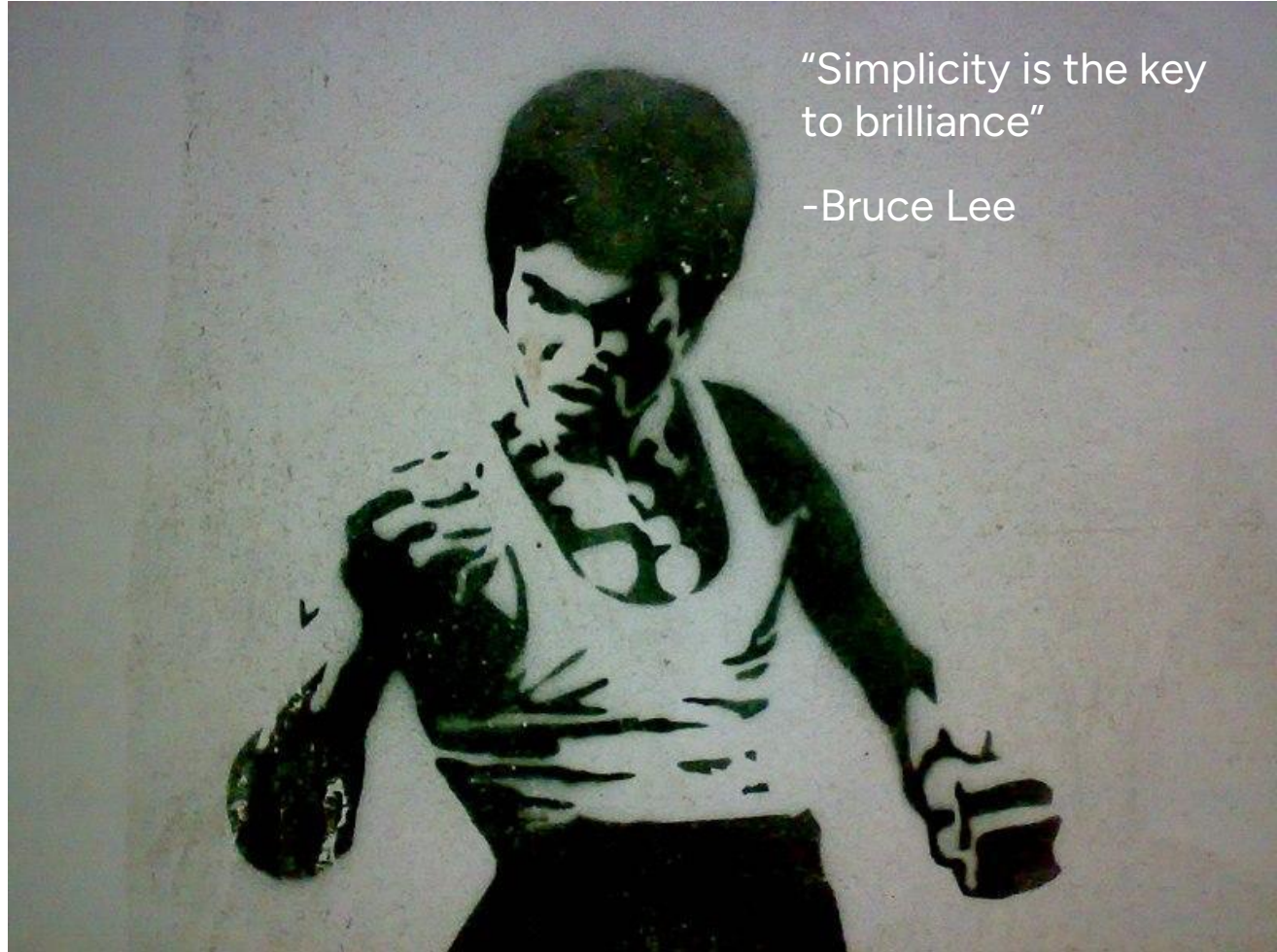
Less is MORE

**Simplicity builds
loyalty.**

64% of consumers are more likely to recommend a brand that provides **simpler experiences and communications**

“Simplicity is the key to brilliance”

-Bruce Lee

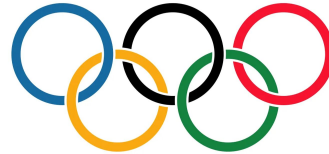


Less is MORE

Why Less is More...



Less is MORE



“A SIMPLE LOGO, THEN, IS WHAT CUTS THROUGH ALL THAT NOISE AND IS EASIER TO REMEMBER. WITH INCREASED RECOGNISABILITY” - Storybox Collective

Consistency is KEY

Consistency Builds:

- Consumer trust
- Familiarity
- Recognition
- Connection
- Loyalty



**How Do Your Activities
Align With Your Brand?**



Business Planning

Success Series Perks



My Core Values

Select 10 Core value attributes from the list on the next slide and place them in the "Round 1" box. Select 5 attributes from "Round 1" and place in the "Round 2" box. Select 2-3 attributes from "Round 2" and place in your "Round 3" box. These are your final Core Values!

Round 1

Round 2

Round 3



Our Mission

Your mission statement supports your vision. It serves to communicate your purpose and direction to your network and customers as well as the why behind it. Start by answering these 3 questions

Q. What does your business do? (In simple terms, what problem do you solve and how do you bring value)

A.

Q. How do you do it? (What products, services or value do you provide to solve the problem)

A.

Q. Capture your 'Why'. (Why did you start your business, What are you passionate about)

A.

Map Your Business Model

Key Partnerships	Who is essential in helping you drive your business?	(Example: Local MLS, Office Depot, print shop)
Key Activities	What tasks are required for you to perform well?	(Example: Generating leads, open houses)
Key Tools	What tools are essential to operate your business?	(Example: Website, car, smartphone)
Value Proposition	Why should consumers choose you as their agent?What sets you apart?	
Key Customer Relationships	What methods do you use to maintain relationships with your customers?	(Example: Listing alerts, referral program, newsletter)
Key Business Channels	Account for all the ways in which you generate new business?	(Example: Website, referrals, advertising)
Key Customer Segments	What types of consumers do you provide the most value for?What niche do want to focus on?	(Example: Retirees, families, military)
Cost Structure	Identify the yearly costs associated with each expense and list them in order of most expensive to least expensive. Add them up. This is the cost of operating your business.	(Example:Advertising = \$5,000Car = \$3,000Print shop = \$1,200Total = \$9,200)
Revenue Stream	The number of transactions you generate each year from all your key business channels multiplied by the average home price in your area, multiplied by your commission rate. This is your revenue stream per channel. Add them together to get your Gross Commission Income.	(Example:Referrals = 2 x (\$200,000 x 3%) = \$12,000Website = 4 x (\$200,000 x 3%) = \$24,000Total GCI = \$36,000)

Understand Your Strengths & Weaknesses

	Marketing/Branding	Points
	When I do a web search for homes in my area, my website is easily found	10
	I send printed mailers to my targeted areas and neighborhoods	5
	I write at least one real estate social post per day	5
	I post YouTube videos to promote my expertise and knowledge of the local area	5
	I connect with prospects and clients on Facebook or other social media channels (LinkedIn, Instagram)	10
	I participate in local events, community associations, and organizations	15
	In all my marketing, I make sure to channel responders back to my website	10
	TOTAL	

Understand Your Strengths & Weaknesses

Final Score	Points
<p>Marketing/Branding - Successful Agent Score = 30+ How can you sell more homes if consumers can't find you? When they do find you, how do they know that you're the best choice for them? Marketing and branding are essential, not only for generating leads, but also for making sure leads choose you and not the agent next door.</p>	
<p>Lead Generation - Successful Agent Score = 50+ Top agents make lead generation a primary focus in their daily business activities. They know that maintaining a consistent flow of leads entering their pipeline is the only way to generate more sales and future referrals.</p>	
<p>Referrals - Successful Agent Score = 25+ Your odds of closing a deal with a referral are much greater than your standard lead, but referrals are notoriously hard to generate. Make it easier on yourself by always being dedicated to meeting new people, maintaining and growing your social networks, and promoting your individual brand.</p>	
<p>Lead Engagement - Successful Agent Score = 60+ There's no point in generating leads if you don't have a strategy to engage those leads once you've made initial contact. More than any other strategy, today's top agents are using technology to help them engage their leads quickly and effectively.</p>	



Find Your Focus Areas

Focus Area	Change Needed
Lead Generation	
Lead Engagement	
Marketing and Branding	
Referrals	



Action Items:

- Join us next week
 - Session 6 - **Sphere Mastery: Unleashing Opportunities and Staying Relevant in Your Network**
 - May 8th @ 9am PST
- Download the Business Planning Workbook
 - Put your plan into motion
 - Attend Tactical Thursday for a deep dive on enhancing your website and more
- Social Media
 - Join the FB Discussion Group
 - Post your favorite light bulb moment from today with #SuccessSeries

