



6 EFFECTIVE WAYS

ANY

REAL ESTATE AGENT CAN
GENERATE

MORE LEADS



Compliments of Hamilton-Franklin Realty of Cape Coral, Florida

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Just imagine what it would be like to wake up every single day, turn on your smart phone, and see 3, 5, 10, even 30 new leads who've come into your pipeline in the past 24 hours...all people who've raised their hand and said ***"I'm looking to buy or sell a house, and you're the agent I want to contact me!"***

Do you think that would make a positive impact on your business?

Do you think it would result in more closed deals?

Do you think you'd be able to be pickier in deciding which leads you want to work with (instead of working with every Tom, Jane and Harry because you had no other choice?)

The answer to all three questions is a resounding ***"YES!"***

You're probably familiar with the Law of Supply and Demand, which states that "supply and demand are inversely-proportional to each other"...when supply goes down, demand goes up (and vice-versa.)

How does this apply to you? It's simple: the more demand you have from prospects and clients, the pickier you can be in choosing with whom to work (and whom to refer out.)

When you know how to generate more buyers and sellers than you can possibly service yourself, **you can pretty much write your own ticket.** As any savvy real estate agent will tell you: finding new prospective buyers and sellers to work with is absolutely CRUCIAL to the success of your business.

It therefore might not surprise you to learn that the role of "marketing your real estate business" (and generating more leads) is even more-important (and profitable) than previewing properties in the Multiple Listing Service for buyers, signing up for Floor Time, or even attending closings.

Engaging in the highest-payoff activities (like generating leads) should be at the top of your list every single day, before you do anything else. Is this easier said than done? **Absolutely.** Is this easier done than you think? **Absolutely.**

Whether you're interested in earning a larger income this year, or, just looking to get more free time back without sacrificing the level of income you earn currently, this eBook is for you.

I hope you find the information in this short eBook informative and inspiring. I hope it gets your gears turning, and enables you to move one step closer towards your sales goals.

Best of luck to you in your journey and your business!

Warmest Regards,

Paul Faragoi

Paul Joseph Faragoi, Broker/Owner
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239.677.1650 (Call or text anytime)

P.S. If I can be of assistance to you in any way, please feel free to contact me. (All conversations are confidential.)

P.P.S. If you're interviewing brokerages and are interested in earning what you're worth, I invite you to contact me personally for a no-pressure, no-obligation overview of your goals, and how Hamilton-Franklin Realty could help you reach those goals—while also earning more money and being more productive. Our agents are offered a 90/10 split with no fees. **Ever.**

LEAD GENERATION TIP #1: UTILIZE THE POWER OF DIRECT MARKETING

Direct Marketing (also referred to as “Direct Response Marketing”) includes any method that allows you to communicate straight to your intended consumers using techniques such as email, flyers, postcards, text messaging, online display ads, and so-forth.

The primary components of a Direct marketing campaign include the actual marketing piece, the creation of actionable steps the consumer can take (responding by phone, visiting a website, etc.), analytics and tracking, and finally: measurement of your results (so you can improve on choke points in your process and get a better return on investment in future campaigns.)

The goal with every Direct Marketing piece should be to offer helpful, relevant information to your prospects (and clients) with the express intent of getting them to contact you for more information, answers to their questions, and so-forth. Don’t give away everything...leave a reason for your prospects to want more (which provides a natural reason for them to follow up with you!)

Some of the ways you can utilize Direct Marketing in your lead generation efforts include:

- Mail (or email) a monthly “Market Trends Report” of sales statistics to a geographic farm or list of subscribers
- Send a postcard campaign to local real estate investors offering a list of under-priced homes they might be interested in
- Write a monthly letter to past clients updating them on changes that affect the value of their home
- Write a free report for homeowners to help them prepare their home properly before it goes on the market
- And the list goes on...

As with anything else in this day and age, it’s important your Direct Marketing pieces stand out from the other pieces competing for their attention in their inboxes and mailboxes, not only from other real estate professionals, but from the inevitable piles of junk mail as well.

And, don’t forget: consistency is key.

If you’re going to spend the time and money on a marketing campaign, make sure you’re consistent. That means sending your monthly newsletter *every* month at the same time. After all, haphazardly-sending out a newsletter at random intervals doesn’t help you build much momentum (and momentum is the name of the game.)

If you let too much time lapse between “touches”, you risk the chance that your prospects forget you’re still in real estate (at which point they contact another agent, costing you a potential sale.)

LEAD GENERATION TIP #2: RENT A BOOTH AT TRADE SHOWS IN YOUR AREA

Trade shows are another terrific source of potential buyers and sellers, where you can put yourself in front of hundreds (if not thousands) of people in a very short amount of time for a reasonable cost.

Sadly, many agents look at trade shows as “a waste of their weekend”, and spend the whole time playing Candy Crush Saga on their phones and mumbling about “all the free-loaders who just want free pens and magnets.”

While it is indeed true that trade shows draw crowds of people, some of whom “just want free stuff”, the good news is that you can leverage this bit of predictable human nature into a way to generate listing appointments and buyer appointments for yourself.

Here are a few tricks you can use to maximize your results at your next Trade Show:

- Identify your audience...who will be attending? Segment your groups accordingly (such as “Senior Citizens”, “First-Time Homebuyers”, “Move-Up Buyers”, “Investors”, etc.)
- Next, identify the problems your attendees commonly run into
- Then, identify ways you could provide something to attendees that could help them solve one or more of the problems you’ve identified
- From that information, you should now have plenty of ideas of what you could create (or outsource) as a way to draw leads towards you (think “free report”, “free eBook”, or any other offering that helps to “fill the gap” and also simultaneously make you look like an expert)
- Have your attendees sign up at your booth for your freebie, including a name and email address, so you can follow up with them (and start building rapport)
- Follow up with every single person who stops by your booth and leaves their contact info with a phone call or hand-written note; make yourself stand out from the crowd

Whatever you do, ***don’t sit back in your chair and just wait for time to tick by.***

This is your chance to connect with prospective buyers and sellers on a personal level, so do it!

If you can’t generate at least a few appointments out of your time, you either attended the wrong Trade Show, or (the more likely reason) you didn’t try hard enough.

LEAD GENERATION TIP #3: GET GOOD AT ASKING FOR REFERRALS

Did you know that **it costs approximately five times** as much to generate a *new* client than it does to service a repeat client?

Do the math...

That means if you're spending \$5000 in marketing costs to generate commission dollars using marketing that attracts new customers and clients who don't know you, you could've saved \$4000 of that if you'd instead focused your resources on generating referrals from past clients (and your sphere of influence.)

In fact, every single time you go over and above the call of duty for a client, every time you do something that makes your clients happy, every time you speak with your clients and help them solve a problem, you should be looking at ways to leverage those results into referrals.

A worthy reminder: **always offer value FIRST**. Then (and only then) have you earned the right to ask for a referral.

Of course, don't forget to keep in contact with your past buyer and seller clients. They know better than anyone what level of service you provide, and hopefully you did a terrific job for them (so they're more-prone to entrust referrals to you.)

Also, it's important to invite honest testimonials and feedback at the end of every transaction, so that you can improve your processes and deliver more value to future clients (without repeating the same mistakes over and over again.)

The most-important thing to keep in mind: you'll never know unless you ask, so make sure you find ways to earn the right to ask for referrals by doing an excellent job for every single client you service!

LEAD GENERATION TIP #4: GET INVOLVED WITH YOUR COMMUNITY

Real estate is inherently a “local” profession.

Your current (and future) clients are many times members of your own community. You see them at your childrens’ school functions, you patronize their businesses, you see them around town...you may even live just up the street from them.

If you have kids, consider joining the Parent-Teacher Association at their school. Help coach Little League. Volunteer to help with dance recitals.

If you’re looking to do some public service, look into organizations like your local Rotary Club, local Jaycees club (if you’re under 35), Kiwanis Club, Lions Club, or any other of the many options available (google “*Yourcitynamehere* Public Service Organizations” to get a head start.)

Of course, you could also volunteer to help at your local church/synagogue/mosque/etc for weekly services, events and fundraisers.

Or, get involved with networking groups that are specifically-geared towards referring business (such as Business Networking International, or Business Referral Group, as two more-popular examples.)

Naturally, you always want to be sure you’ve got plenty of business cards with you at all times, so check your pockets before you leave home for the day. Then, set a goal of handing out a set number of business cards and telling others who you are and what you can do for them.

Most-importantly: **be visible.**

Regardless of what you do, putting yourself out there and making yourself visible in your community will pay off in the long run via the referrals you’ll be naturally-positioned to receive.

Plus, when you’re able to give back to your community, *it just makes you feel good!*

LEAD GENERATION TIP #5: GET INVOLVED WITH SOCIAL MEDIA

In the past, real estate agents were the gatekeepers of pretty much all real estate-related information.

Consumers didn't have a choice: if they wanted to learn about a property, or what it sold for, or what it was worth, they had to go to a real estate agent to get that information.

In this day and age, **the tables have turned.**

Information is now a commodity.

In fact, **every 2 days**, we (as a global community) create more new information than the sum total of all information created from the beginning of recorded history until the year 2003.

Let that sink in for just a moment...

As a real estate agent in today's information-overloaded society, your value has little (if anything) to do with being the sole source of information. Instead, your role is to **help make sense** of the plethora of information (and MIS-information) that's out there, so your clients can make informed decisions.

While considered by many to be "a complete waste of time", social media offers a terrific opportunity for agents to connect with prospective buyers and sellers on a more-personal level using the power of the Internet, while building rapport and demonstrating knowledge and credibility along the way.

Some of the more-popular avenues for Social Media include Facebook, Twitter, YouTube and LinkedIn, though there are literally thousands of sites that offer you the ability to connect with your audience. With that being said, "The Big 4" are a good place to start.

However, simply "existing" on these platforms with your bright shining face isn't enough.

For Social Media to work effectively as a lead generation method, you need to engage your audience, and offer value through "insider information", sharing helpful tips, and making a concerted effort to build rapport with them.

When you're able to demonstrate your knowledge, and show your audience that you care about them and their best interests, you will be rewarded with more new business than you know what to do with.

...just make sure you know what your Social Media goals are from the start. Playing FarmVille, Liking Facebook status updates and following celebrity scandals on Twitter is a poor, unproductive, unprofitable use of your time (so be warned, and, set a timer!)

LEAD GENERATION TIP #6: GET A LEAD GENERATION WEBSITE

Have you ever heard the terms “Squeeze Page”, “Landing Page” or “Lead Generation Website”?

All three are essentially the same thing: websites designed with the sole intent of generating buyer and seller leads for you as an agent, day-in and day-out, rain or shine, all year long.

Different than “traditional” websites, Lead Generation Websites offer a clear path for prospective buyers and sellers to reach you as an agent, while minimizing the likelihood that those prospects will enter fake contact information (so you can work to build rapport and turn them into clients.)

If you’ve ever gotten a lead notification email from asdf@asdf.asdf or mickey@mickeymouse.com, you know exactly what I’m talking about. People naturally have a resistance to “being sold”, and more and more people are leery about giving out their email address for fear of being Spammed into oblivion.

There are literally thousands of choices of websites out there for real estate agents, so it’s important to know the distinction between them.

In fact, having a website that is specifically-designed to attract prospects is the difference between having an overpriced digital business card that does nothing for you, and **having a well-oiled lead-generating machine that consistently produces and incubates business for you 24 hours per day, 7 days per week, 365 days per year.**

Here’s the best part: when you set things up correctly, you can actually make your Lead Generation website pay for itself through sponsorships from third parties.

Think about it: if you were a loan officer, and an agent came to you asking for \$100/month to be put in front of hundreds of possible new loan applications on a regular basis, don’t you think you’d at least consider it? (Hint: you’d be crazy not to.)

The same goes for Home Inspectors, Real Estate Attorneys, Title Companies, and the list goes on...if you can provide them with an ongoing source of leads through your website, you could have each of them paying you \$100/month (or more) as sponsors (and actually stand to make a profit before selling even a single home!)

And that’s only scratching the surface.

Just imagine the possibilities...

CONCLUSION

I sincerely hope you've managed to pick up at least a few new ideas to help you generate more real estate leads.

Even though I've covered a lot of areas, I've only really scratched the surface.

There exists a whole world of proven tips, tricks and techniques for generating buyer and seller leads consistently (and affordably.)

Whether you're a seasoned veteran, a new agent, or, just someone who's thinking of joining the fast-paced world of real estate sales and doesn't know where to begin), I invite you to contact me personally for a no-pressure, no-obligation discussion of exactly what it'll take to help you achieve your goals (and how Hamilton-Franklin Realty could help you make it happen.)

Regardless of your choice, I wish you the best of success in your real estate career!

To Your Success,

Paul Faragoi

Paul Joseph Faragoi, Broker/Owner
Hamilton-Franklin Realty
239-677-1650 (Call or text anytime)

P.S. If I can be of any assistance to you in any way, shape or form, please feel free to contact me. (All conversations are confidential.)

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THE TRUTH ABOUT 100% COMPANIES: LEARN THE FULL COST OF HANGING YOUR LICENSE

From The Desk Of Paul Joseph Faragoi, Broker/Owner

I cannot tell you how many agents come to me because they were told they were having their license activated by a “No Fee” or “100%” brokerage **only to find out the painful truth after receiving their first commission check.**

At Hamilton-Franklin Realty, “no fees” means “NO FEES”.

In addition to not charging our associates these burdensome and trivial fees, we supply the tools needed to help you generate income. Your real estate signs, riders, lockboxes and business cards are paid for by Hamilton-Franklin Realty not only when you join us, but for your ENTIRE CAREER.

Think that those expenditures don't add up? Ask a veteran of the real estate profession about the costs...they'll say the same thing. Hamilton-Franklin Realty cuts the nonsense out of operating a real estate company and allows our agents to focus on what's important...*Selling Homes!*

The advertisement we put out is straight-forward and discloses the actual cost you pay: **10%**. That's it. We only generate a dollar for the company when our agents are productive in the real estate field. Honestly, though...isn't that how it *should be*? When an agent goes a month without a sale, they have bigger things to worry about than how they are going to pay their Monthly Desk Fee, right? (We sure think so!)

I prefer to speak with agents who are interested in joining up with us after they have spoken to at least 5 area brokerages. Pound for pound, I feel we are the best around and one of the highest-paying in the State of Florida. Our business model has been so successful that within 4 months of our forming, we implemented our 50% Company Profit Share Program.

Now we actually have agents who make over 100% and pay nothing. **Ever.** Now that is powerful! One of my agents recently told me he had ran into a broker he had known for years and was asked “What's your commission split over at Hamilton-Franklin Realty?” to which he replied, “**125%**”

Being able to add a passive stream of income is crucial to your success. When you recruit an agent to join us, we pay you 5% of their gross commission. So if the recruited agent generates \$75,000/year in company commissions, over a period a 10 years, **you would have achieved \$37,500 in passive income** from only 1 agent.

Imagine the possibilities...

THE BUSINESS MODEL OF TOMORROW

- ✓ 90% commission split to start
- ✓ 50% company profit sharing available from Day One
- ✓ FREE signs and riders (with YOUR name and number)
- ✓ FREE business cards (for LIFE)
- ✓ FREE marketing materials
- ✓ FREE IDX Platinum website with custom domain
- ✓ Company-paid E & O Insurance
- ✓ Craigslist posting of ALL your listings twice per week
- ✓ Simplest paperwork submission in the industry
- ✓ ZERO Desk Fees
- ✓ ZERO monthly fees
- ✓ ZERO annual fees
- ✓ ZERO per-transaction fees
- ✓ ZERO “Florida Compliance” fees
- ✓ ZERO royalty fees

WHAT OUR AGENTS ARE SAYING ABOUT HAMILTON-FRANKLIN REALTY

“I was hesitant about the whole transition to Hamilton to be honest. But when I realized that my sales and leads chose me as their agent because of “me” and my abilities not my Brokerage name, I wondered why I was only making 65% of each dollar I generate for my old broker. Not to mention paying a monthly fee to use an office I was never at. Being able to reinvest the extra money into my marketing has greatly helped my real estate career. The company is about simplicity, navigating through tricky programs that I was mandated to use with my last company took me literally hours. I can spend that time doing what I do best, Real Estate Sales. Paul understands that agents shouldn’t be tied up attending useless non-informational meetings and having me waste a Saturday on floor time. Removing these restrictions has helped me take my career to the next level.”

- Tom F. (Agent Since 2011)

“The difference between choosing Hamilton-Franklin and “the other guys” is the difference between choosing an iPhone over a rotary phone. With the tools available from Hamilton-Franklin, I’m able to run my business from anywhere (and in large part, from my phone, wherever I am.) Not only does this make me more productive...it also means I can provide better service to my clients, which leads to more closed sales (and more referrals to-boot!) To top it off, because of Hamilton-

Franklin's compensation structure, I'm making more money with less overhead; if I go a month without a closing, I don't have to deal with the stress (and loss in productivity) associated with scrambling to figure out how I'm going to pay thousands of dollars for an inflated office bill (and keep my mortgage current). If you like wasting time and money, go with the other "big box" brokerages...if, on the other hand, you're looking for more money and more productivity, choose Hamilton-Franklin Realty. You'll be glad you did!"

- John Read (Agent Since 2011)

"If you're tired of working your tail off, only to get 50-60 cents of every dollar you earn (after fees, fees and more fees from your current broker), you owe it to yourself to talk with Hamilton-Franklin Realty. I've been empowered as an agent to run my business the way it should be run, based on the best tools and systems available. I no longer waste time sitting at the office doing unproductive busywork (or sitting by the phone on floor time, waiting for the phone to ring)...I know where my business is coming from, how to get it, and how to systematically reach my goals that I've set for myself. Paul Faragoi understands what it takes to be successful in this business, and he's passionate about making sure I have everything I need as an agent to keep me focused, productive, and profitable. Joining the team at Hamilton-Franklin Realty was the best decision I could have made for my career!"

- Jorge Salpurido (Agent Since 2011)

ABOUT HAMILTON-FRANKLIN REALTY

At Hamilton-Franklin Realty, our business model is simple: **we do not make a dollar unless you do.**

Unlike other brokerages, we do not charge any fees. Our only generated income is from our professional's productivity. In months where a sales associate is unable to generate a closed sale, they do not have to worry about costly desk fees, monthly fees, technology fees, or E & O premium fees. Understanding the importance of this has helped Hamilton-Franklin grow in numbers since its inception into the marketplace in 2011.

With its ownership and sales staff coming from brokerages from around the country, Hamilton-Franklin Realty industry concepts reflect how we feel the profession should be maintained.

Learn how Hamilton-Franklin Realty can help you meet (or exceed) your real estate goals by visiting:

<http://JoinHamilton.com>