

# How to Get More Commissions from Your Database

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*A step-by-step Real Estate Agent Marketing Plan to Earn an Extra \$50,000-\$100,000 a Year from Only 720 Homeowners in Your List*

**Kristy Moore** | A full transcript

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## Who is Kristy Moore?

Kristy Moore: I just want to introduce myself. My name is Kristy Moore, for those of you that don't know me. I've been licensed in real estate since 2006. I started in Michigan, actually in Ann Arbor. As you know, the market crashed there well before it crashed in the rest of the country, so I actually started in a down market. 200,000 people a week were losing their jobs at GM and Pfizer had left Ann Arbor, they were the number two employer. They were giving people \$100,000 to leave. Yeah, so our market was real interesting, but the great thing about starting out when the market's down is that you learn a lot, and it strengthens your skills. Then I made the decision to move to where I am now, which is right outside of D.C. I'm in Northern Virginia, is what we call it, NOVA.

Kristy Moore: I started over from scratch, I literally knew zero people in Virginia. So, what I'm going to talk about today is exactly what helped me build my business from zero to about 1.6 million in GCI in five years. I think this is what is going to help you with the next market shift is maintaining the fundamentals in your business, so I'm really, really excited to teach you guys this today. I hope that you can get something out of this, that you go and implement right away and start to do more business from your database.

## Why Pay Attention?

Well, disruption is everywhere, right? I mean we're talking about big huge companies coming in with lots of money buying up houses, discounting their commission. They're all trying to get rid of us, right? They're all trying to disrupt the real estate business and get rid of the real estate agent.

### Disruption is Everywhere



Kristy Moore: What I'm going to talk about today is how you can hedge your bet against these large companies, these other companies that are coming in and trying to disrupt the business like Opcityrealtor.com, what did they just do recently? They

merged and what are they doing? How much are you paying now for leads? 35%?

Audience: 30, 35%.

Kristy Moore: **35%** of your commission is now going to these companies. So, the cost per lead is getting higher, the conversion rates are getting lower, there's a lot more competition. So building your database and marketing to your database is what's going to help you survive that disruption. I want you to read this quote maybe twice, but just read it from Jim Rohn.

**"There are no new fundamentals. You've got to be a little suspicious of someone who says, 'I've got a new fundamental.' That's like someone inviting you to tour a factory where they are manufacturing antiques." -- Jim Rohn**

I mean, what's going on right now? Everybody's trying to tell you that they got a new way of doing business, a new lead generation platform, a new way of generating business, but really what we need to do is go back to the basics. We need to go back to the fundamentals of business that works, that we know stands the test of time.

Kristy Moore: I think that it's really important to remember that the fundamentals in the long run is what wins. If you're chasing a bunch of shiny objects, and you're trying new things all the time and you're not consistently doing something over time, you're going to have a less profitable business, and you're going to have a lot of fluctuations in your business.

## Gary Keller's Fundamentals

So everybody knows who Gary Keller is? Whether you're with Keller Williams or not, that's okay. We're not endorsing Keller Williams, but I think that Gary Keller teaches the fundamentals of business especially when it comes to the real estate business. So we're going to listen to a couple of his slides.

Gary Keller: By the way, very few people contact a real estate agent. So this is something that's misunderstood in our industry. People don't go, "Honey, let's sell our home. Let's call an agent." Doesn't happen. So the reason why agents spend an unknown amount of time in lead generation and staying in contact with people is that they want to bait, they have to touch them on a regular basis. So in the moment that one turns to the other and says, you know we might want to buy

another home. I don't want to sell this home or whatever, that they're there within a short timeframe of when that occurs. When we nicknamed it the 33 touch, all we were saying was overkill over time. Touch them in meaningful ways just enough so that at one point within a 10 year period, they are going to say, "Well, it's funny you called. We're thinking ... Okay." Rarely would they go, "Boy, they've been sending me this stuff. Let's call them." That rarely happens, right? That's why we put such an emphasis on lead generation.

## Real Estate is a Lead-Generation Business

Kristy Moore: So what he was talking about is that very rarely people are going to call a real estate agent. When they're looking to buy or sell, you need to be there when they are ready. How you do that is by maintaining contact with your database, because real estate is a database business. A lot of people think it's a lead generation business. It is not. We actually do two things in our business: we build the list, and we market to the list. That's what we do, we build the list and we market to the list. That's really that simple. If you want to keep it simple, that's really what we do. So what he's talking about is maintaining contact with your database. That's marketing to your database. You can do that through calls, marketing efforts. We're going to talk about doing videos, because once they're ready, you are calling them or you're in touch with them or they get a video from you or they get an email from you or they get a postcard from you, because you're consistently keeping in touch with them.

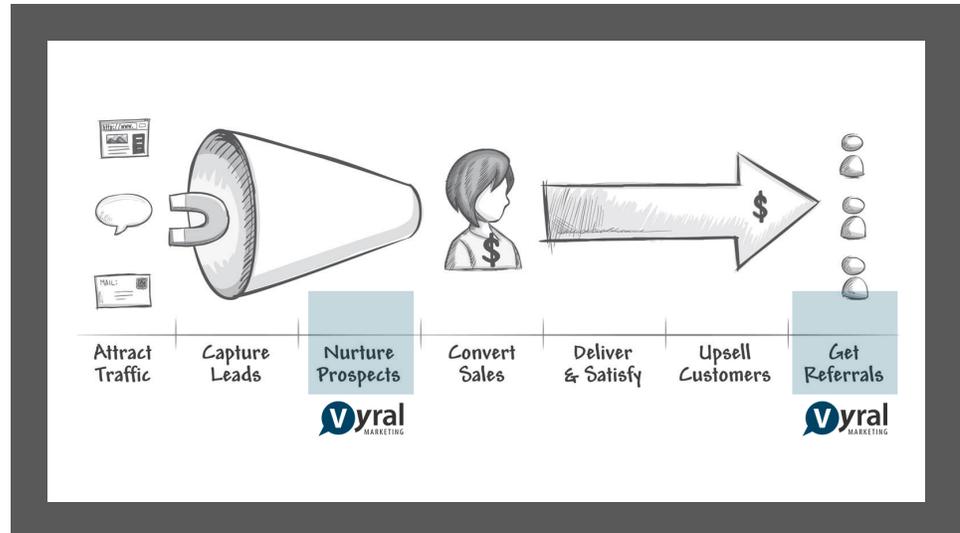
## The Lead-Generation Model

Gary Keller: About six years ago, we wrote a book, *The Millionaire Real Estate Agent*. We did the research, we came back and we said here are four basic models that will help you determine your highest level of success.

Jay Papasan: That's right. The lead-generation model, the economic model, the budget model, and the organizational model.

Gary Keller: In the lead-generation model, we said that there were two basic approaches to generating leads. Prospecting and marketing. The research at that time, six years ago said that you should be marketing based and prospecting enhanced. What do we think about that today, Jay?

Jay Papasan: Most of the research that we're doing today tells us to flip it, and it shifts its market, focus on prospecting and then enhance it with marketing.



Kristy Moore:

So this was in 2009. Since you guys can't hear this, I'm just going to recap anyway. He's talking about how you need to flip it. So when the market shifts, when you're going into a buyer's market, you need to be prospecting based, marketing enhanced. So prospecting is building your list. Marketing is marketing to your list.

Gary Keller:

Now, doesn't mean you can't do well at marketing, right?

Jay Papasan:

It can still be highly effective, but if you're prospecting, you understand what actually messages your customers are going to respond to, and you put that in your marketing and it's more effective.

Gary Keller:

In my own research on a monthly basis, the agents who are netting the most amount of money are those that are prospecting based and marketing enhanced. I think what we would say going forward, if we were rewriting The Millionaire Real Estate Agent today is we would say you have prospecting and you have marketing. You need to look at your market, and you need to decide which is going to give you your best results. Then if it's a seller market, great. Then you're probably marketing based and prospecting enhanced, but if it's a buyer market, you might want to be prospecting-

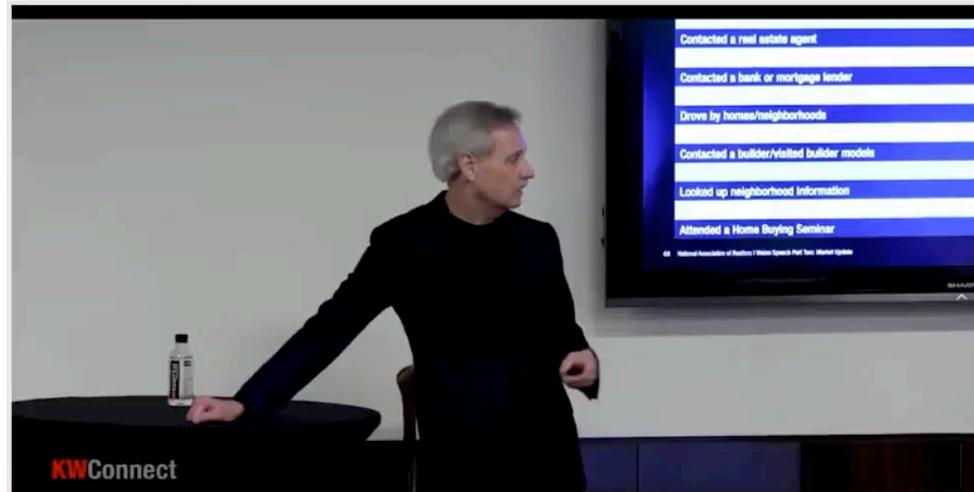
Jay Papasan:

Prospecting based and marketing enhanced.

Kristy Moore:

That's where he goes over whether you should be more marketing heavy or prospecting heavy. Right now, how many of you are in a seller's market? How many of you are in a buyer's market now? No one? Okay, great. Well that's going to change. What he's talking about when you're in a seller's market, you can be spending all kinds of money in marketing and doing all these things that costs a lot of money, but when the market shifts, if you're not consistently prospecting and building your database, it's going to affect your profitability.

## 33-Touch System (Overkill Over Time)



**Gary Keller:** *"I'm not sure that we would absolutely say as a model you could be the best agent you could be just as a prospector, and I'm not sure that we would say that you can be the best agent you could possibly be leads wise and income wise, just as a marketer. Could we?"*

**Gary Keller:** *"It would be tough."*

**Jay Papasan:** *"The best results seemed to come from a combination."*

**Gary Keller:** *Yeah, that's right. Okay. So then we said now if I'm going to go out and generate leads, we laid some basic premises out there. That was eight by eight, 12 direct and 33 touch. Do you think those three concepts are still valid today?"*

**Jay Papasan:** *Absolutely. They weren't new when we brought him into the book. The eight by eight is about cementing the relationship, hit them really quickly. The 33 touch is about saturating them over time.*

**Kristy Moore:** So basically when he's talking about the 33 touch, what he's talking about is over-saturation over time, because how many marketing messages are we being bombarded with on a daily basis? I mean you get on Facebook, there's like 900 shiny objects all trying to get your attention. So that's why you have to have the over-saturation over time, so that you are top of mind when they decide to buy or sell a house. They're thinking about you.

**Jay Papasan:** *"The 12 direct is a monthly newsletter. It's about people who haven't met you yet, you need mind share with them. When they think of real estate, they think of you."*

**Gary Keller:** *"Here's what changes, and that's the message is right."*

Jay Papasan: *"Absolutely."*

Gary Keller: *"Your messages matter. You need to make offers to individuals for immediate responses, and you need to make sure your messages match the market."*

Jay Papasan: *"The people you're talking to and the market conditions you're in."*

Gary Keller: *"Okay. So let me ask you a quick question. Is it really eight? Is it really 12 and is it 33?"*

Jay Papasan: *"No, they stand for things. Eight by eight, cementing."*

Gary Keller: *"Okay, so if I could do it in five, if I could do it in three, if it took me 12 would that be okay?"*

Jay Papasan: *"Absolutely."*

Gary Keller: *"Okay, so 12 direct, is it really 12 direct or could it be 10? Could it be nine? Could it be 20?"*

Jay Papasan: *"It's about regularly touching them over time, so they expect it and they recognize it when it shows up."*

Gary Keller: *"So this idea of 33 touches a year wasn't, what-"*

Jay Papasan: *"It's overkill."*

Gary Keller: *"Well it's overkill over times what we said, what you and I discover is we've interviewed agents where they said, hey I am personally netting a half a million a year and I'm only touching people 12 times a year. Our response to that is, that's great. Imagine if you did it 20 times a year, or 25 times a year. What we found was that we couldn't find a number that was specific enough for us to say by the way, the best number is 20, the best number is 25, the best number is 12, the best number is 30, the best number is 40. We found them all over the place and in the end, we went with a number that we felt was truly overkill over time."*

Jay Papasan: *"That's right."*

Gary Keller: *"The point was you need to be with someone at the moment that they either are going to make a decision, or they're in front of someone who's going to make a decision. You're with them meaning that the top of the mind awareness, they're thinking of you."*

Jay Papasan: *"They're deciding to buy or to refer you to someone who is."*

Gary Keller: *"Yes. We also mentioned the concept of mets and haven't mets. Has it changed?"*

Jay Papasan: *"No, not at all. There's just two groups of people out there. People you've met and people you haven't."*

Gary Keller: *"Yeah, and the thing that we know is that at the basis of most real estate agent business that are very successful, there's a nice database of mets that they are communicating with, they're doing their 33 touch or something like that on a regular basis, right?"*

Jay Papasan: *"Yes, and the more focused they are on having a really tight group of advocates, the more business they get from them."*

Gary Keller: *"Yeah, that's right. The whole goal of the model was to go and build a database. Go out to the world to the people you haven't met, meet as many people as you can. We want everyone to **wake up every morning and put in three to four hours of lead generation time** hopefully before noon. We want them to be real clear on their market, we want them to be real clear on the messages that they're going to put it print in whatever marketing they go after, and the messages that they're going to relate to the public-"*

Jay Papasan: *"Through their scripts."*

Gary Keller: *"Through their scripts and dialogues, absolutely. We want you to practice those scripts and dialogues, we want you to experiment with those written messages, and we want you to always be making offers to people for as an immediate response as possible which is, "Hi Jay, I'm Gary Keller. Would you like to buy or sell a house?" **That's a direct offer.**"*

Jay Papasan: *"Hi, Gary Keller. Would you like to find a great deal on this market?" That's another offer.*

Gary Keller: *Right. "Hi, I'm Gary Keller. Would you like a free market analysis on your home?"*

Jay Papasan: *"Cool, yeah."*

Gary Keller: *"Direct offer, right?"*

Jay Papasan: *"Hi, I'm Jay Papasan. Would you like to know the value of your home?"*

Gary Keller: *"Yeah, there you go. So what we want is people to go out to the unmet world and meet as many people as they can. Three to four hours a day, put them right. Eight by eight them, 12 direct, 33 touch them, right?"*

Jay Papasan: *"Make offers all along the way."*

Gary Keller: *"And always be making offers. Always be making timely offers, timely offers."*

Jay Papasan: *"That's the focus of the lead generation models."*

Gary Keller:

*"That's the focus of lead generation."*

## Your Database is Your Asset

⑤ We don't see real estate as a database-based business

Gross Commission	Size of Database	Average Annual	Total Annual Touches
\$50K - \$100K	630	19	12,236
\$100K - \$200K	1,013	34	34,241
\$200K - \$2M	1,860	26	49,248
\$2M+ (Top 100)	13,790	35	484,050

Kristy Moore:

So, this was what he presented at family reunion. I'm not a KW agent by the way, I have my own brokerage. So just FYI, but this is what he said at a family reunion this past year, which was in February. Was that the biggest problem with real estate agents is that they don't see the real estate business as a database based business. Okay, so I'm going to give you an example of a modern day database business. So do you guys all know who the Kardashians are? Yeah? Okay. So the youngest, well I guess she's not a Kardashians. She's a Jenner. So the youngest Jenner what? She became a billionaire what? 21? Yeah, right. Okay. She's doing exactly what we're talking about. She built a database, now it's followers on Instagram mind you, but still it is a database, and she constantly communicates to her database. Selling her products, selling whatever she's doing, putting up weird pictures. All that kind of stuff. That's a modern, the people on Instagram that have large followings, they actually get paid based on their following.

Kristy Moore:

That's what you get paid on too. You get paid based on the size of your database. At the end of the day, that is your asset. If you just have a bunch of lead generation, and you're just picking up deals here and there, you do not have an asset. **Your asset is your database.** So what he focused on at family reunion is your gross commission based on the size of your database, how many times are you touching them annually? So then your total annual touches multiply by the size of your database. Okay? So we're going to focus on just this, how to get an extra 50 to \$100,000 out of your database. Okay? So the size of the database, now we're not just talking about a bunch of junk and a bunch of

leads with bad contact information, and all that kind of stuff. These are people that have given you permission to follow up with them.

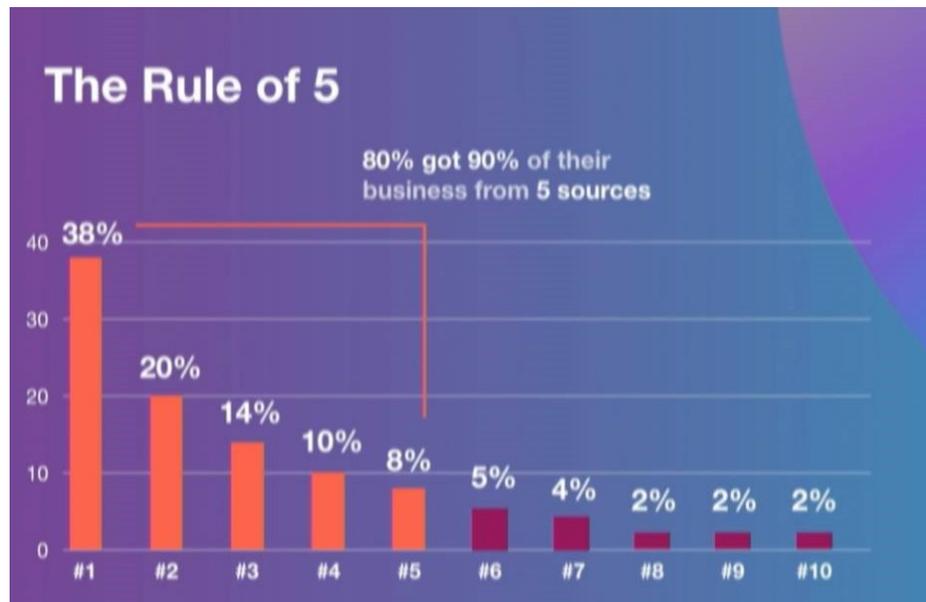
Kristy Moore:

The size of that database is 630, and then the average annual touches is 19. So it's a little bit over one a month, like one and a half a month. Then you'll see as they get bigger and produce more volume, look at how big the size of their database is. Even more importantly, look at how much more often they're communicating with their database.

So if you're wanting to build a large business and you're wanting to build a consistent business, it all boils down to building your database and then marketing to that database. So what we're going to focus right here, right on the first level. Depending on where you're at in your business, you might be new, you might have a team, you might be looking to build a team. This fundamental is going to help you with not only the predictability of your business, the profitability of your business, but also to understand what you need to do consistently on a daily basis in order to get to the level that you want to get at.

Kristy Moore:

Which maybe it's two million plus, maybe it's just an extra 50 to \$100,000 a year. Okay? So the rule of five is that 80% got 90% of their business from five sources. So how many of you have more than five sources in your business? Anybody? Okay. The key here is to focus. **If you have more than five sources, I would recommend that you get rid of the ones that are not performing**, which I got rid of my buyer lead generation a long time ago, because we weren't making any money on it. It was ridiculous. So figure out what's working and do more of it, but out of that number one was, What do you think it was?



# Overview

**STEP #1: Reconnect**

**STEP #2: Build**

**STEP #3: Touch**

**STEP #4: Call**

Kristy Moore: Database, exactly. It was the database. So how do you build your database and how do you start marketing to your database from scratch? Step one, you're going to want to reconnect with your database. So how many of you want some leads right now? Anybody want leads right now? Yay, leads right now. Okay, we all want leads right now.

## Step One: Reconnect

# STEP ONE: Reconnect

The first thing that you have to do is **reconnect with your neglected database**. You have to reconnect with your neglected contacts. So this guy right here, he's a Vyrat client. He was a hardcore prospector, he's the guy that's doing his three to four hours a day of lead generation. He's saying that he doesn't have a database. There's no reason now I need to market to my database. It's I need to get on the phone and talk to people. So this is actually a really interesting video. I hope you can hear it, because it's pretty funny his reaction to it.

Aaron W.:

*“Hey, what's up guys? It's Aaron Wittenstein. I've been over posting today, I don't know why. Maybe it's because I've been up since like 3:00 in the morning, and I'm going crazy. So Vyril Marketing sent out my first email yesterday. You may have gotten it. This is how many, I got to show you this. This is absolutely amazing. These are how many people who have signed up for lead. On here, so those are just like the partial leads. Then I got four Google leads, including this one right here over in New Rochelle that I just scheduled an appointment with. I got another one that I got a call back from, where is it? Hang on. This one here, I got a call back for January like 15th.”*

Aaron W.:

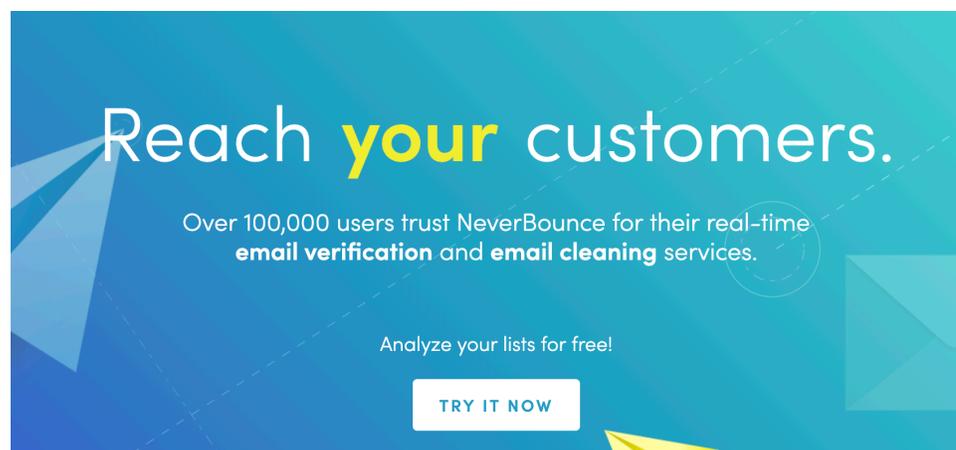
*“So one email went out, I don't even know if all the emails went out. This thing is sick. It's like 500 bucks a month, and I've been like the email that sent out is amazing. I got to tell you, I was skeptical in the beginning, but I am shocked by how awesome this works for free. Thank you so much man. I'm excited to see what happens from now on. I got to tell you I was very skeptical. Frank, 100% skeptical and I am shocked by the results on this thing. **So thank you, thank you, thank you, thank you.**”*

Kristy Moore:

If you couldn't tell what he was saying, he **sent out the reconnect email. So that's the first thing that you want to do.** At this point, what I'm talking about is all free, right? You just send a reconnect email, letting people in your group know that you're going to start reconnecting with them more often. So that was after he sent out his reconnect email. He got over 50 leads, one appointment, one callback and an email his first day of sending it out. So if you have not been communicating or marketing to your database for a long time, you will be shocked at how much business you have in there that you already paid for. That is already there, it's sitting there just waiting for you to get it. **So that's the first thing that you want to do is reconnect with your neglected contacts.** What we do is we recommend that you download your database or your list. Do you guys all have like a CRM, or some kind of platform that you work out of? Okay.

Kristy Moore:

You just download into a CSV file and **then we recommend that you run it through NeverBounce.**



So you don't want to send out a bunch of emails that are going to bounce and things like that, because it can affect your deliverability. So when you run it through NeverBounce, it's really inexpensive. It's a couple of cents or something a record, and it will verify your emails and clean up your emails so that way once you actually send out your reconnecting email, you won't get a bunch of bounces and spam reports and that kind of stuff. The first thing that you do is download all your contacts, run them through NeverBounce and then you send out your reconnect email. This is what it looks like:

## Example Reconnect Email

Friends, clients, and colleagues -

I'm writing you since you're a friend, we've done business together, or we're connected on social media.

Real estate values are cooling in areas around the country, but you can rest assured the Westchester real estate market is still strong!

You will certainly command a high price selling your home now, or in early 2017.

However, as you know, with historically low interest rates that won't last for long, we're due for a real estate price correction soon, which happens typically every 7-10 years.

Real estate prices move in cycles, and we're at the top of the cycle now.

The reason I'm writing you is I want to keep you better updated on what's happening in our local real estate market.

I've been selling real estate for 17 years.

I know what's happening in Westchester, specifically pertaining to home values, that directly affect you.

Kristy Moore:

*"Friends, clients and colleagues, I'm writing you since you're a friend. We've done business together or we're connected on social media. Real estate values are cooling in areas around the country, but you can rest assured the Westchester real estate market is still strong. You will certainly command a high price selling your home now or in early 2017. However, as you know, with historically low interest rates that won't last for long, we're due for real estate price correction soon. This was in 2017, which happens typically every seven to 10 years. Real estate prices move in cycles and we're at the top of the cycle now. The reason I'm writing you is because I want to keep you better updated on what's happening in our local real estate market. I've been selling real estate for X number of years. I know what's happening in Westchester, specifically pertaining to home values that directly affect you."*

Kristy Moore:

So you're letting them know, you're reconnecting with them. You're going to start sending them some content that you know what's going on in the real estate market, how long you've been selling real estate, that you are a local expert.

**So, I plan to send you two helpful messages a month to keep you updated.** They will be valuable and useful to help you stay on top of what's happening in the community.

I do not want to spam you.

Go ahead and simply unsubscribe below if you don't wish to hear from me. No hard feelings.

**Otherwise, reply to this email if you have a question I can answer in my messages.** To sweeten the deal, if I pick your question to answer, I'll send you a \$25 gift card.

I'm happy to answer any questions you have.

You can also [search all homes for sale just like I do on the Westchester MLS here.](#)

And if you're thinking of selling your home, you can [enter your property address here](#) to find out what it's worth based on your neighbor's recent home sales.

*"So I plan to send you two helpful messages a month to keep you updated. They will be valuable and useful to help you stay on top of what's happening in the community. I do not want to spam you. Go ahead and simply unsubscribed below if you don't wish to hear from me, no hard feelings. Otherwise, reply to this email. If you have a question, I can answer in my messages. To sweeten the deal, if I pick your question to answer, I'll send you a \$25 gift card. I'm happy to answer any questions you have. You can also search all homes for sale, just like I do in the Westchester MLS here. So this is a clickable link to your home search page. If you're thinking of selling your home, you can enter your property address here to find out what it's worth based on your neighbors' recent home sales."*

Kristy Moore:

Simple? Okay, so up to this point, still all of this is free. All of this is just what NeverBounce like I said is a couple of cents, but at this point you can literally just send this email, and reconnect with your database. Now how many of you would feel uncomfortable sending this email? Anybody feel uncomfortable doing that? No? Okay, cool. It continues.

(I pay money for these tools - they are free for you).

I can also help you if you're not in New York - I have access to the information you need and I can guide you on buying or selling a home, especially for my friends in Chicago where I'm originally from.

Thank you for reading this. I'm excited to keep you updated on what's going on with New York, and more specifically, Westchester real estate.

Let me know if you have any questions, or if you're thinking of buying or selling a home in Westchester soon.

Your Realtor,

**Aaron Wittenstein**  
[914-437-6293](tel:914-437-6293)  
Keller Williams  
120 Bloomingdale Road Suite 101  
White Plains, NY 10605

*"I pay money for these tools, they're free for you. I can also help if you are not in New York. This was a client who actually was from Chicago, and moved to New York. I have access to information you can need, I can guide you on buying and selling a home, especially for my friends in Chicago where I'm really originally from. Thank you for reading this. I'm excited to keep you updated on what's going on with New York, and more specifically Westchester real estate. Let me know if you have any questions, or if you're thinking of buying and selling a home in Westchester soon. Your realtor and the agent's information."*

Kristy Moore:

So that's pretty simple, right? We can customize this obviously, not everybody here's in Westchester, but we can customize it to sound more like you and to customize your area and your expertise, and that kind of thing. It's very simple.

The only thing that I have to say about this is that if you're going to send a reconnect email telling people you're going to send them two videos a month or two information things a month, make sure you send them something. Right. Make sure you send them something.

I mean people want to work with people that they trust, and you build trust by doing what you say you're going to do. So it's very important that you do that. Although we know a lot of people won't, and that's okay. Well it's not okay, but I guess that's your prerogative.

## Step Two: Building Your List

# STEP TWO: Build

Kristy Moore: **Step two, building your list.** Who wants to be more profitable? Anybody? You don't want to be less profitable? Anybody? Okay, great. Actually do you guys know who Greg Harrelson is? Greg Harrelson. He's a big agent out of Myrtle Beach. He does about 14 million a year in GCI. Yeah. So he has agents calling for three to four hours a day. They are adding three to 400 emails a day to their list. Three to 400 a day, permission-based emails.

So these are people that they talk to when they do their lead generation and they simply asked them, **is it okay if we send you our market newsletter on a monthly basis?** People say yes, oh my God, and they give them their email. So great. It's what agents do. Let's just dial that back. So how many people do you guys talk to on a daily or a weekly basis? Do any of you have a guess of how many people you talk to from lead generation activities on a weekly basis?

Audience: Let's say like 20.

Kristy Moore: **20. Do you think you could talk to 10 people a day consistently?**

Audience: **Yes.**

Kristy Moore: That would be pretty simple. So, **30% is a really good opt in rate.** Meaning if you're on a web page and you're filling out a form, about 30% of the people will fill out the form, but you're actually talking to people and building a relationship with them.

So let's just say you only get three of those 10 people a day agreeing to receive your monthly newsletter, and that's all you do. We're not talking about hardcore, making appointments, hardcore asking for the sale over the phone, anything like that. We're literally just asking people, is it okay if we stay in touch with you and add you to our newsletter? Do you guys think you could handle that? You think you could do that? Okay.

# Ask **Permission** to Stay in Touch!

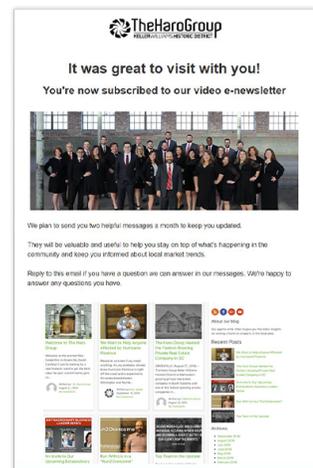


**So you have to ask permission to stay in touch.** This is where you're building your asset. So again, your database is your asset and if you're asking for permission to stay in touch, you are building a real database.

Kristy Moore:

Again, not just a bunch of leads, your spam that you never talk to. These are people that have actually talked to you, they know you, and eventually they're going to get to like you and trust you through your communication. So you put them in your database. Look at that. Do you guys want to guess what the highest open rate is for emails that are sent? What email gets the highest open rate? You want to guess?

## Put Them In Your Database!

A screenshot of a "Add a Subscriber" form for TheHaroGroup. The form includes fields for "Your Name", "Email", "How did you meet this person?", "First name", "Last name", "Phone Number", "Street Address", "City", "State", and "Postal". There is a "SUBMIT" button at the bottom.

**The confirmation email.** Yes, confirmation email, so once they say "yes, I want to, I give you permission." Yes. I want you to follow up with me with valuable information about the real estate market in Westchester, and yes, please send

me your newsletter. Yes, I would like to receive that. You add them as a subscriber. So now you're building a subscription business. Remember what we were talking about with the Kardashians, right? They're building the list and marketing to the list. Your subscribers are your list.

Kristy Moore:

This is the list that you're building. Those of you that have teams, you can actually put the agent's name up here where it says your name. I'm too short to actually point there, but it says your name. So, they can actually get the information from their agents, who can actually have your agents help you start building the database as well.

So, once they subscribe, they get a confirmation email and activation email that just says hey, it was great to talk to you. You're now subscribed to our video newsletter, and it shows them all this awesome information about you guys and how amazing you are. This is the number one most opened email in all of marketing. Do you guys think that's cool? Yeah, okay. If you have a team like we talked about, here's two pro tips. You train your agents to build your list. So remember Greg Harrelson we were talking about, they do three to 400 emails a day. I mean just, it's crazy.

## Have a team? Two pro tips...

- Train your agents to build the mailing list. This scales very, very fast.
- Help your agents to reconnect with ***their*** database too; add their “email opens” to your list. Splits are all the same now since you help them market to their database.

Kristy Moore:

So that scales very, very fast. You have more [inaudible 00:28:10]. You have ISAs, you have outbound callers. However it is, the more people obviously that are out there talking to people and asking for permission to follow up, you can scale this very, very, very fast. So, remember we were just talking about adding three people a day.

So that adds up to about 720 people added to your database permission based. That slide earlier that we were talking about the database size, it was 630 gets you an average of 50 to \$100,000 more in income. It's exactly how you would do that. So that would add up to 720 people you now have added to your database, which depending on your market, it might be more than that.

I mean you might be making 100 to \$200,000 more, but this is just based on average sales prices throughout the country. So you help your agents to reconnect with their database. So when you have agents come on your team, that's the first thing they should be doing is talking to everybody that they know, but they don't do that. Why do they not do that?

Audience: They're not home. They're afraid to reach out to them.

Kristy Moore: Well, they're afraid. We're all so afraid, so afraid to talk to people and to put people in our database, but they're afraid. People are, they would rather get rejected by a stranger than be rejected by somebody that they know. So they're afraid, but you have to help them and coach them and guide them to reconnect with their database, add opens to yours. Then that allows you to keep the same split, so then you're not playing the split game. Your value to them is that you're going to help them market to their database, and help them do their own deals through your marketing efforts. So you're not having to play the split game of like now it's my sphere, so I should get paid 100% commission or whatever, **which affects your what? Profitability, right?** The main thing to do with the team is to help them help you build your list.

Kristy Moore: How many of you have sales boards? How many of you? Anybody? Yeah. Okay, great. So, you're already tracking dials, contacts, nurtures, appointments, pendings, closings.

## Update Your Sales Board

1. Dials
2. Contacts
3. **Subscribers**
4. Nurtures
5. Appointments
6. Pendings
7. Closings

Are you guys tracking all that stuff, or are you just tracking smaller amount, larger amount of things? Yeah. Okay. So I would recommend that you start adding subscribers. Your subscribers are the number of people that have said yes to follow up with them and be added to your newsletter. They may not be doing something right now. They may be doing something three years from

now, but if they're in your database and you're constantly communicating with them, they will remember you when they are ready.

So I would highly recommend that you have a goal for how many people you add to your database, with permission on a daily basis. Not just how many leads do you generate, or how many people do you talk to? How many people have said yes to be added to your newsletter? I think that if you take that example of three people a day, and you just assume that's going to be an extra \$100,000, then how many more people is it going to take to get to your goal?

Kristy Moore: How are you going to get there with your manpower, or is it going to be inside salespeople, outbound callers? There's a lot of different ways to build your list, but I think that's a very important number to, a very important metric to track. So have any of you ever heard of Salesforce.com? Salesforce? Anybody? So Salesforce.com does \$1 billion a year in revenue. They're a CRM platform. They mainly cater to business to business sales, and they said in their book, Predictable Revenue, that's basically about building a predictable business, which is all about building your list and marketing to your list. That the number two metric to track behind closed sales is **how many new opportunities did your team generate? How many new qualified opportunities did your team generate on a daily basis?**

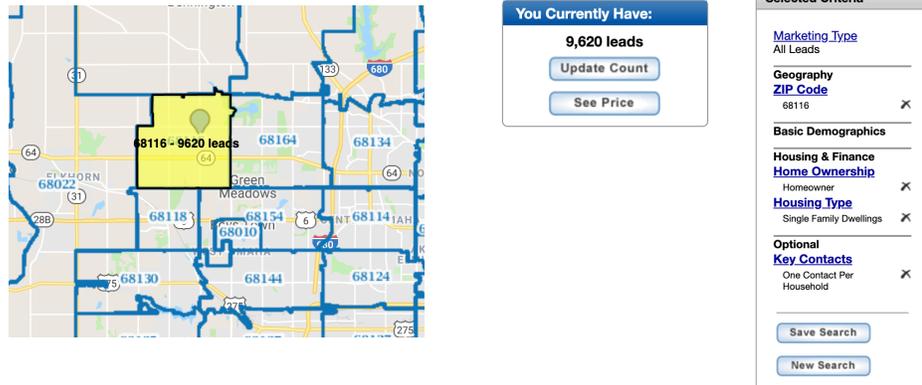
Kristy Moore: So that's why it's important to track that, because that's going to be your future business, it's going to be your pipeline, it's going to be the predictability of your business and your profitability. The cheaper you can do that, the better. I think we only had one person that farms in here. Does anybody else, anybody else that's come in farm? Anybody else?

Kristy Moore: Okay, yeah. Consistency. So wouldn't it be great if all of your business was walking distance from your house?

Audience: Yes.

Kristy Moore: That'd be awesome. How many of you are just sick of schlepping around town and being in your car, and eating in your car, and running comps on your iPad? I mean seriously, like how many of you are just sick of that? Just driving all over God's creation. So if you're going to build your database, why not build it with people that are your ideal client, that are your target market?

## Pick A Target Market To Build it Right



What I would recommend and this is a zip code in Omaha. Has anybody ever been to Omaha? Yeah, literally it's the weirdest place to fly into because there's nothing for, like you're looking out the window and there's nothing. Then there's this little town. Anyways, this is a zip code in Omaha of how many, it's one zip code, how many current homeowners. So this is if you were to go on like a data site to find lists, how many people own a home, single family dwellings. In that particular zip code, there's 9,620 leads in that zip code. There was about 300 sales, so it's a 3% turnover rate, which is actually kind of low. I'd recommend that you do higher turnover rates.

Kristy Moore:

The neighborhoods we target in our brokerage are anywhere from five to 8%. That's really what we're looking for, to have enough sales but regardless. So at 300 sales, at \$250,000 price point, what is that? \$7,500 times three? What is that? Like \$1.7 million, something like that. Let's just say it's 5,000 for easy math. So that's \$1.5 million worth of commissions in that one zip code that's going to happen. How much of that do you need in the next year? I mean how much of that do you need to capture in order to reach your goals, as far as what you want to make? So if you just focused on just building your list the right way and with the right people, and the ideal clients and the people that are in your target market, you're going to see a much greater return because now you're the local expert. You're the one that they go to for questions.

Kristy Moore:

You're the one that is sending them community information, and inviting them to sell or seminars about how to get top dollar for their house, and hosting events and doing that kind of thing. So it doesn't have to be complicated. I think focus is one of the rarest things that we have now in our world. Like I mean, nobody's focused, right? People are so distracted, there're shiny objects everywhere. There's dinging on your phone and dinging on your iPad. I mean it's crazy. We're so squirrel brained, our attention spans are like five seconds, but focus is going to be the thing that actually gets you more profitable, and is going to help you win the market shifts is focusing. Think about it, the big money that's going out there and they're spending all this money on radio advertising to buy people's houses, what you are looking to do is targeted marketing.

Kristy Moore: Building your list, permission based list in your target market, and positioning yourself as the trusted expert. They're looking for certainty. That's the feeling that they're looking for is certainty. So when they're looking to sell their house and they're looking to, they're getting bombarded by all these different marketing messages, they need to feel comfortable and warm and certain that their house is going to sell. So positioning yourself as the local expert is what will give them that certainty, knowing that you can get it done with ease and that you can make it quick and hassle free for them.

## Step Three: Touch

# STEP THREE: Touch

Kristy Moore: Step three is touch. Okay. The perfect database marketing plan, yes. So what do you send these people? Okay, now you've got your database, you sent a reconnect email, now what do you do? Now what are you sending them?

So number one two Q&A videos a month. How many of you hear the same questions over and over and over again from your clients? No, everybody comes up with new questions? Yeah, okay. That's the place where you want to start is what are the questions that people are asking your staff? What are the people that are asking you constantly over and over and over again, and make a video about it. So, two Q&A videos a month, one direct mail a month. Why would we, I mean direct mail? That's so old school, that's from like 100 years ago. Why would we send them something in the mail? Why would we send them something in the mail? Yeah, it's another touch, right?

Kristy Moore: So right there, so Gary Keller was talking about a 33 touch. Right here you had three touches a month. So, 36 touch over-saturation over time.

# The Perfect Database Marketing Plan

1. 2 Q&A Videos a Month
2. Monthly Postcard
3. Quarterly Direct Lead-Gen Offers
4. Community Events
5. Call People Who Watch Videos

So you send them to Q&A videos a month, just in case it goes into their spam or they don't look at their email, or there's just too much noise. You also send them a monthly postcard, which takes them back to your videos that they can subscribe to on YouTube, or on your video blog. Three is your quarterly direct lead-gen offers. So these are direct offers. Again, I know you guys couldn't hear that video from Gary Keller, but he does talk about making offers to your clients. So what does that mean? What is an offer? Like are you going to give them an offer for their house? What's an offer? **Find out what your home is worth**, that's an offer. **Find out the top five fix ups of what to do to sell your house for more money**. That's an offer. **Have us come over for a room by room review**. That's an offer.

Kristy Moore:

There's a lot of different offers that you can make people, but that's a direct offer to your database. So quarterly, you're doing a direct offer in addition to the videos and the monthly postcard. Number four is community events. So wouldn't it be awesome if you had like 70 people in a room, and they're all there because they're about to sell their house and they're trying to learn how to maximize their equity and what are they going to do with the equity after they sell? You could have a stager, a CPA. You could have a great seminar or an event that all these people come to, and you pitch them all at once. Wouldn't that be awesome? Call the people who watch the videos. So you've got to call people guys. You just have to. We spend so much time doing anything to get out of calling people like, I'm just going to go make this Facebook ad or, just to avoid calling people.

Kristy Moore:

You have to call people, you have to talk to people. That is how you build a relationship. It's very difficult to build a relationship with a robot, at least nowadays. I don't know that might change in the future. You do have to call the people who watch your videos.

# Start a Real Estate Video Website

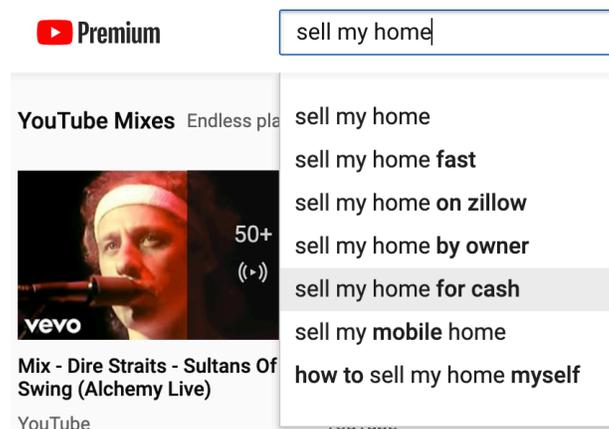


So you want to start a real estate video websites, so this is Brett Jennings. Do you guys know who he is? Brett Jennings. So he's in Silicon Valley, which I would say is probably a very difficult market to prospect and talk to people and do radio advertising. So he ended up doing the real estate, Silicon Valley Real Estate Journal. So this is where you're going to host your videos, you're going to have market data over here, information about your team, your vendor's list, all that kind of stuff. So this is your video website that you're actually going to send individual videos twice a month to your database, and this is going to be where they land.

Kristy Moore:

You can do YouTube autocomplete for topics. So when you're going to Google something, things automatically populate under the search bar, right? Why does it do that? Why do things automatically populate under there?

## YouTube Autocomplete for Topics!



Kristy Moore: Yeah, exactly. So if you don't know what to talk about, go to Google and start typing in, sell my home, type in your area, those kinds of things. Real estate realtor, and then see what people are actually googling. So sell my home on Zillow, sell my home by owner, sell my home for cash, sell my mobile home. I'm sure you guys want to do a video about selling your mobile home. I'm sure you want to do that, but that's where you go to find topics. That's where you go because that's where people are asking questions, and you are doing question and answer videos.

So when people are asking questions in a search engine, that's the topic you're going to have. So the way that the format works and I'm sure you've seen these kind of videos online is so and so asked, how do I sell my house for cash? Then you answer that question. It's really that simple. Then Vyril edits them and things like that to make them look a little more interesting.

Greg Sisson: *"Hello, it's Greg Sisson here in Myrtle Beach, South Carolina with the Hoffman Group. Thanks for joining me for my video blog. Today I'm going to share with you the first quarter report card for the Grand Strand, stay tuned. Okay. Thanks for joining me today, and we want to talk this morning about our local market stats. I'm comparing first quarter 2015 with first quarter 2016. This is critical that we can see exactly where our market is right now, and give us a little peek into the future as we move forward in the balance of 2016. So let's jump right in. I'm going to start with single family homes, okay?"*

Kristy Moore: Okay. So what question is he answering there?

Audience: How is the market?

Kristy Moore: **"How is the market?"** I mean how many times do you get asked that question? How is the market here? How is the market there? How's the market doing? Right? So shoot a video about how the market's doing, and that again will position you as an expert.

Everybody has access to data, would we agree to that? Everybody has access to the same data we do, correct? It's your interpretation of the data that makes you an expert. So helping people understand how to interpret the data that they get out there, is what positions you as an expert.

So that's shot on a simple HD webcam in five minutes. We literally will ask you questions, and coach you through it to help you get comfortable and things like that.

## Shot on a Simple HD Webcam in 5 Mins



That's shot on a simple webcam. You don't need to spend like thousands of dollars or have a videographer following you around, or doing anything crazy like that.

Kristy Moore:

It's like 80 bucks, and so it has a separate recorder. So just like I have a separate recording device and then a separate video, because if you do the video without a separate recording device, the audio is usually really bad and echoey. Then you merge them together and viola, you have a video. You guys can do that, right? It's pretty simple. So this is KatCam I'm going to show you how he actually does his videos.



KatCam

*"Hey guys, today we're going to be talking about how I actually do my videos. Come on in, all right? So here we are. We're just coming right into my office. So*

*we got lights, just one of these simple foldable type of deals. Right underneath the cap is my camera. You could get that about \$55 over on Amazon as well. I think it's on a tripod, one of these Sony tripods here. Really also very, very simple. You could get these at Amazon as well for about 100 bucks. Vyril does a really, really great job at putting these videos together. So it looks like maybe I'm using thousands of dollars worth of equipment, but I'm really not. It's just really basic. I mean this is probably \$50, this is about a \$100, this about \$20. So all in all, not even \$200 worth of equipment. You have your computer, so all you have to do is get in here and then log right into your camera and there you are. You point and shoot."*

KatCam: *"This is a Logitech Webcam software that actually came with the camera when I put it all together, and linked it all up. I turn on the lights, boom. Get that extra lighting. Lighting is important, and then I'll hit record right here. In three, two, one, I'll pause a little on purpose and I'll go, hi, this is John Mendoza, a real estate broker, investor, entrepreneur here in Sunny San Diego. Welcome to my shows. Afterwards the show is done. I simply go online and I'll go to [getvyril.com](http://getvyril.com) and I'll go to upload video right there, and I'll email my rep tiers my video. Then I would go ahead and add my file. Then I would look for it wherever I have it under videos, and under Logitech Webcam. As you can see, I've got tons of videos and so this would be the video. I would open it, I would let it upload and it will go."*

KatCam: *"Then I hit transfer, and then they got it. They'll send me a confirmation email that they're getting to work, and then they edit any errors, anything like that and it's going viral. It's going to go on LinkedIn and Facebook, and to my database and everywhere else. Then it's pretty, pretty easy from there. Don't forget your coffee guys, because you want to really have high energy because I'll tell you what, I have seen some of the videos out there and it's like it'll literally puts you to sleep."*

Kristy Moore: That's very true. You do have to be a little bit more animated than you are in person, because it does flatten it a little bit. So how many of you think you couldn't do that? How many of you think that you can handle that? Does it make any of you feel uncomfortable making videos? I will tell you what, it made me feel super uncomfortable, but the great thing is your first video is your worst video. So just get the first one out of the way, and who cares? You know what I mean? Think about it like what are we worried about? Like how we look? At the end of the day, the people that like you are going to like you. You are who you are. Just be yourself. If you're worried about how you look, I mean that's how you look. So get over it. It's like who cares? Yeah, like I said, you just have to do it.

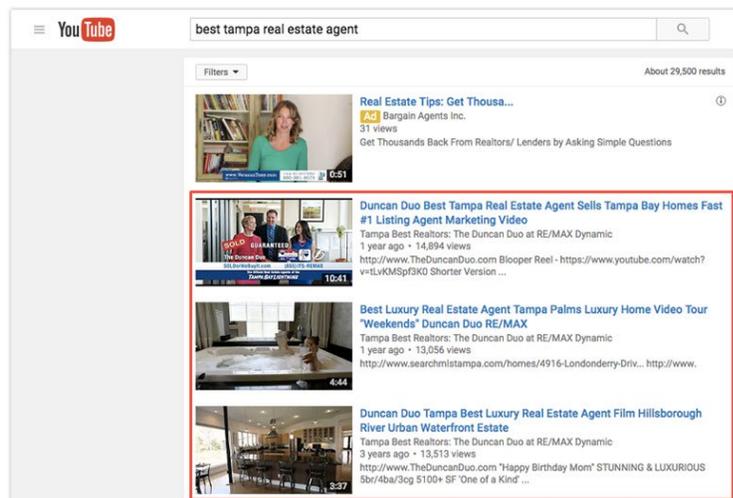
Kristy Moore: You just have to get your fears out of the way. Who cares what people think about you. I mean the people that like you are going to like you, and they're going to do business with you, and that's really how you're going to build a relationship with them because you can't, it's going to be tough for you to touch all these people in your database personally, and you can't really scale a

relationship, but you can scale a message. So you're just getting your message out there to your database. How many of you follow people on Instagram, or watch a show or listen to somebody on the radio, and you feel like you know them? Even though you've never met the person before, but you're like, yeah, that's my homie. Like yeah, I know this guy. Right, but you've never met the guy, but you feel like you have a connection with them. That's what video does. It allows you to create a connection with people without having to talk to them all the time, and without having to call them all the time.

Kristy Moore:

I think it's the best way to leverage yourself. Like I said, you just got to get over the whole video thing. Just, who cares? Just do it.

## Get It on YouTube Search Optimized



So you want to get it on YouTube, it'll be search optimized. So we put the videos on all the different social media sites, YouTube, Instagram, Facebook. We send them out to your database through email, take them to your video website. So we get it on YouTube, search optimized based on keywords, and then you own your own blog.

# On Your Blog with an Article

**Don't Let Changing Interest Rates Weaken Your Purchasing Power**

Greater Sacramento Area Real Estate: Don't Let Changing Interest Rates...

**HOW LOW INTEREST RATES CAN MAXIMIZE YOUR PURCHASING POWER**

**DAN ELLISON**  
REALTOR®

**Thinking of selling? Get a free home valuation**  
Thinking of buying a home? Search all homes for sale on the MLS!

Our purchasing power is affected by rising interest rates. Right now, interest rates are at an all-time low, historically speaking. What that means is that you're getting a lot more house for your dollar because money is cheap. Today I wanted to discuss the effects of changing interest rates on your purchasing power.

So what does this mean when—not if—interest rates start to go up again? **These rates won't stay low forever.** Let's look at how a rise in interest rates would impact your purchase price.

As an example, let's say \$1,000 is the amount you want to spend on your monthly mortgage payment, and 4% is the current interest rate. How much house can you buy with 10% down? This equates to a \$200,000 purchase price.

**Now is the time to buy in case interest rates rise again.**

Now let's say that six months down the road, interest rates tick up another 1%, but you don't want to pay more than that \$1,000 per month. Your purchase price would now be \$171,100. That 1% rise in interest equates to nearly \$30,000 less in purchasing power. A 2% rise would bring your purchase price down to \$278,500, a 3% rise would bring you to \$251,100, a 4% rise would leave you at \$227,600, and so on.

**PURCHASING POWER CHANGES**

Interest Rate	Purchasing Power
4.0%	\$200,000
5.0%	\$171,100
6.0%	\$142,200
7.0%	\$113,300
8.0%	\$84,400

This information is important to know as a buyer because you can usually see what a great position you're in with the 5.5% interest rates in place today. This is also why if you're a seller, you're going to have some great exposure with access to such cheap money. Interest rates are low enough that buyers can now afford more houses for less money per month.

If you're thinking about buying a home sometime in the next six or 12 months, now is the time to buy. In case interest rates rise again and lose you over \$40,000 off of your potential purchase price!

For more information, please feel free to reach out by phone or email. I'm happy to be a resource for you!

**Meet My Lender**

**Matthew Cella**  
Branch Manager  
matthew.cella@cominterstate.com  
cominterstate.com/matthewcella  
a (916) 844-2882  
m (916) 244-4002  
c (916) 244-4002  
11511 20th Street  
1425 Fair Oaks Blvd Ste 5,  
Sacramento, CA 95829  
NMLS ID: 633788

So, on your blog with an article, so your videos would be up on the top, the little article underneath. We give you topics to talk about. I would say for my standpoint in my market, there's a lot for me to talk about. I do a lot of, I talk about like restaurants that are opening and things like that too, because that's really what's going on in the neighborhood.

Kristy Moore:

I think that the more you can make it geared towards your market, as well as doing generic topics of fix ups, and things that people are searching for, but the more you can personalize it and gear it towards your market, the more engagement you're actually going to have. I get emails every week from Vyril giving me topic ideas, but I don't use them because I come up with my own topics. Like I said, I'm more looking for local market information and local happenings, if you will. I would not do something scripted. I would have bullet points of what you're going to talk about, but the more real you can be guys, the more you can just be yourself and talk about what you know about, the better results you're going to have because people want to know you. They don't want to know somebody that's reading the script, and they want to know you. They want to see your personality.

Kristy Moore:

That way you're going to attract clients that are more like you. I mean have you guys ever worked with somebody that just is not like you at all, and they're driving you insane and you're like, I can't wait till this relationship is over? Has anybody ever worked for somebody like that? Yeah. So when you're engaging with people, and you're being yourself and you're being open and even goofy, I mean we've done ... Actually our highest views on our videos was our outtakes, what we called our blooper reel. I mean I'm laughing and swearing, and I mean it's all the stuff we cut out, that's what people watch the most is everything we screwed up. I think the more comfortable you can just be, I mean yes, use topics to have a place to start, but just be yourself. Speak from your heart, and the

more comfortable you get in front of the camera, and the more you do this, the easier it's going to be.

Kristy Moore:

It's really getting over that initial hump of sweating profusely because you're so nervous, because you're going to make a bunch of videos. So just get your first one out of the way and everything else will take care of itself.

## Get an email out



So on your blog with an article, and then getting the emails. So this is what the emails look like. They're all branded to you, and like I said, they take you to your blog.

## FB/Insta/iTunes/LinkedIn (Boosted!)



You can see who, and this is your Facebook, Instagram, iTunes, LinkedIn. Everything's boosted for you so you actually get engagement. People see it. You can take your database, all the emails in your database and make a targeted audience on Facebook. So that way they actually see your videos on Facebook. Again, what I was saying with the lower engagement on organic stuff on Facebook, if you're boosting it, they'll actually see it.

Kristy Moore:

You do that by just uploading your email address, all your email addresses from your database and then you boost your videos there. Do you remember back when I was talking about the confirmation email? How that's the email that people, that's the most opened email in all of marketing? We give you an input sheet, like an input form where you can just put in people as you're talking to them on the phone, they give you permission to follow up with them. You can literally just fill out that form, and it automatically sends them a confirmation email, or you can download your new contacts for the month and just send them to Vyrat. Either way, you do have to update that. For me, it's the easiest to just fill out the form while my agents or my ISAs are talking to people, and they get permission to follow up, they just fill out the form on the phone right then and there, and then they get the email right away versus sometime in the future.

Kristy Moore:

So direct mail. So we talked about, we just went through the Q&A videos, the social media, and this is your monthly direct mail. So this basically takes them back to the blog. So his blog is called the Vera Group blog. When you send out the direct mail to your database, it's taking them back to your blog.

Monthly  
Postcard  
...direct  
mail isn't  
dead, far  
from it



It would be really difficult for people to not see your content at this point, right? You're sending them a direct mail, you're sending them an email twice a month, you're putting them in your Facebook custom audience. If these people don't see you, if you're not over saturating them at this point, I don't know what to tell you. Again, this is all about keeping top of mind for when people were ready to sell, because how many people tell you they're going to move in three years and then they're like, they're moving tomorrow?

Kristy Moore:

You call them back and you're like, what? Why didn't you call me man? Yeah. Well I went to an open house, just bought a house. Right? So this helps you avoid that. The quarterly direct lead-gen campaigns. Let me see if I can get this to work.

Chris Walters:

*"We actually sent out a video a week ago and we booked 24 listing appointments, and took 13 listing, signed listing agreements. This is probably one, the ROI on this is almost unquantifiable because-"*

## Quarterly Direct Offer Lead-Gen Campaigns

"We booked 24 listing appointments and took 13 signed listings." - Chris Watters (Austin, TX)



Kristy Moore:

So that's Chris Walters. Do you guys know who Chris Walters is? Yeah. So he has a franchise, it's called Walters International. It's his franchise. I think they do like 5 million a year in GCI or something like that.

That was off of his quarterly direct offer. So again, your offers can be find out what your house is worth, book a room by room review to see what you need to do to get your house ready to sell, guaranteed sale, sell your house in 90 days or resell it for free. See how that works, but you want a direct offer on a quarterly basis for people to respond to.

## Example Campaign Landing Page

**KT KLAUS TEAM**  
REAL ESTATE SOLUTIONS

**An Easier Way to Sell Your Phoenix Home**  
Get multiple guaranteed offers in 24 hours on your home

**Request a Cash Offer on Your Home Today**



Would you like an offer on your home?

**You can skip the headaches and hassles of selling traditionally.**

There's a record amount of capital looking for a place to rest. Companies are ready to make a very competitive offer on your home.

They buy it, turn it around, and sell 30-90 days to the public for a tiny profit.

**You get convenience and speed in return.**

This means:

- Close quickly, get equity from your home in as little as 7 days
- Multiple competitive offers - fast
- You pick your closing date
- No showings or open houses
- No negotiating with buyers
- Skip the cost, time and (in some cases) embarrassment of getting your home market ready
- Freedom to move on your timeline
- No strangers and Realtors walking through your home
- No risk of two mortgage payments

No obligation. Enter your contact information.

First Name \*

Last Name \*

Phone Number \*

Email \*

Full Address \*

Why do you need to sell your home? \*

When do you plan on moving? \*

All right, so this is your example of a campaign landing page. So this is an easier way to sell your Phoenix home. Get multiple guaranteed offers in 24 hours on your home. Would you like an offer on your home? So this is an offer. It doesn't need to be an offer for their house? Please understand that.

Kristy Moore: The most common one is to find out how much your house is worth, but since this is what's going on right now, this guy made this landing page if you'd like an offer on your home, they fill out their name, phone number, email. So that was the landing page they go to, and this is what the actual email looks like. The subject is offer on your home.

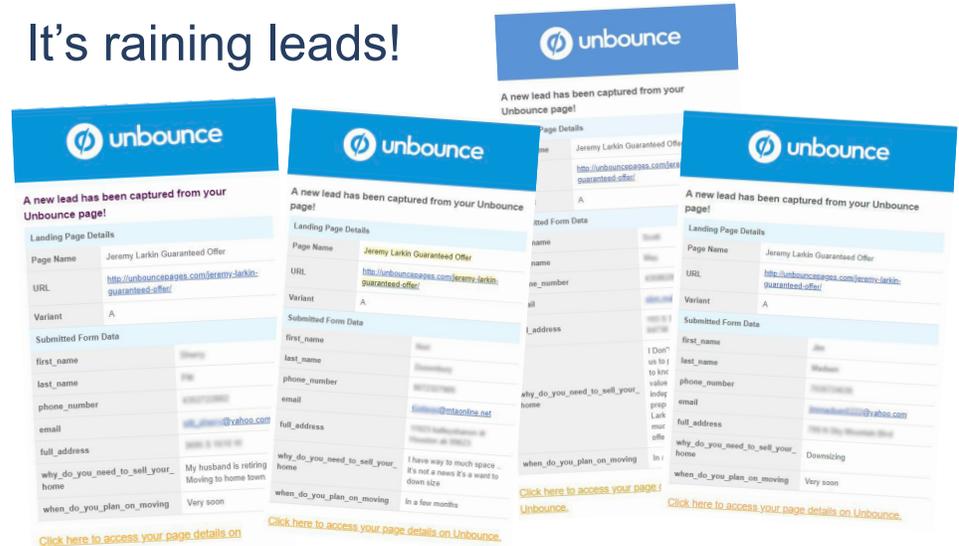
*"Clients and friends, I have a new option. If you want to skip the hassle of selling your home this spring or summer, I can get an offer on your home from companies who want to buy it, not individuals on the traditional market. When you call, just let me know whether you prefer maximum value or maximum convenience. This means you close quickly, get equity from your home in as little as seven days. You pick your closing date, da, da, da, da."* What was already on the landing page, so this matches exactly what the landing page said.

Kristy Moore: *"Tell me here if you're interested in getting an offer on your home. So when they click here, they go to the landing page and fill out their information. I'll go to my investor relationships and companies who specialize in all of this, and secure the best offer for you. I can likely get you an offer in seven days without any hassles on your part, showing the home to the public and then your name."*

So how many of you think that people will respond to this? Mm-hmm (affirmative), and then look what it says here. Why do you need to sell your home? When do you plan on moving? Would that be important information to find out?

Kristy Moore: If you've got a deal, could you find somebody to buy it? Well, the goal is to meet with them and to find out what their needs are, and what their wants are. Generally their want is going to be full market value or more. Right? That's what we're here for, is to give people options and solutions to their problems. All right, so it's raining leads.

It's raining leads!



So these are just some examples of some of the leads that that guy generated from that campaign. It doesn't have to be this campaign. You can do other offers for people. You're generally going to run similar offers all the time. You're going to have like maybe a handful of offers, and that's just going to be consistent in your messaging.

## Step Four: Call

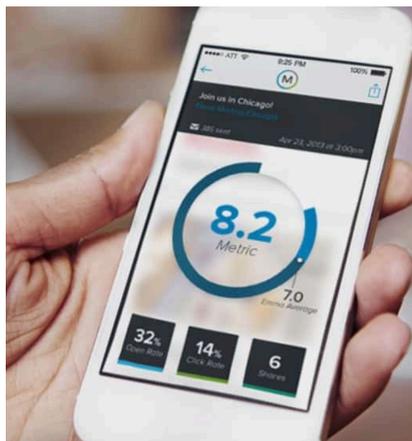
# STEP FOUR: Call

So you know who's watching your videos. Just like what we were just saying, most people are not going to, I mean you're going to have some psycho people. They're going to watch everything that you put out.

Kristy Moore:

There are going to be those people, but for the most part, people aren't going to watch your videos unless they're thinking about real estate, or they're thinking

## You know who is watching your videos



**Metric (iOS, Android)**  
SEE RESULTS ON THE GO WITH METRIC, OUR FREE MOBILE APP

With **Metric**, you can watch your opens and clicks roll in, compare campaigns on a leaderboard, and share results all from your phone.

ANDROID APP ON  Google play

Available on the  App Store

about buying or selling a house for somebody else that they're close to is thinking about buying or selling a house.

<b>Sent</b>	<b>7,907</b>
Delivered	7,874
Opened	2,702
Clicked	216
Bounced	33
Unsubscribed	50
Spam reports	1

So this is what the report looks like. How many are sent, how many were actually delivered, opened, clicked, bounced, unsubscribes, spam reports. This is pretty good. You only got one spam report. So you want to call your clicks. These people that are clicking, that means they are clicking on your video and watching it. They're not just opening the email, they're actually watching your video. You need to call these people, because they are going to be your best leads. We had one, it was only 26 clicks. We got two deals out of it. One was a past client that she ended up selling her house. Then she went into a rental and now she's buying another house, and the other one was a referral.

Kristy Moore:

He actually clicked on it and then sent it to his friend. So you have to call these people. How do you do that? If you don't want to call, because you probably won't call guys.

**Let's just be honest. We're not going to call our clicks. Okay?** It's not going to happen. Why are we not going to call these people? They're hot leads, they're interested. They're watching our stuff, why do we not want to call them? People are not going to call them, let's just be honest with ourselves. People are not going to call them, they get too busy or they're doing something else, whatever.

## Hire a Part-Time Calling Assistant



You can hire a part-time calling assistant. Super simple. You can hire these people on Upwork for 10 to 12 bucks an hour. Follow a very simple script, and then they pass you over to the people that are actually leads. Okay. So this is the script. This is ground breaking people. It's groundbreaking.

Kristy Moore:

“Hi, this is Bob with, Local Expert Realty on a recorded line. Frank wanted me to reach out to you and just say thanks for subscribing to our newsletter. I'm his assistant. He wanted me to ask you if you had any questions about how to sell your house fast. I can pass whatever your topic was for the video, that's what that means. I can pass your question along to him, and he will answer it for you. I'd also like to invite you to an event coming up. So this is why you want to have events. So you have a reason to call. May I email you the details? While I have you on the phone, is there anyone you know who Frank can help to buy or sell a house today that he can reach out to?”

## Phone Script

“Hi, this is Bob with (company) on a recorded line. I’ll be brief. Frank wanted me to reach out to you and just say thanks for subscribing to our newsletter. I’m his assistant. He wanted me to ask if you had any questions about (topic)? I can pass your question along to him and he will answer it for you. I’d also like to invite you to an event coming up, may I email you the details? And while I have you on the phone, is there anyone you know who Frank can help who he can reach out to?”

Very simple. You think you could have people do that? Then this is the voicemail script, so they don't reach them. So you want to do a call and live answer, that would be the script. A voicemail if you don't reach them, and then an email and that's it. It's all you have to do.

## Voicemail Script

"Hi this Brayden at xxx-xxx-xxx with (company) here in (city). (Client) who I believe you know asked me to call you. I'm his/her assistant. I'm going to email you right now at (email address) with his/her message. Call me back at xxx-xxx-xxxx."

Kristy Moore:

*“Hi, this is Brayden at whatever company here in wherever. Kristy, who I believe you know, asked me to call you. I'm his or her assistant. I'm going to email you right now at blank, with his message. Call me back at 501 337 2609. So you're just leaving a quick voicemail, and then this is the email. He said he was going to send you an email, so you send an email template. It's from the person that called and it says, I just left you a voicemail. Hey there, this is Brayden. I'm the assistant to Kristy Moore, Local Expert Realty here in D.C. I just called you and left a voicemail of this quick email I would send you. I see you subscribed your local real estate blog, thank you. Kristie wanted me to ask you or let you know, blah, blah, blah, blah, blah. You can reply back to me. I'll forward it to that person. Also, we have a lot of people who want to buy a home here in D.C. but there are not enough homes for sale. Any interest in selling your home or*

someone you know looking to sell? I'll let Kristie know."

## Bonus With Vyrally Marketing

# BONUS

Kristy Moore:

So that's it and a bonus. You can ask the lender to pay about half of your monthly cost. So this is Vyrally, it's 1,995 to get started. If you're unhappy, 30 days to get your money back. It's only 550 a month, which I just think is ridiculous. I think they need to raise the prices, but that's just me. If you want to have them do the outbound calling, it's only \$175 a month for them to call through all your clicks, and do the emails and the voicemails and all of that. For keeping it legal, if you have a third party paying for your stuff, you do have to keep it legal. We have all the documentation and all of that.

## Ask Lender to Pay About 1/2 of Monthly

30-Day Onboarding	Monthly Implementation
<b>\$1,995</b> <small>(ONE-TIME)</small>	<b>\$550</b> <small>(MONTHLY)</small>
<b>30 Day Money Back Trial</b>	Monthly HD Webcam Interview
(4) Weekly Onboarding Calls	Weekly Feedback & Accountability
Professional Video Blog	(2) Professionally Edited Videos
New Subscriber Form	(2) Custom Written Blog Articles
1 Year Video Topic Planning	(2) Video Email Promotions
HD Webcam, Microphone & Light	Quarterly Lead Generation Campaigns
Email Export, Clean & Reconnect	YouTube Search Optimization
"Why Hire Me?" Video	Social Media Updates / iTunes Podcast
Social Media / Newsletter Branding	Essential Facebook Advertising
Video Animation Package	Co-Advertising to Reduce Your Fee
Facebook Ad Set-Up	Monthly Video Postcard
<a href="#">Learn More</a>	<a href="#">Learn More</a>

Kristy Moore:

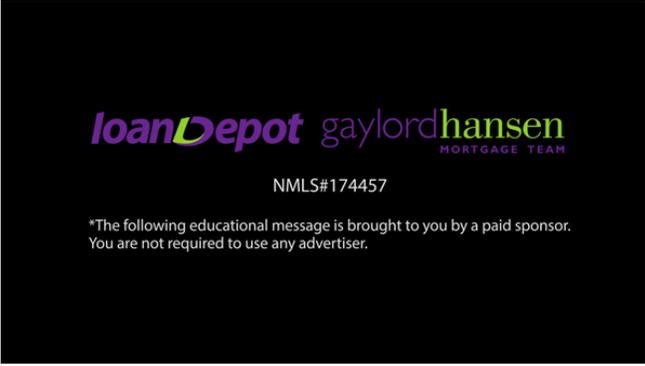
If you want more information on how to get lenders pay for stuff, you can actually go to the [getvyrally.com](http://getvyrally.com) blog about the lender co advertising plan. I would definitely have your lender help you out with this. You can feature them on your video blog. It's very valuable to them to be in front of your clients all the time, especially with the refinances and things like that. Most lenders are happy to do it. If you have your lender pay for half of it, that means you're paying \$275 a month for this, which they do everything for you. You literally don't have to

think about it. They edit everything, send it out, do all of that for you. The only thing that you have to do is shoot your videos, and then if you want them to call your clicks, it's \$175 extra a month. So I just need to know who is going to implement something to reconnect with their database after you leave here. Yes. Okay, good.

Kristy Moore:

If all you do is just something, it's better than nothing because I promise you guys, it's what is going to keep you in business over the next five years with all of this craziness that's going on. If you want to go on to Vyrals website, it's [getvyrals.com](http://getvyrals.com) that's Vyrals with a Y.

## Keep it Legal! We have a 3<sup>rd</sup> Party Valuation! "Proportional Representation"



**loanDepot** **gaylordhansen**  
MORTGAGE TEAM

NMLS#174457

\*The following educational message is brought to you by a paid sponsor. You are not required to use any advertiser.

**MLinc Solutions**  
A better way to work



You can go and look at how it works, download the marketing plan, look at the results, look at people's blogs, all that kind of stuff. So if you want to geek out on their webpage, it's [getvyrals.com](http://getvyrals.com).

# THANK YOU

Okay. Thank you so much for coming. I really appreciate it. I hope you guys learned something today, and I hope that you implement something that will help you increase your business. I'm a client of Vyrals actually and I worked with

them on a couple of other businesses.

## Vyral Marketing Lender Co-Advertising Plan

By Frank Klesitz in Client Message, Real Estate Agent on Feb 23, 2019



<https://www.getvyral.com/blog/vyral-marketing-lender-co-advertising-plan>

Kristy Moore:

Yeah, but I have a real estate brokerage, I have a real estate company, and I have a development company. So we buy houses, we sell houses, we design houses. We do everything you could possibly think of, because I love stress. Thank you guys for coming. I appreciate it.

A screenshot of the Vyral Marketing website banner. The banner features the Vyral Marketing logo in the top left corner. The navigation menu includes "Industries", "Marketing Plan", "How it Works", "Calling", "FAQ", "Results", and "Blog". In the top right corner, there is a call number "Call 1.800.323.9974" and a "Free Strategy Call" button. The main content of the banner is a large image of a woman's face with the text "Stay in better touch" in large white letters, followed by "with done-for-you video marketing to your database" in smaller white letters. At the bottom of the banner, there is a "Download Video Marketing Plan" button. In the top right corner of the banner area, there is a link for "Upload Video".

[www.getvyral.com](http://www.getvyral.com)