



September 30th, 2019

Dear KW Friends,

We are all dealing with disruption in the real estate space.

I'm down here in Phoenix. Many would say it's ground zero for it. The tech shift hit us first.

It's where every venture-backed real estate idea comes to test their iBuying plan. We have a \$240,000 median price point with over 1.1 million single-family properties. Most of the homes are very easy to compare and fit their algorithms well.

I started my business in 2003, and we sell about 439 homes a year now. Most of that comes through consistent farming and building my database just like Gary says.

I drove FedEx routes before getting into the business, so all this was just a natural continuation for me.

I'm writing you because I am certain that a good chunk of that business is under threat.

The iBuyers here have about 7% market share. It's growing. Zillow is basically buying homes at market value. They generate a considerable amount of leads from people who want an instant offer along with it.

They buy a few houses from these leads and will likely sell the rest to us. That's where their profit is.

When these companies are dropping *hundreds of millions of dollars* on advertising to get mind share, it's difficult to compete. Their goal is to change how Americans buy and sell homes.

These companies are rapidly expanding across the country, and if they are not in your market yet, they will be. Consumer preferences are changing where they just want an instant offer now on their home, not a "free home value report." The instant offer is the new seller lead generation tool for real estate.

I want to share two things with you, so you stay competitive.

First, I highly recommend you offer your sellers the option to "shop" all the iBuyers. You'll be the Kayak® or Trivago® of iBuyers so to speak to get your client their best offer. I now have a certification specifically for this that includes the software that will instantly shop them all for you.

You can learn more about it all at <https://www.irealestatepro.com/>.

Finally, I have a personal recommendation for you. As you know, I really value my database. I have my farm perfectly segmented by zip code, and I now consistently implement a 36-touch so people call me.

I can't afford to drop money like the big boys do in our market, but I can "attack on a narrow front" by going very deep with the contacts I have. What I have found is that if you are not the voice of communication in real estate to your database, then who is?

Gary shared at Family Reunion that with a database size of 13,790 people - touched about 35 times a year - I can generate \$2+ million GCI.

I'll take that.

The problem is staying in consistent touch. The intentions before I got this done consistently were there but did not match the actions.

The recipe cards also don't get the job done. People want more *insight* from their agents.

We all know we need to produce "economist of choice" insights and it makes sense to deliver those insights with personal videos

I considered expanding video marketing in-house, buying the equipment, writing the copy, and doing the posting but it made more sense for time and financially to hire a more experienced group to take control.

As our business has grown over the years, mentally I've had to adjust to getting out of my own way and trusting the experts. I've realized that trying to save money or control some phases of the business has held us from growing in some areas. There are certain people/companies that are much better at certain phases of the business than we are.

I can't recommend my friends at Vyril Marketing enough. Frank Klesitz, CEO of Vyril Marketing, was referred to me a few times before we had an in-person discussion. Once I had a chance to understand him and his passion for this, I realized that he and Vyril are the real deal.

The number of requests and two-way conversations that now happen after every video has been amazing.

If you polled everyone and asked what their biggest lead-source is, they are going to say their database. But yet, we'll go spend a high dollar amount on other lead sources instead of the cost of Vyril to talk to your database twice a month. It's so obvious that it's almost hidden.

Working with them is effective, efficient, focused and on-point.

I'm not paid anything for my recommendation. I am a full paying client. Get yourself set up with a local community video blog and implement a solid 36 touch with two videos a month out to your list and a monthly item of direct mail. Make sure it's personalized and relevant - not canned. That's what they will help you with.

Give Frank a call at 402-515-5438 or email him at frank@getvyril.com. Tell him I sent you. You're welcome to model my emails, video blog, and even my topics.

Make sure to ask them to send out the Guaranteed Offer Seller Lead Generation email. It's crazy. It's an email Frank wrote that will go to your database talking about how you help people get instant offers.

It generates a list of people who want to sell their homes right now.

I hope you appreciate the insight. I'm here if you have any questions. Please sign up for iRealEstatePro. I put a lot of work into it for all of us in the industry.

And of course, talk to Frank or anyone at his company. Frank is an instructor for the certification and will share his insight on how to get this message out to your database, so they call you to sell their home.

See you at an upcoming event!



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