

How to Get More Commissions from Your Database

Dan Beer Shares How He Sold 303 Homes in The Hyper-Competitive San Diego Market with Database-Driven Marketing

Provided by Vyrally Marketing
CEO, Dan Beer & CEO, Frank Klesitz

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Frank Klesitz: All right, everyone, this is Frank Klesitz with Vyrat Marketing. I'm with Dan Beer here today, here in San Diego.

Frank Klesitz: San Diego is a very competitive market, as I think anyone could understand. The joke is there's more real estate licenses than driver's licenses in southern California. That's when you know you're at the top of a bubble. I mean, how many real estate agents, Dan, are just in San Diego County alone?

Dan Beer: My understanding is 23,000.

Frank Klesitz: Yeah, competing for how many deals a year?

Dan Beer: Competing for about 30,000 to 32,000 home sales, so 65-ish thousand sides.

Frank Klesitz: Yeah, okay. Median sales price, did we break 600 yet here?

Dan Beer: We are right about there. Honestly I don't know what the official number is, but I always just say 600.

Frank Klesitz: Yeah, I mean, median \$600,000. That's like a mansion in Omaha, Nebraska where I'm from. Dan, last year ... He's been selling real estate for 14 years, as many of you guys know, and did about \$4.7 million gross commission income, 303 sides in hyper-competitive San Diego, and in this interview today let's dive into kind of how he does it.

Frank Klesitz: Dan, you're known for something that you do very well, among many things we could cover today. We could spend hours talking about how you built your business, but let's just focus on the database.

Dan Beer: Okay.

Frank Klesitz: I don't think we should talk about the database until you really talk about a strategy of how you build it, right?

Dan Beer: Okay.

Frank Klesitz: Where we should start this interview off is, you know, you had to position yourself in some way where you've got a shot at the listing presentation, so people would call you. You have a lot of ways to spend your marketing dollars, let alone you've probably tried a lot of ways over the 14 years. What you're doing today you're known for and on your website. What's the website again, Dan?

Dan Beer: Agent Academy/AgentAcademy.com. There's a ton of good content on there, free content. There's some advanced courses there as well, but there's a ton of free content.

Frank Klesitz: And it's excellent, so if you go to AgentAcademy.com there's a whole paper there on farming, which is what I want to talk about. You picked a target market here in San Diego, an area of homes. Tell me how you picked it, tell me how you chose it, tell me what ... Maybe you started off with direct mail, how you stay in front of people. Let's talk **about how you build your list**, and then we'll move into **what are you doing to stay in touch, where Vyrat Marketing comes into that** among other things. Talk about **picking a farm**, man. Let's start from the very beginning. How do you do it?

Dan Beer: Yeah, I think the most important factor in picking a farm is the one that sometimes people least put weight into. I watch real estate agents try to get so technical with what's the conversion rate, or the turnover rate, excuse me, and how many agents are there, how much turnover, and how many sides are sold. All of these, they're just trying to put all this data together, which is important by the way. I'm not saying don't do that. You want to do that, but they'll also put some hard rules on themselves, like it's got to be at least 5% or more turnover. If that were the case, I wouldn't be farming because that doesn't exist in San Diego anywhere, and so the highest turnover zip code I can find is 4%.

Dan Beer: They miss the most important metric, which is **where do I genuinely want to do business?** The reason that's so important is you have to get clear on who you want to do business with, **what areas, what zip codes, what subdivisions** you're going to be passionate about, and it's so important because when you start farming you don't start making money today. You don't start making money tomorrow morning. It is going to take time. It's an investment. It's growing a real asset into your business as opposed to just doing business here and then business across town. One isn't connected to the other, in which case one is not influencing the other.

Dan Beer: **Farming is going to be, first of all, a shift proof strategy** and it's a true asset in your business, but with that comes the investment of time you have to put into it. Frank, the danger is this. If you aren't in love with the idea or passionate about I want to do business here, then when it comes to month three, month four, month five, where you have to put out the money to continue your program and the returns haven't completely started coming at the velocity that you would like, you're going to quit. I would tell you that, yes, you want to understand the turnover rates, but if you're completely passionate about area A with the turnover rate of 4% and area B is not really your cup of tea, it's not your favorite area. In fact, you don't frequent that area, you don't go there, you don't like the restaurants, it's just not your type of people, but they have a 6% or 7% conversion or turnover rate. You're actually going to be far better off in the 4% area, the area which was area A where you really want to be, where you want to work.

Dan Beer: The number one thing, Frank, is I ask myself where do I want to do business. Where do I want to do business, and then I went and looked at the dominant agents there. Here's something. Don't let yourself get scared off by who is the dominant agent in any particular geographical area. The truth is, when you

really dig into their numbers, yeah, they might be the number one agent, but they sold 12 houses there last year. Can you overcome that, right? Or they sold 20 houses. That's fine. They didn't sell 500 houses there. Always remember that real estate agent personas, and profiles, and everything they're putting out there is probably a lot bigger than what really is, so dig into the numbers before you scare yourself off.

Frank Klesitz: Let's pull up a map of San Diego. Let's talk about some of the areas that you picked and maybe why. I want to share with the audience Every Door Direct's website, which I think is just awesome. You just can go here and pull up this map. It'll very quickly show you all the zip codes. This is the zip codes here in San Diego. Isn't this cool? What's a good zip code, Dan? Give me a zip code that you like.

Dan Beer: Just any, or where I'm farming, where I might?

Frank Klesitz: Yeah, where you might go, where you're farming now. What's a good place?

Dan Beer: We're farming 92127. It's just north of where you are.

Frank Klesitz: All right, so let's zoom in a little bit. If you zoom in on this, I believe you can select carrier routes.

Dan Beer: You can click the magnifying glass and that's going to bring you in, and now they should all be highlighted.

Frank Klesitz: There we go. You can go through and choose specifically your carrier routes of who you want to hit. It'll tell you how many residential homes are there. Is that correct?

Dan Beer: Yeah, exactly. It'll tell you how many homes is in the route.

Frank Klesitz: Got it, so if I were to go through and click some of these, I just want to show visually what farming looks like. If you use the post office, are you an EDDM fan or are you more a first class guy?

Dan Beer: EDDM.

Frank Klesitz: Yeah, so you use this, which is fancy for Every Door Direct Mail. I believe you can only do batches of 5,000, so just to mail this little area, to attack on a narrow front right here, there's 4,800 homes if I choose residential. You're currently farming how many homes, Dan?

Dan Beer: I'm farming 32,000.

Frank Klesitz: That's great. You probably didn't start there. Where did you start?

Dan Beer: At 2,500.

Frank Klesitz: 2,500, so let's bring that down to 2,500 to give you a visual representation. There we go. You just work these nice, little list of 2,500 homes, right? When you started, or maybe even knowing what you know now, what do you send to them and how often?

Dan Beer: Yeah, and the thing you're going to want to do is right now you just pick like a few random, four random mailing routes. They're kind of spread out. Now, in real life you're going to cluster them as close together as possible, and the reason why is you want to start making a real impact in one area because the neighboring area is noticing that, and noticing that, and noticing that. Then it's going to just be easier to leak out.

Frank Klesitz: Yeah, there you go, right there.

Dan Beer: You want to do something kind of more like that, but anyway, I started with 2,500 houses. What was the question you asked me, Frank?

Frank Klesitz: I said if you were starting again knowing what you know now with farming of 2,500 homes and you had a mailing budget, this is going to cost you about \$470 if you use the mailing service to put it in every single mailbox, right? Postage.

Frank Klesitz: What are you going to send them once a month, twice a month, or whatever it is? What are you going to send out to this little cluster of homes in this zip code?

Dan Beer: We produce a newspaper for that zip code. You can see that if you go to DiscoverPubs.com. We produce a newspaper. It's the community newspaper and the nice thing about this product is we get it out at ... It's sent via EDDM, but obviously there's more printing cost because it's a 12 page paper, but we get it out basically at the same rate as a standard postcard would cost somebody to get out. We're controlling 12 pages of content and we are able to in that do a lot of things, including what I've learned from you, Frank, in the core Vyrat program, which is how powerful educational based marketing is.

Frank Klesitz: Absolutely.

Dan Beer: When you control an entire newspaper, the front cover tends to be an article that I've written that is educating the marketplace, giving them insight onto how I think, how I see real estate, and what's going on, here's what the-

Frank Klesitz: What's the title of the publication at the top?

Dan Beer: I called it The Sentinel: The Official Real Estate Paper of 92127.

Frank Klesitz: You started your own newspaper, called The Sentinel, for that zip code?

Dan Beer: Exactly. When you control that, you can educate, right, which is what I do on the cover page. There's internal pages dedicated to the subdivisions within the zip code.

Dan Beer: There's article about what's going on at the high school. A lender will tend to put an article in, insurance people can put articles in, you can sell advertising. We use the back to highlight all of our listings and sales. We have ads that are for ourselves too, right, so different calls to action that we use are...

Frank Klesitz: And this is getting in the mailbox and printed for you said probably about 50 or 60 cents.

Dan Beer: At my volume, yes. At my volume it's 50 something cents pre-advertising income, and then once you go there it's like way down.

Dan Beer: I mean, we had a school, a Montessori School advertising in it, a painting company advertising in it. You could go out to a chiropractor, dentists are always advertising, and the simple strategy is just go grab other publications in the area, and who's advertising there, and they might make noise.

Dan Beer: But it allows us to do so much. For example, with our clients is we take our client marketing so seriously. We have a movie event going right now where we bought out the entire Edwards Cinema. It's a 450 person screen for opening Saturday night of Rocket Man, the Elton John movie. We'll find out if the movie is any good. It opens this Friday, and then we have it bought out for Saturday night, but theoretically it's going to be a great movie. It's a legendary singer and it's kind of, I'm hoping, the Bohemian Rhapsody of 2019, so the point is I'm trying to get a hit movie and bought out the entire theater. How do I fill it with 450 people? We go to our database where of course we access our past clients, but what's also beautiful is in our farm we want those people to know about it too and feel invited. I don't have to spend any additional money doing it. I have a 12 page newspaper, so any time we're doing any events they can be marketed at basically a zero cost, or at least a zero incremental cost, because we have the newspaper in which we can put this.

Frank Klesitz: Who is handling all the layout and proofreading?

Dan Beer: Yeah, so **Discover Pubs** is...

Frank Klesitz: You send it all to them and they put it all in there nicely?

Dan Beer: Yeah, and here's the thing though, I have to say, because I know people that have really failed with it, and it's the people that ... See, because Discover Pubs will give you like 30, 40, I don't know how many stock articles every month, and there's people out there that have seen some of have had great success with Discover Pubs, but then they think it's as simple as, cool, I'll just pay for it, use all their stock content, send it, and there we go, I own the farm.

Dan Beer: No, it's not how it works.

Frank Klesitz: We have the same thing at Vyrat of just simplified stuff.

Dan Beer: You have to localize it. Yeah, I get newsletter, right? You have to make it local content, so I have an agent on the team that writes an article, a lender will write an article, I write an article. We put the stats from all the subdivisions, try to make it as local as possible. What's going on at the high school, the local, all of that, the social calendar, and if you really make it local it's going to be effective.

Dan Beer: Now, layout wise, yeah. They handle all of that. We just get them all the content and they fill it all in. Any pages where we're an article, or two, or three, or four short, we'll go through their 40 and figure out which ones we like the best, and then we'll plug that in and it looks complete.

Frank Klesitz: And once a month you mail?

Dan Beer: We mail that out once a month, correct. The other mailer once a month is basically a "just sold" postcard. It's just our flavor on a "just sold" postcard. It must be four and a half by nine roughly, kind of a big rectangle, and I want to be clear on this because I only like to teach what I've done and I only like to teach what we've proven out to work, or talk about what didn't work because that's also valuable. Rarely do I like to talk about ideas or theory of what we're going to do. Having said all that, for three years two mailers a month, okay, for three years, and we've been doing over a million dollars GCI out of the farm alone every year for many years running. It's been several years now, going back those three years. Definitely at least two solid years and then that third year it started to kick in very strong around the by the second half.

Frank Klesitz: In the areas that you mail, do you also do open houses?

Frank Klesitz: So that's kind of on top of a local presence with open houses, and they see more of your signs in the area.

Dan Beer: That's what's so powerful about it, man. It's when you're farming you're really growing an asset. It's a snowball effect. You're mailing people, mailing people, mailing people. We did twice a month for years. Now we're at once a month and the other is now becoming very heavily digital, that other touch. We're moving money into other sources and part of that money into digital, part of that money just for the profit line, but we have three years behind us.

Dan Beer: So, what happens, Frank, is that, right? For two years, or for a year, for six months, you're being mailed, and then you and your wife start having that private kitchen table conversation. It's not public yet, but you guys are thinking about selling and here comes my new mailer. You're thinking about selling and here it comes again, and then suddenly I have the listing across the street. Then boom, up comes my sign. You're like, "There's that Dan guy," and you guys are

still talking about it, thinking about it, and then comes the other mailer. Then suddenly I'm throwing an open house and we go heavy, right? Sixty open house signs and suddenly you see our signage all over the neighborhood all day long, all weekend long.

Frank Klesitz: Well, Dan's the guy.

Dan Beer: By the way, you visit. You shake our hand, we meet in person, and then you see the sold sign come out a few days later, then the mailer hits again. Unless you're going to list with your sister-in-law you're going to call us. We're going to get an at bat, and then when that happens and you list with us, guess what? Across the street and a block over people were having the same kitchen table conversation. They're just a month behind you, and now they see our listing sign on your house in addition to the previous one, which reinforces their willingness and wanting to list with us. It grows.

Dan Beer: I don't know anything that grows honestly like that.

Frank Klesitz: It's the beauty of picking a static target market.

Dan Beer: Yeah, because our two favorite sources of business are our farm and our past client database, right, because they become advocates and we build awesome relationships with people. It's awesome and you see like this movie event. We really invest into them. The one disadvantage that has is that your client just moved across town, just moved to a different state, just moved to just all over, so their sale doesn't necessarily influence the next one.

Dan Beer: That's the one thing that I don't know of anything other than farming where that's true.

Frank Klesitz: Let's talk about ... That's how you pretty much build your list. You pick a target market and you get in front of it, and that was your strategy to do it. Now, to move someone from let's say a haven't met to a met, which I would consider permission of like communicating with them to a met, like starting to email them and getting their email address, those types of things, **how do you capture the names for email marketing** or at least to put them in your Vyril database in your farm? How do you move the line from just like I'm branding and mailing them stuff to when you can actually ask permission to stay in touch and bring them into your CRM and communicate with them that way, at least through email?

Dan Beer: Are you asking me what's one of the best way we'll add emails to our database?

Frank Klesitz: Yeah.

Dan Beer: **One of them is certainly our open houses**, and we are a huge open house team. Out of our 303 sales last year 51 or 52, I forget the exact number, came from

open house. Open house is a tremendous source for us, but you have to have an entire system around it-

Frank Klesitz: Like a whole leading up to it and promoting while it's happening?

Dan Beer: There's that, and then there's what do you do when you actually get them, because I remember earlier in my career when I would go to an open house and maybe I didn't do the whole leading up to it thing because we weren't as sophisticated back then, but I'd get lucky and 15-20 people came in. But what did I do with it? That just lived in some book, right? That never made it into the CRM, so we have a very simple system. We hold open houses, we have a very specific way of making sure that we get people to register themselves into that open house with accurate information, and then we bring immediately. As soon as that's over, the agent will take a picture of the open house sign in sheet, it's sent to our operations team. I don't even know who in our operations team does it, but when they show up to work Monday morning that is all lined up and ready to go in a call list, in a dialer for their morning call list.

Frank Klesitz: Great.

Dan Beer: We are calling. They are also dispositioned a certain way. They're dispositioned as open house pawns, which to us if we're going through our CRM open house pawn to us means we met you at the open house and haven't spoken to you since. Our goal is to add as many people to the open house pawn as we possibly can while simultaneously removing people from the open house pawn as fast as we possibly can.

Frank Klesitz: What qualifies remove?

Dan Beer: Exactly, because if I call you, if you're in the open house pawn, Frank, and I call you and you answer the phone, you're not an open house pawn anymore.

Dan Beer: You might hopefully become a hot prospect or even an appointment, or a nurture, or a watch, or a year plus candidate, or we'll archive you, or you're in the trash, but the place you're not anymore is the open house pawn. All of our agents pull in all our open house leads into this open house pawn that becomes a very high value calling bucket that we all pull deals out of on a regular basis, and so when we communicate with someone there, again, we're trying to pull them out as fast as we're pulling them in.

Frank Klesitz: How many of those people at the open house and your farm or your mailing are nosy homeowners versus buyers?

Dan Beer: I don't know. How many are nosy homeowners and buyers? See, I just don't think in those terms. I love when the homeowner next door comes over.

Frank Klesitz: Yeah, because that's the best.

Dan Beer: So many of my listings come from open house, number one. Number two is that even when that's not the case, that homeowner that just came over to take a look at the house but there's real buyers in the house too, right? Well, the real buyers think that's a real buyer. So thank you for coming over. It's essentially like having an unpaid actor.

Frank Klesitz: It's great.

Dan Beer: We love it. We love it. People get worried about the craziest things in this business. People get worried about... I mean, it's the public, but it's our job to explain to the public why they shouldn't be worried. "Well, I don't want any low ball offers." Well, why not? I love low ball offers. I think they're the best. "What do you mean?" Well, I mean if some bozo sends us a stupid offer, a low ball offer, but we're marketing and selling your home and we're showing it to real buyers. Well, when we show that home to a real buyer and they say, "Boy, I like this house. Do you have any offers?" The answer becomes, "Well, in fact, yes, we do. Great timing because we're presenting offers on Monday, so you're in good timing to get yours in. I also really like your story. I love where you're coming from. You're working with a good agent here. So we like working with good agents. But we do have an offer. So make sure you're coming in with your best foot forward and make sure it's submitted by Sunday at 11 o'clock."

Dan Beer: I mean, now you have negotiating leverage. I'm not going to tell them that the other offer sucks.

Frank Klesitz: But it's an offer.

Dan Beer: Yeah. I'm also not going to lie. I'm not going to say, "Oh yeah, we have an offer, but it's \$400,000 on your \$600,000 property." No, we're not going to... Excuse me, if it was a \$400,000 offer on a \$500,000 property, right? I'm not going to lie and say, "Oh yeah, we have a full price offer." Can't lie. Why on earth would I tell them we have a crappy offer. I'm just going to say, "Absolutely. We have an offer. It's one of them that the seller is really looking at." Did I just lie? The seller's looking at the thing, right? They put it in front of their face. They looked at it. So you get negotiating leverage.

Frank Klesitz: Like it. So, the question is, let me ask you this, Dan, right now at this point in your business, how many people would you say you and your office speak to a week about real estate? Maybe your daily...

Frank Klesitz: This is a pretty eye-opening number to people.

Dan Beer: On a weekly basis, yeah, actually I can pull it up exactly. But it's around 130 people that we speak to. Well, no, sorry. So I just gave you a misleading number. You want the speak to number?

Frank Klesitz: Contact, not dials.

Dan Beer: I'm talking leads. People we just position as okay, this is a real lead.

Frank Klesitz: Oh, so how many leads you generated.

Dan Beer: How many people does it take to speak to, to get there?

Frank Klesitz: Yeah.

Dan Beer: Truth is, I don't know, Frank. I don't measure that. I'll tell you what we measure.

Frank Klesitz: You're just going a little more specific with leads, but it's a significant number. I've heard thousands.

Dan Beer: Well, just thinking out loud, you have to. If you're going to get... Because I know our lead flow on a weekly basis in terms of who we speak to and qualify as a lead, not as trash, not as archives, not as, "Hey, this is a guy that told us to F off," or someone that never even answered the phone.. Company scorecard. So leads, people that were qualified as leads. We spoke to plus they were something worth having. Starting on the week of April 9th, 169, 183, 73, 157, 104, 98.

Dan Beer: A week. 116. So these are people that we've qualified as true leads.

Frank Klesitz: And you probably speak to four, five times the number of people to that to get a lead.

Dan Beer: Yeah. And truth is I don't know that number, but I would suspect just knowing the industry and knowing intuitively I would tell you it probably takes 10-ish times that number to get there.

Frank Klesitz: Thousands of people you speak to a month.

Dan Beer: Yeah.

Frank Klesitz: And you're building your database this entire time no matter how they come in by asking for their emails and saying, "What's the best way to stay in touch with you?" When did you make that shift? You mentioned you were doing open houses kind of AdHawk, and you weren't doing anything with names. Or I'm sure you were talking to people and prospecting or doing follow-up and never really confirmed the best mailing address or email address. That shifted at some point where it's like I really got to do a better job of making sure I have the right contact information to CRM so I can send these people stuff. Tell me about that point when you made that shift because a lot of people watching that need to make that shift.

Dan Beer: Yeah. There's a time when you finally realize. It's like people at the door knocking, Frank. Most people have been door knocking for an appointment.

When we door knock, and we're not big door knockers. But we've got a couple people that like to do it. And when we door knock, we're door knocking for emails. That's what we're door knocking for. If we stumble into an appointment, wonderful. We want the client. But a successful door knocking session is did you come back with email addresses because now they're going to get our two Vyrat videos every month. Now they're going to be set on a market snapshot report that's going to be emailed to them monthly based on where they live for their home type and their subdivision. Now they are going to be exposed to us on an ongoing and regular basis forever until they tell us to stop. So what we're really looking for is we're trying to collect data, and particularly, we're trying to collect email addresses when we're out doing anything, whether it's circle dialing, which whether it's you're calling an expired, whether it's you're calling... You're door knocking.

Frank Klesitz: That's a big shift.

Dan Beer: What we really want is an email address.

Frank Klesitz: How many years into your 14 years did you decide to think that way?

Dan Beer: When did I start thinking that way? I'm going to say that was probably around 2014. I started in 2005. It was probably nine years, nine-10 years.

Frank Klesitz: What was it? What did it?

Dan Beer: What did it? What did it is that my business became bigger than like what two people can I sell a home to this month. What did it was I needed... Well, what really it is... I'm just thinking through here live with you. What really it was, Frank, I think it was a subconscious understanding. It was a conscious understanding, but parts of it was under the service that I needed to have a predictable lead generation system. See, we've never been huge on outbound dialing a million random people. We've never been huge on any of that. I always wanted a marketed driven business. But I also wanted something that would give predictable cashflow.

Dan Beer: Probably what really did it, if you go way back to like the psyche of my real estate development, is I used to have a \$2.5-\$3 million average price point, but I also used to do about six deals a year. So my income was like this, right? I mean, it was four months, five months literally no income, then suddenly two deals. Then I thought I was rich, then I was broke. It was just awful. So what really did it is I started pursuing how can I build a system that will predictably give me business every month no matter what. At first I was thinking every month, and then I was thinking every week. I'm now thinking every day. But I think it's somewhere embedded in all of that.

Dan Beer: I forget that when I talk with you, we're going to get into psychological discovery.

Frank Klesitz: Well, because it's important, because it's easy to... Building real estate business, it's not like it hasn't been done. It's not like there's a lack of information of how to do it, Dan.

Frank Klesitz: It's not like it's necessarily the most complicated thing in the world. You just got to talk to a lot of people, build database, market to it, but the failure rate is so high. And it's because what's between the ears. Right?

Dan Beer: Yeah.

Frank Klesitz: I like asking those questions because that was a big shift. You went nine years not building a list. All of a sudden, you did, and boom. I mean, look, you did foursome million GCI from there within five years, man. Right?

Dan Beer: Yeah. What really happens in that regard, Frank, as far as... I was talking to someone yesterday. They had a great line. They asked, "How many thousands of nights did it take you to be an overnight success?" And what happens is people will... It all works, by the way. Cold calling works, expireds work, and farming works. Door knocking works. It all works. But what doesn't work is to door knock one day, get disappointed you didn't book an appointment, and then say door knocking doesn't work. So often people come to me and, "How do I build what you're doing?" I say, "Well, what activity do you want to do to generate business?" "Well, I like X." "Great. Well, you're going to have to do X, but when you do it and there's nothing there at the end of your first time or second time or third time, you can't stop. It's somewhat of a blind yet studied, calculated commitment to keep going."

Dan Beer: So many people... Curtis Johnson, good friend of mine, business partner of mine in our mastermind group. He put out a Facebook post yesterday or today. It was, gosh. It was awesome. It was like this meme, and it said-

"I started my business a week ago and I'm not a millionaire yet... I knew it was a scam."

Frank Klesitz: That's great. I have another psychological question I want to ask you, and then I want to kind of get into what you stay in touch with the list that you built to answer some of the questions I raised on the webinar today about how to get more commissions in your database. But I think it's worth sharing, you have to build it, and you have a very fundamental... I mean, one of the questions that we got was **how do I build a sustainable business with so much disruption?** You answered that already. Picking a target marketing, consistently going after it, layering on top of it where the big guys that are dropping the money on the red fin are too broad, where you can attack on their front with less resources, get more mind share than the other person.

Frank Klesitz: But the other psychological question I have for you, I really would like to know this. It's very interesting, and a lot of people can relate.

Frank Klesitz: You said, "I'm not a big cold caller. I'm not going to dial a million numbers." Well, a lot of people default to that because that doesn't require any money. So I don't have to spend any money. Just get on the phone. I'm going to make calls. I'm not going to do that. So there was a lot of pain there to maybe avoid that for lead generation. You said, "Man, even when my income's like this, I'm going to sign some contract for direct mail. I'm going to take some of that money I earned, I'm going to basically spend it every single month."

Dan Beer: Yeah. Let me be clear, this is important.

Dan Beer: This is important. I have not been that for an extended period of time in my career, but when I got serious about my career, it was around the time I got married in 2010. I remember very distinctly spending a lot of 2011 calling expireds. Now the magic time for me was calling expireds on Saturday mornings and Sunday mornings when there was a lot less people calling. So I did do that, Frank. I didn't love it. But I did it.

Dan Beer: Now I've never experienced calling a thousand people a day for five years straight. I've never done that. But I was calling expireds, and I remember the homes and the people I met, the listings I got, and the homes I sold. What that money went into was what we just talked about. That money went into-

Frank Klesitz: I want to hear about that psychological shift because we all got to make the calls. We get that. But you knew you wanted to stop doing that. So you made things a little bit easier on yourself. You knew you wanted to go the marketing route to help you as opposed to just you being on the phone all the time for all your leads. You knew it was important. It's a foundation to everything, right? And you verified that point.

Frank Klesitz: Can you tell me psychologic what it's like to start spending the money that you earned from when you're prospecting, you don't have much to invest it in the marketing for the long term in something like farming or working your database?

Frank Klesitz: How do you handle that? Think back to that and you were married with kids.

Dan Beer: Not kids yet. But-

Frank Klesitz: Well, you were getting married and you had very inconsistent income. You had to go spend it. Very few people make that jump.

Dan Beer: 2014. When I really got very serious and deep into it, I did have my first kid actually. That's a great question, man. I don't know if I've spent that much time reflecting on it. First of all, just to give it context. In 2017, I went to go pay my... No, excuse me, 2017. That was two years ago. In 2007, I went to go pay my rent, and I remember it was my August 2007 rent. And there was no money in the

bank account. Like zero. Dead broke and I had fortunately gotten a check in the mail from the credit card that I had. Sometimes they'll send credit card checks.

Frank Klesitz: That's expensive money.

Dan Beer: I wrote a check out of the credit card.

Frank Klesitz: Yeah. 30% interest.

Dan Beer: Yeah. So that's what I paid my... I said just for context. Man, what was that like?

Frank Klesitz: So you had to go from being terrified about having no money to having very inconsistent income on commissions to somehow start spending money on marketing. That's a huge psychologic... I just want to see if there's any insights psychologically how you did that.

Dan Beer: Well, here's what happened for me. When I was dead broke, I ended up then closing a commission or two, and then I had a little bit of money. I remember basically I took the.. The market was falling out completely 2007 and going into 2008. San Diego was already well into it. I took the last \$10,000 that I had, and I built a real estate website, which actually was the beginning of me building my list. People that I'm emailing today came from that website. So I built that. That was my first lead generation system that gave me regular leads. It worked, thank god. It was like back in the day when nobody had a real website, like the ones we have now. It was all-

Frank Klesitz: You got in early on some of the SEO.

Dan Beer: Yeah. Exactly. Then everyone else had like vanity sites that did nothing. No search capabilities. It was just them in a cowboy hat and thumbs up and nothing else. So I went into that. That was scary, extremely scary because that was like literally if that didn't work, I was going to go get a job. To it's working. So in that, for me being dead broke, paying my rent out of a credit card check, it totally altered my chemistry. I mean, it altered the way I function. I actually probably became too cheap for a very long period of time.

Dan Beer: There was something though that when that site started kicking off leads and I sold some homes. Then I went and started investing into okay, while these leads are kicking in, what can I actively do in the morning. I'm calling. I started really investing in my education, into my skillset. I was getting more confident. So I can't actually tell you, Frank, that I ever got like terribly frightened about the money that I started to spend because I didn't start spending \$60,000 plus or whatever we spend today on marketing and way more than that on all our overhead. I didn't start spending that in one day, right? It was incremental and I knew that I was building the skillset. I knew I was not just spending money on leads. I was spending my money also on educating myself and growing my

skillset. And I felt confident in that I was also going into things that I has studied and wasn't making blind bets.

Dan Beer: I do remember... Like if I was just going about the day, felt great. I do remember that if I looked at the totality of like, "Oh my god. My bills this month are \$40,000," even though I had that plus much, much more to pay it because things were going well. Just the idea to wrap my head around I have to pay that was crazy, right?

Frank Klesitz: Still crazy.

Dan Beer: I mean, now \$40,000 would sound like a dream come true now. That would sound beautiful. Look, it's like my mortgage. I don't know if you're a homeowner or no?

Frank Klesitz: No. I rent. In Coronado. It's a lot.

Dan Beer: Oh, you have like 15 properties, 20 properties in Omaha. Which I never got in on, disappointing to me.

Frank Klesitz: I can help you.

Dan Beer: Yeah. How many do you own now?

Frank Klesitz: 15.

Dan Beer: 15. Awesome.

Frank Klesitz: We get the 1% rule. \$120,000 home rents for \$1200 a month. A \$500,000 home in San Diego rents for what? \$2000. \$2200

Dan Beer: So I remember when I bought my first home, I think a lot of people would resonate with this. I bought my first home, and, I mean, it felt scary as hell to buy that thing. The mortgage payment just seemed like crazy. Well, now I would die to have that mortgage payment, right? So I don't know, man. I don't know if I'm giving you the best answer. I think because it was incremental and it was calculate and it was based on me also improving my skillset, it was less scary. If I had just simply started spending money without actually taking the time to develop myself into a person that could do something with those leads, then that would've been frightening a hell.

Dan Beer: It's sort of like Zillow leads, okay? And say what you will about them. This isn't the forum to get into a huge debate. But here's a reality about Zillow leads. You're going to see one person. You go on any forum, Zillow leads suck. Zillow leads are amazing. It's the same damn lead. The difference, the lead is the common denominator. The difference is the person. This person is taking the time to build a skillset, a database, a CRM that actually will lead management

policy, a system to get that thing closed. The other person hasn't. So yeah, no kidding one of them thinks the lead sucks, one of them thinks the leads awesome.

Frank Klesitz: So that's a good transition. So I want to talk about getting business from your database. You're generating leads. You decided to go after a farm to direct mail, open houses, very fundamental stuff. You could also buy the leads from Zillow, whatever it may be. But you're talking to lots of people, and you're saying, "Hey, can I send you helpful, educational newsletter information," whatever it may be, and you bring them into your database, right? You get permission to stay in touch in some way.

Frank Klesitz: So why don't you tell me what you do to communicate what the people in your list, in your CRM again. Like kind of the totality of what's Dan Beer's database marketing plan? A little piece of that. I want to see the whole thing.

Dan Beer: We mail two video emails every month. Number one. This is the key reason why if we're doing something like door knocking, we want an email. I mean, they're literally going to get education based marketing from me every single month forever.

Dan Beer: Then the rest of it is what kind of lead is it. Right? If it was a web based lead, they're going to have a saved search based on what they were looking at on our website or what the home inquiry, what that property was like. And now they're going to get email alerts. If we met them at an open house, they're going to go into an email alert system also that matches the type of property that they met us at. So if they met them in Del Sur, that's a subdivision, looking at a four bedroom home with 2500 square feet, they're going to receive more properties that look like that.

Frank Klesitz: But, just curious, you've probably used a lot of these. I'll drip on you listing, and I'll drip on your home value emails. What services you like?

Dan Beer: So to me the Cadillac of that type of service is sync from the stand point of a CRM database, a smart CRM that's actually watching the activity-

Frank Klesitz: Seeing what they're clicking on and adjusted based on that.

Dan Beer: I mean, even seeing crazy stuff like are they logging it from only one IP address or from three, because if they're logging in only on a computer they're not as motivated as if they're logging in from their phone, their computer, and their iPad. Sync I think is the absolute best when it comes to that, and you're going to want to save them on a search. Sellers, they all get on the safe search too, but it's for their subdivision where they live, so it acts as a market update to them. For buyers, it's for the home property tech that we're looking for, all our open house leads go into that.

Dan Beer: So that's the communication path. Our past clients also receive physical mail every month. They receive a just sold postcard every single month, our past clients, because they're getting education based e-mail that tells them, "Hey, we're smart." They're getting invited to events, which tells them, "Hey, we're fun, we're building community, that's all great."

Frank Klesitz: How do you have to bring up your events, are you calling? Calling about the events, e-mail about the event?

Dan Beer: For the events we're texting and e-mailing for the most part, and mailing, because then we also want to send the "just sold" postcard to our past clients, which it tells them-

Frank Klesitz: Dan you're a direct mail guy, is direct mail dead? It's direct mail!

Dan Beer: I love direct mail.

Frank Klesitz: Should we put all of our money in SnapChat?

Dan Beer: In SnapChat, I tried that.

Frank Klesitz: It didn't work.

Dan Beer: I didn't love it, maybe I wasn't consistent enough.

Dan Beer: You know it sounds smart because you could go to SnapChat, and you can buy, like say there's a basketball game going on in town and there's going to be 20,000 people in an arena, you can buy the arena so everyone that's on SnapChat, you become one of the filters. Smart. So I had a year where we bought one of the main parks in town, the community house for our farm. Look, it probably works, there's just things that work better.

Frank Klesitz: You're using direct mail, I like it. I'm a direct mail guy.

Dan Beer: I love direct mail. So yeah, we mail all our past clients in our sphere of influence. We e-mail all of those three e-mail touches to everybody else.

Frank Klesitz: That's great.

Dan Beer: Then we'll also have events, I don't know how deep you want me to get into all that, but we'll do-

Frank Klesitz: No, I will tell you this though, Dan throws some pretty crazy events. We don't have the time to pull them up here but you can Google a few of them, I believe. What's the first one, the purse bingo?

Dan Beer: We do our ladies night, purse bingo, event. That's in benefit-

Frank Klesitz: Dan Beer, purse bingo. I'll bet you'll find his promo video for that, which is incredible. What else do you do?

Dan Beer: We do our movie night, which is coming up right now. There's 450 person, was I talking about this with you privately offline, or on this thing?

Frank Klesitz: You said it here. You said it here on the webinar.

Dan Beer: We buy out a movie theater for a big movie every year, and then we'll have ... we score everybody in our database. So everyone that we've done business with, we score based on NPS. So net promoter score, we poll them at the conclusion of the transaction, how likely are you to, one of them refer us to somebody you care about? We have everyone that's a 10, or a nine, or an eight, they get invited to happy hours, they get invited to special events. I'm looking at putting together a deep sea fishing trip, for not just our 10s, but then we also have another rating system where we call them a five star client, and we're looking at going deep sea fish ... just things like that.

Dan Beer: We're doing, on a fairly regular basis, end of year we also do our big ... we've done wine tasting. Two big massive limo buses, like 80ish people, wine tasting in Temecula just up the road here.

Dan Beer: This year we're probably going to alter that and go to something we're going to call a Octo-beer fest, a little play on our name, and we're going to do something in San Diego beer related.

Frank Klesitz: Dan, that's funny.

Dan Beer: You like it?

Frank Klesitz: Yeah, that's good.

Dan Beer: Because actually a lady at a purse bingo night that came up with that.

Frank Klesitz: That's good. I like it. Good job.

Dan Beer: That'll be our best?

Frank Klesitz: Yeah, your last names Beer, I mean how have you enjoyed that your whole life, it's probably great.

Dan Beer: Yeah, never done a thing with it. So, looks like we're going to.

Frank Klesitz: Good. This is good man. So couple questions that people typed in before we did this here. I think you touched on this a little bit, is the best way to attract clients without spending any money? That's what Rebecca asks. You did it through SCO, that's what I heard. You probably didn't spend too much money at SCO, you

probably dove deep, got the right keywords, got a search site early on, probably wasn't that big of a deal.

Dan Beer: I would never recommend that today.

Frank Klesitz: No, God no, absolutely not.

Dan Beer: First of all, you have to understand, I got obsessed with it, and I was up until three, four in the morning every day, trying to build links, and get guest blogging appearances, and doing all of this stuff, right? You know what I'm talking about. Today, to replicate what I did then, keep in mind you have to go back to 2008/2009, the search engines have changed so much. My estimation is you'd have to spend a good half a million dollars to even try to get the results that I have. There's just some of us from back in those, what we call the good days, that were just lucky to have that.

Dan Beer: What would be that now, Frank? What would you do for free leads today? I think the simple one's open houses. I mean, if I'm you, who asked this question?

Frank Klesitz: This was earlier, it was Rebecca's question.

Dan Beer: Rebecca, I'd be looking to do every open house I could possibly get my hands on, and then I would make sure that I'm not just there to open the door for people, but actually, people are going to register in the event and there's smart ways that you can get that done, get them to register, and then once they've registered, that has to make it into your CRM, in our world we bring it into Sync, get them on a saved search for homes matching that property, make sure you call them, like literally the next morning, make sure they get a text message coming out of that event, "Hey, I'm wrapping up, it was so nice meeting you." Shoot a little video, send it to everybody that came through.

Dan Beer: Then you get them tagged in your database because on Monday morning when you're calling everyone in your open house pot, if you have 20 people after day one, maybe you speak to five, so five are now dispositioned as hot prospect, nurture, whatever that means to you, right? Telling you when they're going to transact, but 15 are still in the open house pot.

Dan Beer: You're now going to call those 15 again, again, again. We'll call eight times, Frank. After the eighth call, we move them to something we call our fishing pond, which is just a medley of all of our lead sources that we've called eight times or more, who still haven't answered the phone. You would then hold another open house, and now you're going to bring in another 15 names, and now you have 30 in there, and you contact five more and now you have ... that's what I would be doing. That's the best source of free leads.

Frank Klesitz: I would say take your existing list too, and essentially send them an all e-mail saying you're in real estate and you're looking for an offer on your home, let me know, I can get you one.

Dan Beer: No, without a question. Here's the thing though, you made an assumption I didn't make, which was that there is a list.

Frank Klesitz: There is a list, yeah. If you have one.

Dan Beer: So if there's a list, you 100% do what Frank did. Here's the pro-tip that I've only shared in my mastermind, and I'll share it here. What you want to do is if you have a list, right now, if you have a database, you have 500 people in it, a thousand people, 10 ... whatever it might be, go **send them a Survey Monkey**, and the Survey Monkey is as simple as could be. It simple says, "Frank." Oh, first of all, the title of it is Market Research: Help us understand. Then it says, "Frank, please take 30 seconds to answer this one question survey." Or, excuse me, "Given the changing market conditions, please take 30 seconds to answer this one page question survey." Then here's the survey, "Are you planning on selling a home within the next 12 months?" Excuse me, "Are you planning on buying or selling a home within the next 12 months, yes/no?"

Dan Beer: Okay, done. That's literally it. We did a two question survey, so everyone that said no, they went to question two, and question two said, "If you're staying in your home, do you plan on remodeling?" Those became refinance leads or a lender.

Frank Klesitz: Cool, I like that.

Dan Beer: So, that's it. The result, I'd have to pull it up for us, but the result was 200 and something people that said, "Yeah, I'm buying a home within the next 12 months." Cool, well guess what, you're now on my list, thanks!

Frank Klesitz: That was Survey Monkey who sent the e-mailed list, right?

Dan Beer: Yes.

Dan Beer: It's that simple. We ended up with 200 and something people that said, "Yep, I am." Great. Now, custom auditing some Facebook, retargeting ads, you do what you want to do with them. Call them, do whatever you want to do. That is the most no brainer, low hanging fruit business, you can go get right now. Or, you simply do what I just said, maybe as e-mail one or e-mail two, and you make e-mail one or e-mail two Franks magic seller letter, right? Which, didn't you just put out a new one?

Frank Klesitz: There, it's legit, I'll show it to you. So this is for all the people dealing with like I-buyers. So basically what you do is you go find some investors, there's real estate investors that will buy a home for 10%, 20% below market value, or offer

to shop the I-buyers. Basically, this new CEO of Zillow says 10-20% of the market will sell their home at a discount to market value for convenience. So you go, "Okay, I'll help people compare their offers and help them hook them up." So you make a landing page like this ... have we done this for you Dan? Let's do it, if we haven't.

Dan Beer: I don't know.

Frank Klesitz: Here's the landing page. Here's a landing page you make, guaranteed offer within his little seven days on your home, request or cash offer. Your call-to-action is, "Look, I'll come out here, and I'll shop, and I'll get photos taken. If you're wanting to sell your home a little bit below the market value and return for convenience and skip the showing, let me go find some people that will do that." You can do that. If I type in right now, San Diego sell my home, you'll see a ton of people probably paying several hundred dollars a click that want that deal. I can go arrange an offer with them and still take my commission, just selling at below market value, I've seen the seller do that.

Frank Klesitz: Then here's the e-mail that goes out, I would literally copy this exact e-mail, tell me here if you're interested in getting an offer on your home. They click that link, it goes back to the landing page, and here's just some examples of some of the leads that came in wanting to sell your home, these are all seller leads, not like free home value report top of funnel leads, people actually want an offer on their house. Isn't that cool? We sent this out for, I think you know Jeff Cook, 21 seller leads. Look, here's all the reasons why they want to sell. They put in the landing page.

Dan Beer: That's awesome.

Frank Klesitz: Isn't that cool?

Dan Beer: Do you know how big his database was?

Frank Klesitz: Fairly large.

Dan Beer: I would bet.

Frank Klesitz: Yeah, but it's the same concept. If you get a couple out of it on a smaller list, it's fine. I would probably start with reconnect with your existing list, love the Survey Monkey dude, that's legit. I get those from class action attorneys a lot. For some reason I'm on a class action list, I get a survey, "Did you purchase a product like this at a certain time, yes or no?" Boom, then I ask other questions that they, "You're entitled to be in this class action survey." That's how the attorney, they usually buy some giant e-mail list, and I get Survey Monkeys, and that's how they build their class action clients.

Frank Klesitz: Interesting, huh?

Dan Beer: Well we're huge believers in surveys, huge believers in surveys, even client events. How many of you are holding client events where you just simply hold a client event and say, "Hey, I enjoyed being with you, and bye, call me if I can help." Versus at our movie event, what's going to happen is we're going to have Elton John concert tickets, and everybody can sign up to ... somebody's going to win the concert tickets, 450 people we're going to have there, theoretically about 225 households, and somebody's going to win the concert tickets.

Dan Beer: To enter to win the concert tickets all they have to do is fill out a very short little form, verify name, number, e-mail, make sure we have good contact info, and then there's two very short little questions. It's, "Yes, giving the changing market I would like an understanding of my current equity position in my property," or it is, "Yes or no, I would like a list of homes currently available and possibly not on the MLS."

Frank Klesitz: That's on the Survey Monkey?

Dan Beer: No, this is just on a paper survey we're going to hand people as they enter the theater.

Dan Beer: So the next morning, we're going to give away concert tickets, and the next morning at the office guess what we have?

Dan Beer: We're going to have, whatever the number is, 30, 40, 50, 60 people where if they answered yes to the selling question, or yes to the buying question, that's our calling list in the morning. As opposed to, "Hey, I enjoyed the movie, I hope you enjoyed it, we're the Beer Home Team. If we can help you, great, and goodbye." We'll get business, but we'll get like one, or two, or three, or four people that immediately contact us. I guarantee you we won't walk out with less than 40 by doing it this way.

Frank Klesitz: Dude, great. Love it. I think that leads into one of the other questions here. Justin asks, and I think this entire webinar answers this question but, **how do I bulletproof my business to grow rapidly while being able to survive in the changing market?** I could probably title this webinar that. Anything to add to that of what we didn't cover already?

Dan Beer: How do I bulletproof, I don't know, you need a database that you communicate to on a consistent basis, and in my view, pick something that's going to create ... here's a little formula for you. Pick something that's going to create right now cash flow. Maybe it's your calling expires, maybe your door ... you're doing tough work, the dirty stuff. Get consistent, get cash flow. You then need to invest part of that cash flow into something that's going to be an existing asset. It could be your database where you're now going to be doing awesome events, and communication, different things with them. You get Vyril, Frank's program, you really start communicating on a regular basis.

Dan Beer: For us, I think the number one asset you can own is your farm, and that's why I teach farming. I have a program in AgentAcademy.com called the Millionaire Farming Protocol, teach everything I do there step by step.

Frank Klesitz: Where do they get that because Sonya asked that question, to hear more about the training course.

Dan Beer: Agent Academy, agentacademy.com. But it's ... get your right now business. To some degree that could even be your SOI. Call them, whose got referral, who's doing ... get right now business. Part of those proceeds, put it into something you're going to permanently own. Why do I say permanently own, because when the market turns, you're talking about bulletproofing a business, when the market turns and people can't get their home sold anymore with their hairdresser, who do you think they're going to call when that's not really working out right? They're going to call the expert. There's always, in every down turn, there is a shift toward quality, to the expert, always.

Dan Beer: Furthermore, when the market turns, it's way too late for somebody to try to come in and compete with me for that space. Their cash flows are suffering, they're in fear, way too late, they can't come in, it's mine, that's my space at that point. So, start investing into that right now.

Frank Klesitz: That's good. Sven asks, what are the specific planes you use to contact past clients, video, Facebook, coffee meetings. I think we covered that here in the webinar, from a Vyril Marketing standpoint, if you go to our website you can download the video marketing plan recommend, it's the one Dan's following, it's on the home page. You go to getvyril.com and you can see that there, I'll share my screen really quick, here it is, download the video marketing plan. If you click industries, and click real estate, you'll see a 63 minute presentation that really goes deeper on that pdf that you download on how to earn an extra 50-100 grand a year from only 720 homeowners in your list.

Frank Klesitz: That's about a one-hour presentation that Kristy delivered that's fantastic. Actually I pulled it up perfectly, these are the ROY numbers you can expect based upon the size of your database, the touches, so on and so forth, that we go over. So check that out. Dan, you kind of answered that earlier. Any other ways to get ahold of you Dan, what else do people need to know?

Dan Beer: The best thing before I jam out of here, which I do need to do, is you can find me easily at Dan@beerhometeam.com is my e-mail, if I can help you in any way, great. If you want to explore our mastermind group, awesome. If I can just answer a question for you, that's awesome too. Just because you're a part of Frank's world and Frank has been such a good partner to us and just helping us conceptualize what we're doing with our marketing and really wrap our head around how to professionalize what we're doing, and to do it inexpensively. So, Frank, as a courtesy to you, I can help anybody that's in your world. If you want to watch any of my other content, I go into all kinds of stuff, there's dozens of

training videos, they're free along with the more premium courses, go to AgentAcademy.com.

Frank Klesitz: Also, on the homepage of our website, and Dan thanks for doing this, go to our homepage, you can actually watch Dan Beer shoot a video, this is him shooting a Vyrat video right there, there you are Dan, you're looking great. You can check it out.

Frank Klesitz: All right man, thank you very much for coming. We'll talk soon, later.