



July 2019 Newsletter

Clients and friends,

Happy 4th of July month! This month we celebrate *independence*. And not just that of our great country, but our choice to own our own businesses *independent* of others telling us what to do. So, let's get down to business. Here's what you need to know this month to make money from your database...

- 1. We are successful with our 90-day calling assistant test group!** We made 2,343 dials, spoke with 601 people and 63 people asked for you to call them back about selling or buying a home. That's a 25% contact rate, with 1 in 10 people wanting a call back from you. We are calling the people in your database who watch your videos, and it's working very well. We're leasing the space next door in our Omaha, NE office to build a well-run contact center to make these calls for you. We don't do lead follow-up or outbound cold calls, only calls to the people in your database who watch your videos (as your assistant calling on your behalf). It's a very specific type of personal call we train our people on. We offer this calling "product extension" for an extra \$175 a month. You get the first 30 days free. If you're interested having us call your database, there is gold there – your lowest cost per lead; especially after we filter it down to those most interested in you now by calling the people who click the links in your emails. You can hear what the calls sound like and get all the details here: www.getvyrAl.com/calling. Please email john@getvyrAl.com to sign up.
- 2. My next 6-Month Recruiting Marketing Project group starts July 22nd!** This is not for everyone, but if you want to establish yourself as a real estate coach and trainer for local agents in your marketplace as a value proposition for working with you, this is how to do it. I've taught this project for about 2 years now with a track record of success. You'll meet with me in a small group each week on Zoom for 24 lessons to write your offer, host small training workshops, start your agent training video blog, and run cold outbound emails and Facebook ads to attract real estate agents to you for recruiting meetings. If you like the idea of using agent training marketing to bring agents to you, talk to John in our office john@getvyrAl.com. This is the model every coaching company follows; you'll be familiar with it. He will send you a free copy of the 200-page workbook with the full plan to deliver great fit agents to you. We also have 50+ references to send you with stories on each on how they used the material for success. Check out an example agent training blog we're proud of at www.realestategrit.net.
- 3. I'm starting a FREE test group for Deluxe Marketing Guidance.** I know many of you would like more guidance and support to get your database marketing systems fully in order than what you receive currently with the core service. The #1 feedback point I get is "I want to fully implement everything that's available to me at VyrAl." I want to solve that problem. I shut down the Business Sponsor Project, and I'm going to incorporate it into this "add-on" project to help you fully implement a database marketing plan. It includes weekly small group meetings live with me on Zoom with lessons on phone/email list building, SEO, YouTube ads, Facebook ads, print newsletters, raising sponsor money, hosting client events, hiring a marketing assistant,

calling assistants and more. You'll maximize the complete Vyrat Marketing plan to get more sales from your database. I have room for 12 free students (\$1,000 a month value). You'll work with me as I write my lesson plans in real time with you. We start in August 2019. Please email john@getvyrat.com to sign up. Requires an hour a week of your time for class, plus implementation, which will be a small assignment each week.

4. **You must read the notes from the \$5,000 meeting I had with Dan Kennedy.** I just returned from a trip to Cleveland to see marketing legend Dan Kennedy. The conference was on how to use direct mail. Yep, good 'ol snail mail. If you're in a market where iBuyer companies are taking up your listings, you can compete with direct mail to prospects who don't fit the iBuyer buying algorithm. Direct mail is the way to reach them (not to mention probate, divorce, inherited property, tax issues, pre-foreclosure and other 'likely to sell' lists). Many of our clients have a lot of success with "I want to buy your home" and "I have a buyer" letters (sent ethically). I wanted more insight on all this. Plus, I recommend direct mail for all our clients to stay in touch with your database since you'll only reach about 30% of your database with email (typical open rate on the high-end). We include a monthly postcard design for you in our core program, so if you're not using direct mail and you're skeptical, don't be – go read the notes I put together for you. They are very powerful. I received a lot of great feedback on Facebook about them. Enjoy! <https://www.getvyrat.com/blog/dan-kennedy-annual-training-notes>
5. **Our next mastermind meeting for \$425k+ GCI agents is in San Diego Sept 26-28th.** We re-structured our mastermind we've been running for a few years to hold them in San Diego for 2 days with no more than 25 agents in non-competing markets. We set a production floor of about 75 deals or \$425k GCI to be in the room. Tickets are sold at \$500. We break even on the event - it's all spent on having a great time together. We bring together top agents in a small group across all brokerages to learn and share what's working. A few great agents and friends committed to being there to date are Amy Kite, Kristan Cole, Jeff Cohn, Adrienne Lally, Ron Cedillo, Don & Kathy Valee, Denise Swick, Will Rahill, Greg Harrelson, Spring Bengtzen, and more. You're invited to apply to come. Talk to john@getvyrat.com.
6. **You must get your agents (and you!) to ask for an email after every call.** I had a meeting with a Vyrat client who was struggling to get results. I realized his database hadn't been updated in months. I learned his agents also spoke to 300+ people a week on the phone from all lead sources. I was shocked. I asked him, "What if we could get your agents to slow down and offer email subscriptions to your local real estate video newsletter? Let's train them to ask for an email address before they hang up." He set up systems to hold email gathering on phone calls accountable and is now *adding hundreds of new permission-based email addresses of homeowners to his database a month* on auto-pilot just by reminding his team members to slow down and ask for information to stay in touch. This is the #1 thing you can do to get better results with us – the money really is in building a better list, rather than making a better video. Think about all the conversations happening each week you control – imagine if you could get an email address and permission to stay in touch with 1/3 of them. That's money right there!
7. **Did you get our Summer Guaranteed Offer lead generation email out? It rocks! Our clients are generating a lot of leads of people who want to sell their home right now with this.** I wrote an email, along with the corresponding landing page, to ask people in your list if they want an offer

on their home. The messaging is you can tell investors about their home if they want to sell it faster at a discount, or you can put it on the traditional market for full price. It's the client's call. You are committed to showing them all possible options to sell. This "direct offer" is a part of our core program to send four offers a year to your list to spike response on top of your two educational messages a month (and your monthly item of direct mail!). I have the entire landing page and email message, with client results, on this page for you. Talk to your contact here at Vyrat Marketing to get this out. <https://www.getvyrat.com/blog/guaranteed-offer-lead-generation-campaign>. You have sellers in your list who want to talk to you.

8. **We're going to be at a few real estate events coming up.** My friend Jeff Glover who is the top agent in Michigan is holding a great training event in Traverse City, MI July 22-24. We'll be there. It's on how to become a listing master. He's the perfect blend of the "Mike Ferry" sales message with the marketing/leverage strategies of Gary Keller. Vyrat Client Dan Beer is speaking there, including our first client Teresa Elliott from Omaha, NE. It's called the Live Unreal Retreat. <https://www.liveunrealretreat2019.com/>. Additionally, Monica Reynolds is teaching The Perfect Real Estate Assistant 2 Day Bootcamp in San Diego August 2-3. If you're looking to make your first hire on your real estate team, this is the event to go to. You'll learn everything you need to know: <http://perfectrealestateassistant.com/2-day/>. I'll personally be at Inman in Las Vegas hanging out with clients and friends this month, and we're going to do a client dinner or two at Keller Williams Mega Camp in Austin. If you want to meet up at Inman or in Austin for the KW event, email me frank@getvyrat.com. I'll invite you to a dinner we're holding at both events.
9. **Have a referral? You get a free hour with me.** Is there someone we should be working with you know? Our ideal real estate clients have at least one full time employee and earn \$250k+ GCI. Go to www.getvyrat.com/referral to enter their name. We'll FedEx them a free book, and if they hire us, you'll both get a free hour of consulting with me. I'll help you with anything you may need. There are also a few more benefits you can pick from.
10. **INTERVIEW: How Dan Beer Sold 303 Homes in San Diego.** Dan sold 303 homes in the hyper competitive market of San Diego last year. That's about \$4.5 million GCI here. He's a smart guy. I also got the whole interview transcribed for you, too. You'll learn how Dan farms a niche area of homes and works his database perfectly to what we teach here at Vyrat Marketing. You can watch the full interview and get the transcript here: <https://www.getvyrat.com/blog/dan-beer-database-marketing-webinar>
11. **I was interviewed by Kevin Kauffman on his Next Level podcast.** Kevin and I spent the evening hanging out at the Talking Stick in Phoenix talking all about marketing. He's a Dan Kennedy "guy" like me. He invited me to be on his podcast. On it, we discuss how to build a database - and more importantly for Kevin - how I have not had a cell phone for 4 years now (and how it's changed my life for the better). If you have time, you can listen to it here: <https://tinyurl.com/KevinPodcastInterview>.

Questions? I'm here. Call me at 402-515-5438 or email me frank@getvyrat.com.

- Frank Klesitz