

Back to Basics: Why You Need a System

Many agents struggle with the peaks and valleys in their income that cause them to barely get by. In order to have a successful and profitable business, it's important to be aware of and address the five major challenges of business that can get in your way:

1. Inconsistent income
2. Difficulty generating high-quality leads
3. Weathering the emotional highs and lows
4. Lack of structure
5. Standing out among the competition

The good news is that your business does not have to be a victim of these challenges. If you take effective action and consistently implement a proven system, you will stay focused and on track. Having the right system will save you time, energy and money as well as create consistency and predictability in your business.

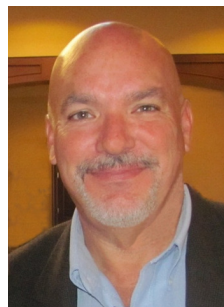
DEMONSTRATE CARE

Listen for a need that you can meet, and act on it right away. For example, if your clients' youngest or only child is heading off to college, drop off a book to help them cope with having an empty nest.

Working By Referral is a systematic way to target market your database of people who know and like you! It provides the tools you need to:

- Nurture the relationships in your database by staying in touch and giving valuable information and insight.
- Manage your time and commit to the most important priorities.
- Track your activities and results.
- Create more opportunity and a full pipeline of leads.

When your clients see and experience your system of contact and care towards them, and when you remember to ask for referrals, they are confident and excited to refer you to their friends, family and co-workers. The referral you receive from a terrific client or advocate is likely to be a great person to work with as well.



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Top Habits Necessary to Achieve Success

- Commit two hours a day to proactive lead-generation activities.
- Mail an Item of Value (IOV) each month that is related to real estate to communicate your character and competence.
- Follow the IOV with a phone call to ask them how they're doing and ask for feedback on the item you sent. This helps you to become your clients' trusted advisor.
- Send a personal note after calling a client or do a Pop-By to further cement the relationship.



This high level of personal attention will keep you at the forefront of your clients' minds. At the end of your conversation, be sure to ask them for referrals! Here are four easy ways to ask:

1. "Oh, by the way®... I'm never too busy for any of your referrals."
2. "Oh, by the way®, if you know someone who would appreciate the level of service I provide, please call me with their name and business number, and I'll be happy to follow up and take great care of them."
3. "Could you do me a favor? If you hear of anyone who is interested in buying or selling a home, can you keep me in mind?"
4. "I've really enjoyed speaking with you today. If any of your friends or family express an interest in buying or selling a home, it would be an honor to work with them. Just give me a call, and I'll be happy to follow up."