

2 HOURS A DAY TO 200K! Bruce Gardner www.BruceGardner.com
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10 Hours a Week!

Research, Email Marketing, Other Marketing, Connect with our Sphere

MARKET RESEARCH

The “Market Metrics”: The Turnover Rate; The Absorption Rate; Average Sold Price; Average Sold Price PSF; Average Days on Market; Months of Inventory; Agent Market Share

Worksheet Link: <http://bit.ly/1X6shSe>

The Turnover Rate: The percentage of the existing homes that sell in a year
Most Residential neighborhoods: _____%
Condos and townhomes will have a higher rate

The Absorption Rate: The percentage of the available inventory that sells in a month. Reveals the “Months of Inventory”, Reveals Buyer and Seller markets, Tracking This Over Time Reveals “Trends”! Update your data monthly and quarterly

Your “Market Report”: For your area of focus. Your own commentary on the market. Include Market stats by neighborhood
Multiple uses!: Open Houses, Door knocking, Send to you Sphere, Send to local business owners

Market Report Sample link: <http://bit.ly/1RciO2S>

Your email campaign: 2 Per Month

The “Monthly Market Minute” email: <http://bit.ly/1X6shSe>

The Free HTEN Newsletter: www.HTEN.com

“Best Buys” email: <http://bit.ly/1Lc6NOd>

“Celebrity Real Estate”: Great content at: <http://luxetruliablog.com>

MARKETING:

Prospects Plus: www.ProspectsPlus.com: An online printing company
Postcards, flyers, brochures, etc., Lots of FREE Reports!

6 Tips To Selling Your Home Sooner; 5 Factors That Cause Properties Not To Sell; 6 Pitfalls Of Overpricing Your Property; For Sale By Owner First Aid Information; Moving Made Easy; The Seller's Security Checklist; Checklist For Choosing Your Realtor; Save On Your Moving Expenses

Breakthrough Broker: www.BreakthroughBroker.com A great FREE resource for: Marketing materials, Buyer and Seller presentations, Checklists, Business planning, Technology and more!

Marketing: "Best Buys" Fliers:

"By the way, I am a Realtor and an Expert in this area, and these are some of the best buys on the market right now."

"If you know someone who is looking to buy a home and wants a really good deal, could you pass this along to them?"

"One of these could be their perfect home, and I might be able to really help them."

Marketing: RPR reports. The "Realtor's Property Resource":

www.NARRPR.com

Create a "Mini-Report", 8 Pages, Send with a Cover Letter to your SOI, Call the following week!

Link to Cover letter: <http://bit.ly/1RK57ho>

Marketing: The Qcards app: www.QuantumDigital.com An Online Printing Company

A Linked iPhone App: Turn pictures into postcards right on your phone!

Write the message, choose a target area and number, Print right from your phone! 63¢ each!

Marketing: MapMail: www.QuantumDigital.com

Map based mailing system for postcards with Demographic filters!:

Owners and Renters, Family income, Family structure, Marital status, Time of residence

Automotive Marketing: "Wrapping" your car is easy and powerful local marketing!

Greatly increases your "Brand Awareness" in the community!

RELATIONSHIP MARKETING

F.O.R.D. Calls: What is FORD?

Why? Only _____% of Sellers list with their previous agent!

Two rules:

Facebook and F.O.R.D.:

“Friend” all of your Contacts and Past Clients

Organize them into “Lists”: Your Family; Close Friends; Clients A; Clients B

Read the Newsfeeds in the “Lists” for reasons to call!

Lunches and coffees: A great way to stay connected! Is it about real estate?

Property previews: Keeps you current with the Market!

Garage sales: It’s a “Pre-move” activity! Wear your _____!

Have some Market Reports in the car. “Would it be okay if I applied for the job?”

Girls night out: It’s just plain old fun! The “Bring a friend” rule. Every month or every other month

Poker game or sports events. For the “Guys”. Poker Night. Sporting Event: Football, Baseball, College game, Boxing

Business focus time: Prospects follow up, Research, Monthly emails

2 hours a day to 200k

2 hours of FORD Calls

1 lunch = 2 hours

2 hours of Previews with a friend

Happy hour or a garage sale = 2 hours

2 hours of business focus time/projects

Timeblock worksheet link: <http://bit.ly/1X6LPFZ>