



mo ***mentum***
MAXIMUM RESULTS

Our Mission

We take good Realtors and make them great, and great Realtors and make them preeminent.

Our Vision

We aspire to be an office that creates a culture where YOU are the artist of your own success. We aspire to consistently deliver a tailored and meaningful development plan for each agent that allows them to be as successful as they want to be. We want to be an office where all Realtors are high-minded and education-centric and who embrace willingly the concept of mastery.

Our Values

- Entrepreneurial
- Collaborative
- Solution-oriented
- Responsive
- Intellectual curiosity
- Relational vs. transactional
- Deliver world class customer service

Our Beliefs

- We aren't afraid to try things and push the envelope
- We build each other up
- We learn from each other
- We define success as: having a plan, taking vital action, continuously improving
- We tirelessly serve the community

Our One Thing

RE/MAX Lakefront does one thing well-we provide complete agent development to each Realtor based on exactly where they want to take their career, enabling them to prospect and close more business. We demonstrate that we care about our agent's success through our one-on-one consulting, training, and accountability.

Today's Affirmation



momentum
MAXIMUM RESULTS

I don't prospect. I constantly seek out opportunities to do business with people who want to do business with me.

Success Defined



Get more inventory using RPR



What is RPR?

blog.narrpr.com

What is RPR?

RPR is NAR's technology company

- ✓ Wholly owned subsidiary corporation
- ✓ A national database parcel-centric property information on over 166 million U.S. properties
- ✓ For the exclusive use of REALTOR® members
- ✓ Delivered through a constantly evolving, leading edge application
- ✓ At no additional charge to REALTORS®
- ✓ No consumer or public access

Methods

- Farming
- Sphere of Influence
- Distressed or pre-foreclosure, bank owned properties

Farming

What is Farming?

✓ Geographical prospecting

- Proven method of marketing your real estate business
- Raises awareness of your brand
- Captures leads
- Earns referrals
- Gain listings

✓ Excellent opportunity to connect with potential sellers, For Sale By Owners (FSBOs)

Farming

How to Identify Your Farm

✓ Is the neighborhood nearby and easy to get to?

- Easy Access
- Within your normal commute
- Touch consistently every 3-4 weeks

✓ Does the area have an acceptable turnover rate?

- Divide the number of sales in the last 12 months by the number of homes in the area
- Example: 15 houses have been sold in past 12 months. 150 homes in the area. $15 \text{ divided by } 150 \times 100 = 10\%$ turnover rate
- Want to see 5-7% turnover rate or higher

Farming

How to Identify Your Farm

- ✓ **How is the market doing in this farm area?**
 - Values increasing or decreasing
 - List vs sales prices
 - Density of distressed properties
- ✓ **Is the number of homes manageable for a consistent marketing outreach?**
 - Keep costs and available resources in mind
- ✓ **Does one agent currently dominate sales activity or by many different agents?**

Getting Started

- Type in search bar – “Glen Cove in Little Elm”
- Can also search by “type” exact, within, nearby
- List view – allows you to filter, maybe choose single family homes only
- Change sold dates to include one full year
- Now do the math:
 - # of homes sold/total number of homes X 100 =
TURNOVER RATE Looking for 5-7%
- Bigger Maps – use heat map – 12 month change estimated value, Concentration of distressed properties, Listing price vs. sales price

Reports

- Market Activity report – check and uncheck what you want, personalize your report
- Neighborhood report
- Read and interpret the report and look for talking point
- Remember that all data interfaces with our MLS so it's true sold home data

Let's Connect the Dots

- Choose one or two pages from the reports to mail
- Door-knock and have report ready for those who are either thinking of selling themselves or know someone who is
- Offer to email quarterly
- Target neighbors who had homes sell on their street and personally visit
- Odds are in your favor that someone will bite if you've chosen a neighborhood with high turnover
- Mail any change to the data-people like to know what's going on in their neighborhood
- Take a page from the school report in their neighborhood and mail-it's not all doom and gloom
- Mail a full report to YOUR 10-15 closest neighbors
- Do open houses ONLY in your farm-even if it's for another brokerage

Sphere of Influence

Tip #2: Leveraging Your Circle of Influence



RPR Steps

- Choose a home you have bought or sold for a client – target past clients
- Use “Location Details” to find subdivision name
- Type in Glen Cove in Little Elm, TX
- Do a Market Activity and/or Neighborhood Report

How to use

- Email to past clients
- Include a personal note either separately or within the report
- Email or hand-deliver to ANYONE else in your database that has a home! A HUGE win-people love this-and no one but a Realtor can provide it to them
- Even renters – send them a report that profiles an emerging neighborhood
- Call, mail, email, notecards, repeat

Uncovering Unlisted Potential

Tip #3 Uncovering Unlisted Potential



How to start

- Neighborhood search
- Do a city search first to determine quantity then niche down
- Go to “advanced” un check non-distressed, active, and pending
- What is pre-foreclosure
- Use History tab
- Mail my sample letter(mail), visit, notecards, email, call, repeat

Bank-Owned

- Go back to search
- Search for owner – use the word bank

Resources

Resources

- Access RPR at www.narrpr.com or through your MLS
- Download RPR Mobile™ at the App Store for iPhone or Google Play for Android
- RPR Blog: blog.narrpr.com
 - Training offerings: live, webinar and video on-demand, Ebooks
 - Broker Tool Sets
 - RPR Commercial info and more
- Customer Support 24/7 at 877.977.7576
- Support links at the bottom of every page