

TOP OF MIND AWARENESS

T U R N A R O U N D



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Top of Mind Awareness Turnaround

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TOP OF MIND AWARENESS

T U R N A R O U N D

Pat Zaby, CRS will help you turnaround the TOMA position you have with your contacts so that your name is the first that comes to mind when they think of real estate. It doesn't happen by accident; it takes a plan.



Webinar – Thursday, May 23, 2019

12 Noon

11:00 am

10:00 am

9:00 am

Eastern

Central

Mountain

Pacific

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Top-of-Mind-Awareness is the brand that comes to mind first when an unprompted question about a category is asked to a customer.



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Top Of Mind Awareness

Do they know you?

Do they think of you when they think of real estate?

Would they call you if they had a real estate question?

Would they call you to ask about a home for sale?

Would they list their home with you?

Would they buy a home from you?

Would they refer their friends to you?

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POP TEST

Have you sent something to your everyone you know in the past 30 days?

Have you sent something to your everyone you know in the past 60 days?

In the past week, have you taken a past customer to lunch?

In the past six months, have you had an customer appreciation event?

Do you make a minimum of two outgoing calls to your "Top 50" everyday?

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Everyone knows what they need to do!

The real difference in the highly successful and the mediocre is DISCIPLINE.

Can you make the effort automatic?
Can you turn it into a system?


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TOMA is a simple concept and it's completely measurable.

Keep your brand in front of potential customers

Be memorable

Build relationships

Sell without selling.

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People do business with us because they:

Know us

Like us

Trust us

& Remember us



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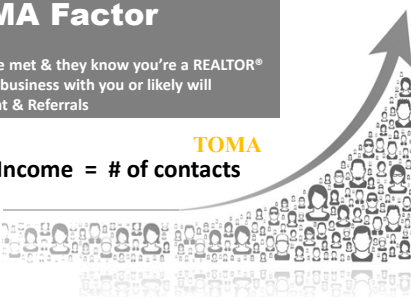
8

TOMA Factor

1. You've met & they know you're a REALTOR®
2. Done business with you or likely will
3. Repeat & Referrals

TOMA

Your Income = # of contacts




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Analyze your database to determine TOMA factor and devise a plan to move them to "3".




Relationships are built with small interactions over time.

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TOP OF MIND AWARENESS

- TOMA is a long-term objective
 - Buying cycle in real estate is long
 - Stay fresh in their minds or you'll create a lead that someone else closes
- They have to be able to find you
 - Website, social media, strong content
- Content-rich marketing
 - Information
 - Explain your point of difference
 - Don't criticize your competition; build up you advantage.

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Homeowners know 8 to 10 REALTORS®

Why will they call you instead of the others?



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People move on average, every ten to twelve years and nothing a REALTOR® says to them will make them move before they're ready.

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REALTOR® Social & Digital Media Report

76%

cite email as the most effective form of digital media

74%

Cited awareness as the main outcome of their social media efforts

60%

plan to spend more money on digital media marketing next year

PatZaby.comSource: REALTOR® Social & Digital Media ReportTop of Mind Awareness Turnaround

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REALTOR® Social & Digital Media Report

94%

Report Facebook as most effective at building their businesses

48%

say they achieve measurable results from their use of social media within their marketing.

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"Social media is no longer an offshoot of a real estate marketing strategy. It's a full-fledged, proven business-builder."
Source – RIS Media

57% Time Suck
Solution: Outsourcing

43% Time Well Spent

Hours per week spent posting for their business

0-1	2-4	5-7	8-10	>10
45%	32%	13%	4%	6%

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TOP OF MIND AWARENESS
TURNAROUND

Have a Market

Have a Message

Market the Message

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Have a Market

Agents Selected by Relationship

63% Sellers


53% Buyers

2/3 only contact one agent

Past Customer, Referred by (or is) Friend, Neighbor or Relative

Source: Profile of Home Buyers and Sellers 2018 SurveyTop of Mind Awareness Turnaround

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It costs

5-7x


MORE

According to [Marketing Metrics](#), the probability of selling to a new prospect is only 5 to 20 percent, but the likelihood of selling to an existing client is 60 to 70 percent. In other words, it's much cheaper and easier to retain a client than to go prospecting for a new one.

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Source of REALTORS® Business

5%
Conversion
Rate

15%
Lead
Sources

85%
Sphere of
Influence

60%
Conversion
Rate


People You
Know

People You
Don't Know

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Repeat & Referral Sales

Buyers

16%

74%

Definitely

Probably

Exhibit 4-22

Sellers

17%


69%

Definitely

Probably

Exhibit 7-12


2016 PROFILE OF HOME BUYERS AND SELLERS



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Repeat & Referral Sales

86-90%

Say they'll
use agent again

12-29%

Actually
DO!

WHY DOES THIS HAPPEN?

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How much are you losing in repeat & referral sales?

12

12

x

of years in real estate

144

=

Total Past Customers

.88

x

Say they'll use you again

127

=

Potential Repeat & Referrals

10

÷

Average turnover in years

13

=

Annual Repeat & Referrals

.71

x

Fallout due to no TOMA

9

=

Annual Lost Sales in units

x

Average commission

=

Annual Lost Sales in dollars



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Repeat and Referral Business should be



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Do you have a system to avoid those losses?

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Number of times recommended agent	Seller	Buyer
None	37%	35%
One time	13%	17%
Two times	18%	19%
Three times	11%	11%
Four or more times	22%	18%
Times recommended since buying (median)	2	1

Source – 2018 Profile of Home Buyers and Seller

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Buyer
Referral
campaign
#1

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USFISB
United States Financial Information Systems Board
of the Securities and Exchange Commission

Official USFISB Change of Address

Electronic Notice Required *Accessed online at www.usfisb.com within 30 days of receipt.*

- Safe and Secure:** Protects our information with a sophisticated 128-bit encryption and a secure 256-bit encryption.
- Speed and Convenience:** View and act on our site 24/7.
- Reliability:** Available 24/7.
- Referrals and Notifications:** Alerts and e-mails.

For more information contact us today! (toll-free) 800-456-7890. Registered members can access all features online.

Notes: The buyer who registers for this site must first be a USFISB member, government authorized, approved, or signed up for the system. For more information on the system, please visit our website at www.usfisb.com.
 The system is available to all USFISB members, government authorized, approved, or signed up for the system. For more information on the system, please visit our website at www.usfisb.com.
 The system is available to all USFISB members, government authorized, approved, or signed up for the system. For more information on the system, please visit our website at www.usfisb.com.

Buyer Referral Campaign #2

Registration: [Click Here](#)

Referrals: [Click Here](#)

Feedback: [Click Here](#)

[Information and assistance for our members](#)

Complete

Buyer
Referral
campaign
#2

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Buyer Referral Campaign #3

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Buyer
Referral
campaign
#4

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DRIP Campaigns

Home Inventory

(Contact Solution)

When you move into a new home, it's a great time to update your home inventory in case you ever need it for an insurance claim.

Download a Home Inventory form, easily complete and document with photographs. When you have it completed, put it away somewhere safe, possibly online, in case you do ever need it.

I hope this information helps you and thank you for keeping me in mind if you or your friends need any help with real estate.

Home Search

Leads Alert

Home Value

Real Estate

Solutions

Home Inventory

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Buyer Referral Campaign #5

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DRIP Campaigns

Equity Accelerator

(Contact Solution)

About Erinian said that compound interest was the greatest discovery. You want it working for you and not against you.

If you can make additional principal contributions along with your regular monthly payments, you'll achieve those things, save interest, build equity and shorten the term of your fixed rate mortgage.

An extra \$100, \$200 or \$300 in your checking account isn't earning interest and so if it's in your savings, it's practically earning nothing. By applying it against your principal, you'll be effectively earning whatever rate your mortgage is.

If you'd like to see what kind of effect it could have on your own mortgage, use this [Equity Accelerator](#) with your own numbers.

I hope this information helps and thank you for keeping me in mind if you or your friends need any help with real estate.

Home Search

Leads Alert

Home Value

Real Estate

Solutions

Equity Accelerator

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Buyer Referral Campaign #6

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DRIP Campaigns

Phone Call - How are things going?

You have a phone call scheduled from the Buyer Referral System campaign.

[Contact.FullName]
[Contact.Address]
[Contact.EmailAddress]
Business: [Contact.PhoneNumberBusiness] or /> Home:
[Contact.PhoneNumberHome] or /> Mobile:
[Contact.PhoneNumberMobile]

This is a reminder for you to call [Contact.FullName] at [Contact.PhoneNumberHome] or [Contact.PhoneNumberMobile]. This is the last step in your Buyer Referral System.

Hello, this is [Profile.FullName] from [Profile.CompanyName]. Do you have a moment to talk? (pause)

How's everything going? Have you unpacked your boxes? Do you need any help with anything? Have any of your friends been over to see your new home?

You know that if any of them feel inspired to look at homes, I'd love the chance to work with them.

Home Search

Leads Alert

Home Value

Real Estate

Solutions

Phone Call - How are things going?

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Buyer Referral Campaign #7

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Don't think of a database as technology but a philosophy of business.

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Database of People You Know (Mets)

past customers/friends/referrals

Objective - Raving Fans

Buy and sell their principal residence

Refer their friends and neighbors

Invest in rental properties

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Database is a work in progress...

Daily

Adding Names

Updating Information

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Your Income = # of contacts


TOMA



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Rule of 33

TOMA



12

People You Know



2

Sales

50

Annual Transactions

Conversion Rate

16.7%

Contacts

300

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Contact Upgrade Process

Haven't Mets


Mets

1X Customer

Referring Customer

Repeat Customer

Rule of 33



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Contact Upgrade Process

People You Don't Know


People You Know

1X Customer

Referring Customer

Repeat Customer


Rule of 33




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The purpose of a database is to facilitate communications



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"WHAT" to say when they're

Ready to Buy/Sell



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Have a Message

An informed decision begins with information.

"Better Homeowners" begin with homeowner information

You need to be the source of the information

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Have a Message

Educate the prospect in a non-threatening manner.

Create ownership of your service in the prospects' mind.

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Have a Message

Better Homeowners

through

Continuing Education

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Have a Message

Provide valuable homeowner information not only when they buy and sell but all the years in between.

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Have a Message

Customer Value Proposition

Point of Difference Statement

"I help people be better homeowners when they buy, sell and all of the years in between.

My goal is to be your "go-to" person in real estate on marketing, maintenance, service providers or whatever. I'm here to help you and your friends."

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What's In It For Me?

"You can have everything you want in life, if you help enough other people get what they want."

Zig Ziglar

"I don't care how much you know until I know how much you care."

unknown

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Consistency Is Essential

- Commit and plan a year in advance
- Staying fresh and interesting is important

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Contact Strategies



High Cost	High Value
Low Cost	High Value
High Cost	Low Value
Low Cost	Low Value

Content Strategies

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Summary of why Content Marketing works

- Focuses on consumer needs
- Engages consumer in a non-threatening way
- Continuing education for homeowners
- Builds top of mind awareness
- Less expensive and more effective than traditional marketing

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Contact Plan for Your Database

- Entire database** - direct email, social networks, blog, holiday greetings, reminders, birthdays and anniversaries
- Top Half** – 2-4 phone calls a year
- Top Quarter** – Face-to-Face

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CONSISTENCY To Maximize Strategy

Write an article every week	Email to contacts every other week	Post on SM & Blog weekly	Create/Curate/Post daily on SM
Post content on website	Like/Comment on SM feed	Send appropriate reminders	Send holiday greetings

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33+ Touch Contact Management

Level 1	Level 2	Level 3
<ul style="list-style-type: none">• HTML mail 26• Social media 260• Holidays 6• Blog 52• Postcards 4-6 Consistently Communicate	<ul style="list-style-type: none">• 1 hour a day• 6-10 minutes• Make notes• Follow-up 2-4 Personal Phone Calls	<ul style="list-style-type: none">• Drop-bys• Lunch• Dinner• Appreciation Events 2-4 Face-to-Face

Direct – 36 | Indirect – 312**Personal 4-8****Total Touches – 350+**

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Level 1

Newsletters

Easy-to-Read | Short sentences

Short Paragraphs | Good graphics

Better Homeowners

Rising Rates Affect the Cost Too

Mortgage rates have risen 0.5% in 2018 on 30-year and 15-year fixed rate mortgages and experts expect them to continue to increase. Buyers paying attention to the market understand the relationship that inventory has on pricing, when the supply is low, the price usually goes up. Rising interest rates can affect the cost of homes also.

When interest rates go up, fewer people can afford homes. Lower numbers of buyers can affect the demand, which could cause prices of homes to come down. The question is how much do the interest rates have to go up to affect demand?

As the rates gradually go up, the affect may not be noticeable at all except for the fact and precautions should be taken such as using a sturdy ladder and possibly, having

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Level 1

Newsletters

Hyperlinks for more info

Better Homeowners

Auto Pay Your Mortgage Payment

In the time that it takes to write one check, you can set it up with your bank and never have to do it again. You won't have to collect mortgages or buy stamps anymore. You'll save time, money and stress in other ways too.

1. Never be late... avoid late fees and protect your credit
2. Schedule additional principal contributions to your mortgage to save interest, build equity and shorten the mortgage term. An extra \$200 a month applied to the principal of a \$200,000 mortgage at 4.5% for 30 years will result in shortening the term by 18 months. If the term were paid to term, it would save \$62,377 in interest. Use the [Equity Accelerator](#) to see how much you can save.
3. Pay conventional... by doing it online with your bank, you'll have a centralized history of the payments.
4. Protect your credit... your payment history is the single biggest component of your credit score and accounts for over 1/3 of your credit score.

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Level 1

Newsletters

Make other services available

Susan Anthony, CRS
Starr & Stripes Realty
5023 Sea Pines
Dallas, TX 75287
Susan@SusanAnthony.com
SusanAnthony.com
BetterHomeowners.com/SusanAnthony
Helping homeowners when they buy, sell
and all the years in between

Home Search

Leads List

Home Values

Service Requests

Calculators

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Level 1

Holiday Greetings

Richard & Mary,
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Maecenas
porttitor congue massa.

Susan Anthony, CRS
Starr & Stripes Realty
5023 Sea Pines, Dallas, TX 75287
SusanAnthony@gmail.com
SusanAnthony.com

972-743-9887
SusanAnthony@gmail.com
SusanAnthony.com

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Level 1

Change Clocks

FALL BACK

Susan Anthony, CRS
Starr & Stripes Realty
5023 Sea Pines, Dallas, TX 75287
972-743-9887
SusanAnthony@gmail.com
www.SusanAnthony.com

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Level 1

Fly Your Flag

Fly Your Flag
Veterans' Day

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5023 Sea Pines, Dallas, TX 75287
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www.SusanAnthony.com

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Birthdays/Anniversaries

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Level 1

“Social media has become the new norm for reaching out and staying connected with friends, family, clients, and prospects...”

“An easy way to stay top of mind”

[Source: REALTOR® Social & Digital Media Report](#)

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Level 1

Social Media

New Postal Rates

First-Class Stamps

- Standard sized Letter stamps - \$0.55
- Standard-sized Postcards – still \$0.35
- Global Forever (International) - \$1.15

Check rates at www.usps.com/business/prices.htm

www.BetterHomeowners.com

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Level 1

Social Media

Determining the Right Price Rental Home

- What rents best?
- What sells best?
- Mortgage available

Value	\$100,000	\$125,000	\$150,000	\$250,000
Monthly Rent	\$1,100	\$1,200	\$1,400	\$2,000
Ratio	1.10%	0.96%	0.93%	0.80%

Lower priced properties tend to rent for a higher percentage of the value which increases the rate of return.

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Level 1

Blogs are FREE

Considered News

Builds brand

“Soapbox”

Sharable

Searchable

Do You Know The Way?

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Level 2

Personal Phone Calls

2-4

Annually

Topics to Talk About

Home Inventory

Refinancing Analysis

Area Sales Activity

Equity Accelerator

Tax Assessment

Improvement Register

Service Providers

Rental Opportunities

Block Phone Time on Calendar

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Level 3

Appreciation Events

Blast the message to all your contacts or specific mailing lists.

Reserve Your Pie Today

Free Paper Shredding Event

Sponsored by Susan Anthony/Stars & Stripes Realty

Saturday, November 15 2018

9am - Noon

Stars & Stripes Realty

5023 Sea Pines

Dallas, TX 75287

Call (872) 451-1337 for more details or RSVP at Susan@SusanAnthony.com

Limit 2 banner boxes per household

Susan Anthony
Stars & Stripes Realty
5023 Sea Pines
Dallas, TX 75287
(872) 451-1337 Susan@SusanAnthony.com
www.susan-anthony.com

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Newsletters Social Media Greetings Blog

Phone Face-to-Face

Levels 1 2 3

26 260 6 52 2-4 2-4

Passive Active

350+ Total Impressions Annually

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Critical Mistakes

Waiting to get your database together

- Start with what you have now
- Work to make it better daily

Lack of consistent follow-through

- Commit to a one-year minimum
- Plan & schedule the mailings/postings in advance

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How much are you losing in repeat & referral sales?

12	# of years in real estate
12	x Average deals per year
144	= Total Past Customers
.88	= Say they'll use you again
127	= Potential Repeat & Referrals
10	= Average turnover in years
13	= Annual Repeat & Referrals
.71	= Fallout due to no TOMA
9	= Annual Lost Sales in units
x	= Average commission
	= Annual Lost Sales in dollars

\$4,000 Commission

\$400 > \$36,000 | 90:1 ROI

\$400 > \$18,000 | 45:1 ROI

\$400 > \$9,000 | 22.5:1 ROI

\$400 > \$4,000 | 10:1 ROI

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Automated Digital Marketing

www.InTouchSystems.com

POWERFUL CONTENT DESIGNED TO MAXIMIZE TOP OF MIND AWARENESS BY HELPING PEOPLE BE BETTER HOMEOWNERS WHEN THEY BUY, SELL AND ALL THE YEARS IN BETWEEN.

There's no reason to spend hours creating marketing content when you have InTouch.

START FREE TRIAL REQUEST A DEMO

What is InTouch?

CONSISTENT MARKETING WITH A SIMPLE TOUCH

Learn how InTouch can save you time and provide you with a consistent marketing strategy geared towards your customers.

JOIN NOW

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Automated Digital Marketing

www.InTouchSystems.com

You'll get all this and more for only a little more than a \$1/day

Automated Email

Newsletters, holiday greetings, reminders, special occasions, listing promotion, customer appreciation events & custom mailings.

Automated Social Media Posts

Facebook, Twitter, LinkedIn and others.

The Market Multiplier

Personally branded landing page with posts, consumer reports and financial apps. Link or embed this vast library to your personal website.

Drip Campaigns

Scheduled activities designed to achieve specific purposes like Buyer Referral & 6X initial touch.

GET STARTED NOW

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InTouch Systems
Automated Digital Marketing

For a little more than a dollar a day,
InTouch can do it for you.

“Continuing Education for Homeowners”



Automated Email



Automated Social Media



Market Multiplier



Drip Campaigns

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