

**Design Your Day - The Trend Way**

What does a productive day look like for an agent? It’s not what you may think. Here are some steps that got me to $10M in sales my first year in the business.

The closer you get to completing this checklist daily the better your year will be. Just like you can’t lose weight or get abs in a single day...you can’t make $1M in a day either. It’s a practice. It’s a routine. You must fall in love with the process or you will tire of it. Fatigue always beats willpower.

To be successful you must Design Your Day. You must create a day you love...or you will not stick to it.

Every day 6-7 days a week I work out. I’ve been able to lose 50 pounds in the last few months and the only way I’ve been able to do this is because I love it. If you don’t love your day, you won’t do it. PERIOD. If you set up an impossible day...or what you believe to be impossible...you won’t even attempt it.

If I told you to eat 700 calories in a day...you could do it. For a while. After day 2-3 you’d quit. The brain would say, “STOP this is not worth it”. The pain is “too much” for the reward. After 3 days of a super low calorie diet you wouldn’t have lost much weight...if any at all, but you’d be STARVING.

***Let’s not take the 700 calorie approach to work.***

Let’s not torture ourselves. Let’s set up a day you love. Let’s set you up to WIN.

Here’s what a day should look like if you want to sell $2-$3M a year. $60K - $90K in GCI.

**Organic Network (30 minutes)**:

1- Make 3 calls a day telling anyone and everyone you know that you just switched companies or started your career in real estate. Don’t ask for referrals...just let them know you situation. Don’t ever be “salesy”. Be genuine. Be helpful. Ask questions. Listen.

2 - Make a list of 100 people you know - Friends, relatives, contacts, your hairdresser...everyone you know. Put them all into a CRM (database). Contact them EACH individually every month or so. I just spoke with my old neighbor yesterday...he wants to buy a trailer park. He wouldn’t have thought to use me...and I wouldn’t have known had I not called him for his quarterly. Email them monthly as well.

3 - Every time you’re at your child’s soccer game, the mechanic, anywhere...everywhere...try to connect with people. Always have a card...and always try to listen and be helpful.

**Buyer Leads (15 - 30 Mins returning daily call, 2 hours on a weekend)**:

1 - Sit an open house every weekend, Saturday or Sunday 12-2 or 1-3 or whatever you can do. You’ll meet people. Make them sign in on a sign in sheet...put them in your database. Stay in touch with them. They will become your friends, clients and the rest. MAKE A SCENE at the open. Signs, Directionals, Banners...make it absurd. Turn heads.

2 - Work on getting listings. Listings lead to sign calls. Sign calls are buyers. This is free. Work every day to get any listing you can. (Covered below)

3 - Buy Internet leads. If you don’t have a budget...don’t worry. 1 & 2 are free sources and work well.

4 - Trend Leads - We have leads. They are available from time to time based on different methods we are trying.

**Seller Leads (1-2 hours per day calling, 1-2 hours previewing a home)**:

1 - Contact one For Sale By Owner in your area (Verify DNC list) and preview for your buyers. Look at them all. At least one per day. Don’t immediately go for the sale or listing...never bring a listing contract with you. Just go...preview...and be a human. Then put them into your database. Touch them weekly. Send them a hand written thank you note. THIS IS GOLD. Be the agent with buyers. If you don’t have a buyer, talk to me, Trend has nearly 100 buyer call ins every month.

2 - Withdrawn / Expired Listings - these are homes that didn’t sell. You can go back years and see what did not sell. In a market that has ascended as SW Fla has...these are homes that are great candidates to now sell. Call them (After checking the DNC list) meet them and thank you note again.

3 - Database Mining - stay on your database. They are actively buying and selling, and so are their friends.

*This isn’t even close to an 8 hour day, but if you do this 5 days a week, 50 weeks a year you’ll have done the following*:

750 organic calls (3 per day)

Hosted 50 Open Houses for 100 hours of free meet and greet with buyers (1 per week)

Met 250 sellers (1 per day)

This is literally one thousand touches...at just 1% success rate you’ll have made plenty of sales.

An average home price in SW FLA is around $250,000. 3% commission is $7,500.

If your goal is to make $50,000 you’ll need 7 sales. That’s very doable with the aforementioned plan.

I did not complete this plan my first year as I was developing it...and failing at doing this plan lead to $10M in sales. Don’t forget your niche.

I’ve also called probates, “just listed, just sold calls”, pre-foreclosures, Zillow “make me moves”...there are plenty of other sources.

My niche is investment real estate. Investors buy and sell regularly. I advise you to research this as well. We can design this day for you as well to incorporate a niche. Let’s talk further.

Best,

Joshua Blank

Trend Realty Managing Broker