

Real Estate Agent Success Guide

Everything You Need to Know



As a new agent, you may feel overwhelmed — you have to build your business, brand and database all while essentially learning on the job. With the right guidance and systems in place, navigating this phase can be much easier than just winging it! Let us help you get set up for success and take your business to the next level.

This e-book covers the topics of working by referral, growing your database, goal setting, time management and finances. Read through these tips to learn how to kickstart your career!



How to Set Goals and Achieve Them

You know what success in real estate looks like but do you know which actionable steps you need to take to get there? Use these tips to break down your goal into the steps you can take right now and accelerate your personal growth.

Dreamcast

Brainstorm what a successful long-term career looks like for you. Create a vision board with pictures of your personal and professional dreams to keep you motivated on your journey.

- **Powerful goals for first time agents:** Build a thriving database with quality clients, implement an effective lead generation system, close at least one deal per month.

Make Your Goals SMART

When you've determined your own goals, it's time to make them **SMART: Specific, Measurable, Attainable, Realistic and Time-Bound.**

- **To set a SMART goal, ask yourself:** What do I want to accomplish? How will I measure my success? What resources/skills do I need to achieve it? What is the professional benefit of achieving this? By what date will I achieve it?

Break It Down

Divide your primary goals into smaller, 10-day goals to make them more achievable.

Write It Down

When you write your goal down, share it with others and check in regularly, research shows you're more likely to achieve it.



How to Find the Right Brokerage for You

There are over 90,000 real estate brokerages in North America. So where do you begin? Remember, you are establishing an important relationship that must benefit both parties to be effective. Here are some questions and tips to help you find the right fit.

What's Your Style?

First, think about your own personal style. How do you work best? On a team or as an independent spirit? Do you like structure and processes? Or do you prefer a more flexible approach?

What Type of Clients Do You Want to Serve?

Consider the type of client you want to work with such as: First-time buyers, veterans, luxury homes, vacation homes, empty nesters, multi-family units, commercial, new construction or condos.

Choosing an Agency

There are three types of brokerage agencies, each with their own pros and cons.

→ National Franchise Brokerage

Pros - Well established, name recognition, may have many resources (office and marketing support).

Cons - May not have as much flexibility. Competition for leads may be more intense.

→ Boutique Brokerage

Pros - May be more opportunity for agent to grow. Less competition for leads. Strong relationships in community.

Cons - May not have as many in-house resources. Smaller training and marketing budgets.

→ Virtual Brokerage

Pros - Larger commissions. More flexibility.

Cons - No in-person collaborations. No access to office services and support.



How to Build a Database From Scratch

Your most powerful asset as a real estate professional is your database. But, how do you build that from the ground up? Start your career by thinking of your database as the “relational asset” of your business. That means the relationships you already have are the foundation!

Make a List of Everyone You Know

Grab a pen and make a list of the people you know. We recommend aiming for around 100 people then grow from there! This should include your:

- **Family & Friends:** Parents, grandparents, in-laws, siblings, children, aunts, uncles, cousins, close friends.
- **Professional Relationships:** Past colleagues, vendors you worked with in your previous career, professors/teachers (anyone who knows your professional competence).
- **Services You Use:** Barber/hairstylist, banker, insurance agent, doctor, dentist, accountant, favorite waiter/waitress or barista, landscaper, masseuse, florist, etc.
- **Social Media Contacts:** Your Facebook friends, LinkedIn connections, Twitter or Instagram followers, and/or your email contact list, sphere of influence, friends, friends-of-friends, community and organization acquaintances. For example, church, charities, volunteer groups, parents from your children’s school, and anyone you’re friendly with that might not be in your closest circles.

Think about who you may mail a card to during the holidays. Make sure you have everyone’s full contact information: mailing address, phone number and email. If you don’t have one of these fields, use it as an opportunity to reach out.



How to Grow Your Database

Now that you have your foundation, it's time to nurture your database to help it grow. You have to make sure you're still adding new people and not forgetting about your existing contacts. Periodically reaching out to the people on your list is how you build a relational business.

Spread the Word to Everyone.

Send everyone in your database a letter via snail mail, let them know you're in the real estate business and plan to work primarily by referral. You'll want to set the expectation that you'll be keeping in contact by sending them valuable information on a regular basis and give them the gentlest of reminders.

Always Follow Up!

Follow-up your introductory letter with a phone call. Make sure they have received your announcement and let them know you're excited to be in business and, "Oh, by the way, I'm never too busy for any of your referrals." You'll want to make sure they don't already have a real estate professional they use and/or refer exclusively. Maybe someone in their family is already their trusted advisor in the industry and that's great!

Do I Just Wait for the Phone to Ring?

When you've already reached out to 5 or 10 people in one week, it can be tempting to sit back, relax and wait for the phone to ring with referrals. However, for many new real estate professionals generating their first referrals can take a little time. Our guess is that you want to start filling your pipeline as quickly as possible, so we suggest you implement some conventional lead generation strategies in a relational manner. Examples of conventional strategies for generating leads are: sign calls, floor time, ad calls, walk-ins and internet leads. Don't miss your opportunity to create a relationship with these leads. Ask and answer questions to uncover the true needs of the person you're talking to.



How to Manage Your Time

In a new career, it's difficult to know what will come up throughout the day. Knowing what to do and when to do it can help with the chaos. Follow these three steps to put systems in place now so you will be set up for success when you get busy!

Buy a Calendar

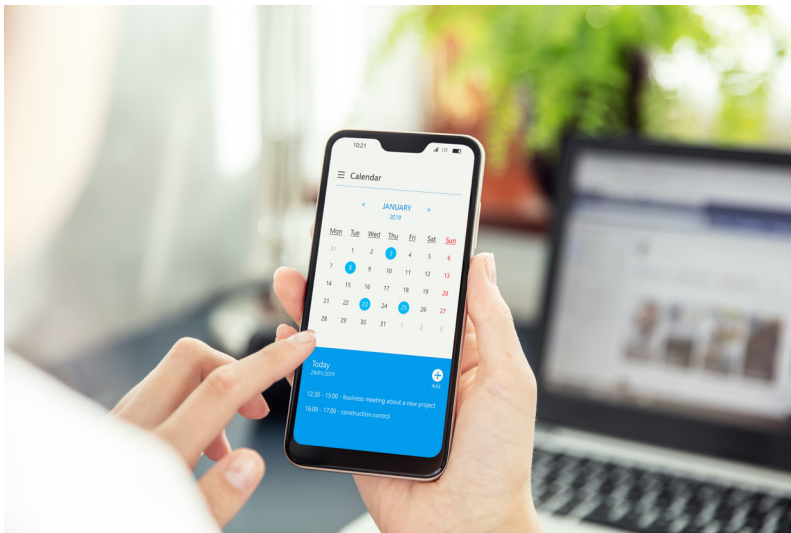
The first step to managing your time is to write out your responsibilities in a calendar. Choose what works best for you — a wall calendar, a daily planner or a digital app.

Make a Plan and Write it Down!

- **Lay Out the Year** – Start by filling in your calendar with important events that cannot be moved such as vacations and significant occasions (i.e. weddings, birthdays, anniversaries, etc.) .
- **Plan the Month** – Then schedule your monthly activities including any marketing mailings or networking meetings.
- **Schedule the Week** – Select your day off, time for when you will schedule client appointments and complete your lead generation activities.
- **Prioritize the Day** – Block out time to complete your lead-generation activities and other administrative work so you don't get distracted by phone calls and emails.

Habits to Put in Place

- **Stick to the Schedule** – Set reminders on your phone or write out a to-do list on a piece of paper and stick it to your mirror in the morning.
- **Prepare for Slip Ups** – If you don't stick to your plan don't worry! You can get back into it tomorrow.



How to Handle Your First Commission Check

With your goals set and systems ready to go, you are bound to see your first commission check soon! Before you go out and spend it all, follow these steps to ensure you are saving for the future and setting yourself up for success.

Set Up a Business Account

If you are mixing your personal and business finances into one account, it's too easy to spend it all on personal items and then realize you've budgeted no money for business expenses such as marketing. Set up a business account that's totally separate from your personal account from day one to ensure you are always sticking to your budget and managing your business and personal finances responsibly.

Set Aside Money for Taxes

When you don't receive a formal paycheck, it's easy to forget about setting money aside for your taxes! You don't want to get to the end of the year and learn you don't have enough to cover any tax-related fees. Set up a savings account for your taxes and as soon as you receive a commission check, transfer a consistent percentage into the account.

Give Yourself a Salary

Only after you have set aside money for your business expenses and taxes should you pay yourself a salary. Be sure to keep it consistent so that you can accurately stick to the home budget you've already set. If you happen to have a surplus, transfer it straight into savings!



Ready to Grow Your Business? We've Got You.

Invest in your success with the largest coaching and training company in North America. Our programs are grounded in a unique and effective lead generation system, Working by Referral, that works.

Our One2One Coaching™
Members earn an average of **\$369,400** a year, that's **10X** the national average.



100 Days to Greatness®

Ready to average 7 transactions and \$75,500 in income in 100 days? Learn proven systems to launch or jumpstart your real estate career and receive access to Referral Maker® CRM, monthly marketing kit and Video Messaging (a \$468 value) so that you propel your business.

→ Watch a free session at buffiniandcompany.com/100daysintro

Referral Maker CRM

Run your business like a business with this mobile-friendly productivity tool that keeps you, and your database, organized! Simply input your financial goals and then add and rank your contacts to receive a daily activity plan that is based on your goals.



→ Start a 30-day free trial at buffiniandcompany.com/freecrm

One2One Coaching Membership

Get on the path to where you want to be. Partner with a coach to visualize the business and life of your dreams, clarify your goals and then get an action plan to help you achieve them. This Membership includes everything needed to master our system and amplify your entire life.

→ Schedule a complimentary Business Consultation at buffiniandcompany.com/bc