

Profitable Questions to Ask your BEST LEADS and VIPs/150toLife LIST

aka Relationship Marketing

**The FEW things that must be considered for it to
be successful!**



Coach Donna Stott

Professional Certified Coach
Your Coaching Matters





What we cover today to Benefit YOU in PROFITING this year:

- What THEY want to KNOW in a REALTOR relationship with YOU, so that they refer others to you MORE OFTEN.
- 7 Important Questions to ask EVERYONE you are trying to create a BUSINESS RELATIONSHIP with.
- 7 Questions to ask your VIPs and Past Clients... people you KNOW...
- How to use STORIES to show what you KNOW that creates the Relationship you WANT so they say all the time *“Oh! You just HAVE to talk to my friend “Your Name”.*
- Info on my upcoming Niching Workshop. How to create your Minimum Standards and your NICHE. *BONUS in that workshop: Creating SELLERS.*



What THEY want to KNOW in a REALTOR relationship with YOU, so that they refer others to you MORE OFTEN.

>>>THAT YOU WILL MAKE THEM LOOK GOOD<<<

The truth is... When REFERRING to you... they only want to know “What’s In it for Them”, and it’s NOT FINANCIAL...

THEIR REPUTATION must **SHINE** when they send someone to you.

It’s not “doing you a favor” – they will not do you a favor that makes them look bad... it won’t happen.

**It's their
REPUTATION
on the line...**

*So how do
THEY shine
when sending
you someone?*

It only happens when YOU provide what Buyers and Sellers WANT in an Agent. Consistently and Clearly.

So... how do you PROVE THAT? Let's look at what Buyers and Sellers say they want:

I am sure you already bought and studied the 2021 Profile of Home Buyers and Sellers from The National Association of Realtors.

The next 2 Slides are from that 164-page report I encourage you to study and use in your marketing and educating the Public!

Let's Look at few things are what Buyers and Sellers want in their Agent:

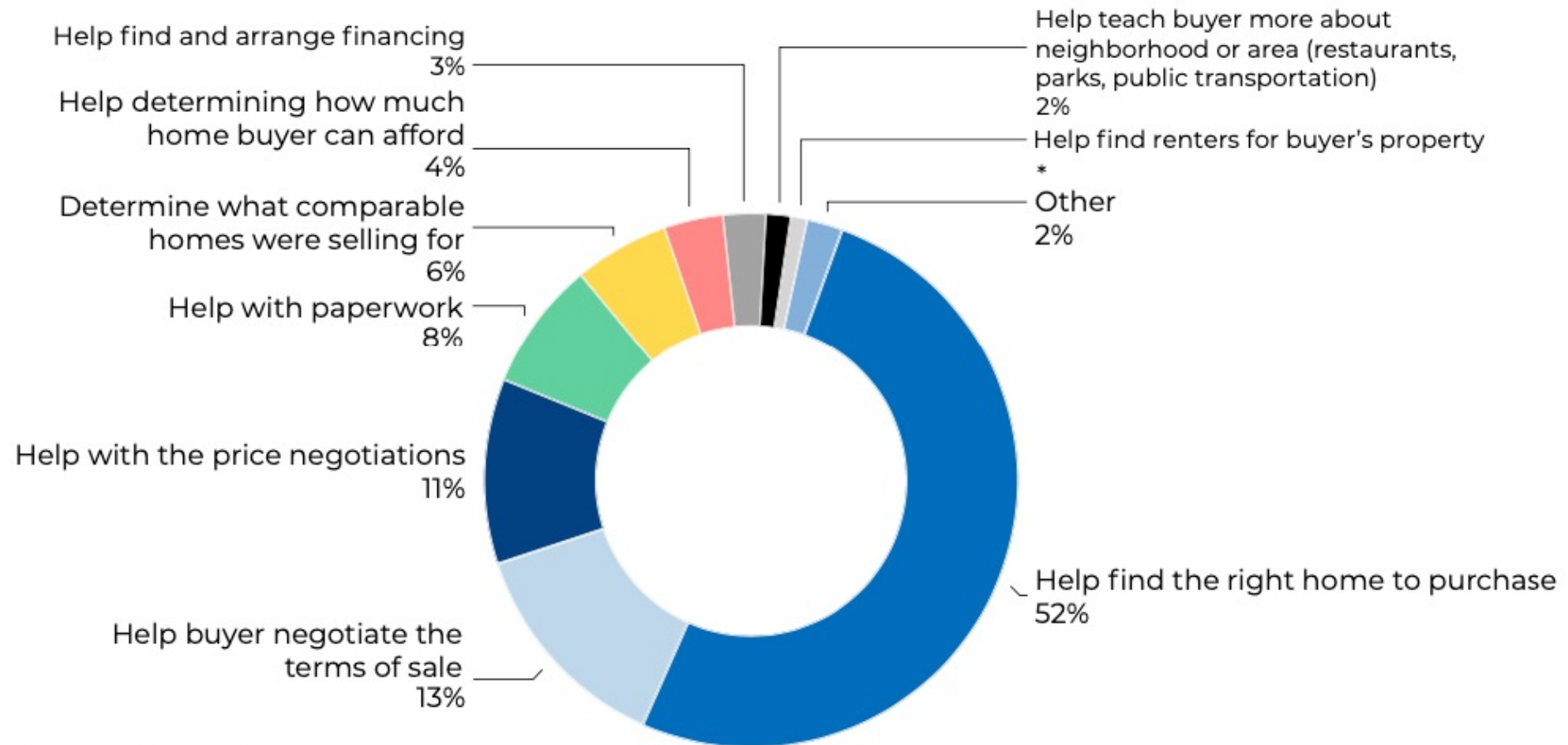


What BUYERS Want in an Agent

2021 Profile of Home Buyers and Sellers

Exhibit 4–8 What Buyers Want Most From Real Estate Agents

(Percentage Distribution)



* Less than 1 percent

What SELLERS want in an Agent

Exhibit 7-7 What Sellers Most Want from Real Estate Agents, by Level of Service Provided by the Agent

(Percentage Distribution)

| LEVEL OF SERVICE SOUGHT FROM THE AGENT BY THE SELLER | | | | |
|---|-------------|---|--|---|
| | ALL SELLERS | A BROAD RANGE OF SERVICES AND MANAGEMENT OF MOST ASPECTS OF THE HOME SALE | A LIMITED SET OF SERVICES AS REQUESTED BY THE SELLER | THE AGENT LISTED THE HOME ON THE MLS AND PERFORMED FEW IF ANY ADDITIONAL SERVICES |
| Help price home competitively | 21% | 21% | 20% | 17% |
| Help seller market home to potential buyers | 20% | 21% | 11% | 18% |
| Help sell the home within specific timeframe | 16% | 15% | 26% | 18% |
| Help seller find ways to fix up home to sell it for more | 16% | 17% | 10% | 7% |
| Help find a buyer for home | 12% | 11% | 12% | 19% |
| Help with negotiation and dealing with buyers | 6% | 6% | 6% | 11% |
| Help with paperwork/ inspections/preparing for settlement | 5% | 5% | 7% | 9% |
| Help seller see homes available to purchase | 1% | 1% | 2% | 1% |
| Help create and post videos to provide tour of my home | 1% | 1% | 1% | 1% |
| Other | 1% | 1% | 5% | * |

* Less than 1 percent

All those things take a lot of COMMUNICATION
From THEIR EYES is all Communication is Everything
In looking at YOUR communications
ask yourself these questions:

- Is my communication short, clear.... and actionable if it applies to them?
- How does this communication *immediately* help me?
- Am I communicating the same things in multiple places (social media, website, print materials, on the phone, in person, etc.) i.e.; **is it consistent with everything else I say/market.**

We will look today at some ways to make MEANINGFUL Communication happen!

Remember... The Money you earn is NEVER the reason ask for referrals... To be successful... money's not even the reason you work in this business.

Simon Sinek says

Money is the FUEL for your Cause.

It's an ENERGY that helps you fulfill the Goals you set that support your Life Intentions... THOSE are what are meaningful to you.

Simon says: Money is never the Cause itself.

Be sure you both know and REMIND YOURSELF OFTEN of **why** you want to make more of the Energy of Money with more referrals.

- What the PURPOSE or CAUSE for that money?
- What GOAL is it in service to?
- **What LIFE INTENTION is that GOAL in service to?**



What Questions can we ask that get our VIPs to Enthusiastically Recommend us or Introduce us to Others?

Well... there are QUESTIONS... and there are STORIES...

- ASK Questions and tell STORIES that cause our RELATIONSHIP to be stronger or more tightly connected.
- So that...When they hear: *“I need to sell or I’m moving or I’m trying to figure out where to invest or My yard/house is too big/small or I hate my staircase or I’m hating my city/state/area for some reason... or my HOA/maintenance fee costs too much, or I’m too far away from work with these gas prices.”*

THEY SAY – “OH MY GOSH... YOU HAVE TO TALK TO MY FRIEND ____.... They JUST talked to me about that / helped someone just like you!”





7 Important Questions to ask EVERYONE you are trying to create a REAL ESTATE BUSINESS RELATIONSHIP with

#1 What do you do for a living? – Be CURIOUS.

Aka: Where do you work?

Aka: What is your profession?

FOLLOW-UP QUESTION: How did you get started in that field?

When we ask about what they do it is natural for them to ask more about OUR work.



7 Important Questions to ask EVERYONE you are trying to create a REAL ESTATE BUSINESS RELATIONSHIP with

#2 If I introduced you to someone interested in your (work/field/profession) who would the person be – can you describe them? – Be Generous.

FOLLOW-UP QUESTION:

Are you taking on new clients/apprentices/employees/whatever fits.

When we ask them who would be a good referral, they are more likely to ask us at some point, or it's easy to introduce later...



7 Important Questions to ask EVERYONE you are trying to create a REAL ESTATE BUSINESS RELATIONSHIP with

#3 - Who currently handles your Real Estate Portfolio? – Assume they have someone.

Aka: Do you have a Realtor you work with now? Aka: Who in your family is a Realtor?

FOLLOW-UP QUESTIONS depending on answer:

- Yes: Great, how did you meet them?
- No one: No one? Wow! With an investment as big as real estate is getting to be with the higher prices... some of my clients think it's a good idea to have me watching over it ... just like their wealth manager does for stocks and mutual funds.

When we assume they have a “real estate portfolio” it's a compliment. You are treating them the way they want to be thought of. Also, we introduce the idea of a real estate manager like a wealth manager and can offer that service later (or now) if it's appropriate.



7 Important Questions to ask EVERYONE you are trying to create a REAL ESTATE BUSINESS RELATIONSHIP with

#4 - Most of what I do each day is more free consulting than selling homes... Do you have any questions about this crazy market I could answer? – Be Helpful.

FOLLOW-UP QUESTION: What headlines have you seen that caught your eye about real estate lately?

When we offer to talk about real estate, we see if there is an interest in the topic for now.



7 Important Questions to ask EVERYONE you are trying to create a REAL ESTATE BUSINESS RELATIONSHIP with

#5 Have you had anyone give you an update on the value of your properties in the last 3 months? **

FOLLOW-UP QUESTION: The market is changing so fast - would you like to ask your Real Estate Portfolio manager to do it... or may I do that for you? I don't mind. I do about one a day anyway to keep up with the market and would love to offer that as a way of getting to know you.

Expect a no thanks, but they know you are willing, and you can offer again another time or just do it if you sense it was a “reflex no.”

** Be assertive in a generous way.



7 Important Questions to ask EVERYONE you are trying to create a REAL ESTATE BUSINESS RELATIONSHIP with

#6 Have you considered owning rental property to help finance your kids' college funds or for retirement? – Be an out-of-the-box thinker who offers UNTHOUGHT of options.

FOLLOW-UP QUESTION: Or add to your current portfolio?

When we treat people like someone that would own investment real estate, they begin to think of themselves that way.... Or think of someone they know it could be a good idea for.



7 Important Questions to ask EVERYONE you are trying to create a REAL ESTATE BUSINESS RELATIONSHIP with

#7 If you KNEW for certain that Real Estate Prices were about to go way up... or way down... what changes do you think that could make for you... or would it not make a difference in your life one way or the other?

FOLLOW-UP QUESTION: What do YOU think prices will do in the next year or so based on Supply and Demand?


When you ask them there is opportunity to offer: “If I had an indication of a dramatic change one way or the other, would you want a heads up from me?”

— STORIES are the
BEST way
to show what you KNOW

Stories
create the Relationship
you WANT

And...Every Great VIP
RELATIONSHIP
BECOMES another Story






Note: They must know it's from your heart

- Do you tell the story of why you sell homes?
- Do people know about the stories of how you helped others?
- If you donate to or are active in a charity, do people know that?





Stories create relationships that causes: *“Oh! You just MUST talk to my friend “Your Name!”*”

- 
- USE stories every day... that cause the Buyer/Seller to be the HERO and secondarily show how well you DO your job.
 - When they hear a story that “fits” someone they are talking to later... it’s like a lightbulb going off.
 - Monica Reynolds was once my coach and she taught me when connecting with people using stories, they remember you “Just like Magic.”
 - It’s not magic... it’s Reticular Activation!





STORIES ABOUT

- Trust vs Probate Stories
- Value of Property Stories – Are you giving a random CMA 5X a week? *Let me tell you a story....*
- Offers from ONE vs Open Market - that cost in the long run. (They don't buy your house to sell it and lose money...)
- Knock, Orchard, Curbio options.
- Don't take 401K money out without Self Directed IRA!
- Why a Pre-Approval Letter isn't enough to buy now
- Getting an offer accepted with 47 other offers.
- Wealth building – a story of family wealth from owning homes.
- Termite Inspector's Self-Directed 401K that created \$3.7M...
- Pre-checks saved time & trouble on Credit/Liens/Home Inspections.

ASK: MAY I TELL YOUR STORY TO HELP OTHER PEOPLE??



Where to tell Stories?

- When it's appropriate... in conversation "I must share this story... I am SO Happy/Sad for this person..."
- In a blog "Case study of the week/month/day"
- In an E-NL section Case Study article each time it goes out.
- On social Media in your PERSONAL account or on Biz page Shared to personal account. (if your "social media expert" isn't doing this, **check your likes and shares...** probably not happening – **it's about CONNECTING... not posting**)
- On your website testimonial /homage areas
- Emailed to your VIP's.

7 Questions to ask those who ALREADY know and trust you... Your PAST CLIENTS and VIP's

1. How is the family?
2. Have you considered helping young adult children get into the market?
3. How is work going? Any upcoming changes?
4. What are you guys doing for FUN lately?
5. What trips do you have planned now that we can travel again?
6. If someone gave you an unbelievable amount of money for your home AND more time than you need to find a replacement home... where WOULD you go next? (If no-where, ask: Tell me the story of when you bought your home... OR if you sold it to them, reminisce that story together)
7. Would it be OK if we sat down together and went over your real estate portfolio to see if there are any obvious or less obvious strategies that you could be taking advantage of?

Breakout – Practice * Choose ONE of these questions... and ask it of your partner.

1. How is the family?
2. Have you considered helping young adult children get into the market?
3. How is work going? Any upcoming changes?
4. What are you guys doing for FUN lately?
5. What trips do you have planned now that we can travel again?
6. If someone gave you an unbelievable amount of money for your home AND more time than you need to find a replacement home... where WOULD you go next? (If no-where, ask: Tell me the story of when you bought your home... OR if you sold it to them, reminisce that story together)
7. Would it be OK if we sat down together and went over your real estate portfolio to see if there are any obvious or less obvious strategies that you could be taking advantage of?

What is NEXT?

#1 - ASK SOME OF THESE QUESTIONS THIS WEEK...

How many will you commit to?

#2 - Coach is IN tomorrow with Coach Mike!

#3 - Next Monday – Coach Donna Fleetwood – Kayla, tell us about it!

#4 – Tuesday 29th - Coach is In from Orlando

PLUS: Mark your Calendar!

WORKING WITH BUYERS' WEBINAR April 7th



UPCOMING WORKSHOP April 20th –2022 – A Wednesday 3pm-4:30pm ET

**\$49 – Creating or Tightening Minimum Standards
and CHOOSING a NICHE!**

Link to Buy: <https://bit.ly/YCMWorkshop49>

