



VIRTUAL-XCELLERATE

Observations



REAL ESTATE LEAD TIME

The One-Hundred-Days effect was a revelation. Up to this point, I thought brand power and name recognition would provide a steady source of leads. I quickly learned that as an Agent, you sink or swim based on your ability to maintain a steady flow of leads, convert them and close on them.



FSBO'S & EXPIREDS

While lead generation was not a new concept, FSBO's and Expired's was! A key takeaway from this course was that FSBO's and Expired's have raised their hand to let you know that they have already decided to sell and they want to do it right now. It became obvious, that this was one of the richest source of leads.



FARMING

SOI, Open Houses & Social Media are all obvious forms of lead generation that needed little explanation to me. On the other hand, farming was something I knew needed to happen, but didn't know how. The emphasis placed on specializing in a particular location or with a particular group of people struck me as a great way to hone prospecting and marketing skills vs a broad market approach.



LISTING PRESENTATION

This was reviewed in class but I benefitted even more from an accompanying video to the course on the LMS which demonstrated a listing presentation scenario. This scenario stepped through the various phases of the listing presentation and overcoming objections. Should be required viewing for all Agents!



CONCLUSION

All new agents would benefit from Caryn Yates, high energy, fast moving delivery style. Between the real world facts, breakout rooms for practice and the REscoreboard tally's, the course provides a key foundation in what it takes to be successful as an agent!