

# The Daily Communicator™

## Real Estate Sales Strategies ....That Work Five Steps To Getting Everything You Want

For 25 years I have lived the game of real estate, watched others who have lived the game and now teach the game. I must say there is not a more exciting, challenging, scary and profitable business than the one we are all in and in fact, so easy. Yes! I said easy. There are only five steps to profitability and happy clients. They are: Pick a group of people that need your help, become the best at contacting them, determine if your contacts have been profitable, "manualize" your profitable system, and delegate it to someone that gets paid less than you. It is simple. However, the rules to massive real estate profits and happy clients do require discipline. So, in this article I would like to put together a manual for success. I would like to discuss picking a group of people who need you the most!

When I ask, "How will you get more buyers and sellers?" The answers are; "Internet proficiency, direct mail, telemarketing, door knocking, advertising, open houses" and you all know the rest. The responses are common because demographic analysis is not taught in real estate. In almost every business the determination of who is going to buy the product is done before the product is made and therefore, all the marketing and promotion targets the group most likely to buy!

In real estate, we hang up a shingle, run a few ads, wait for the walk-ins and do an open house; we wait for whoever may be interested. A faster route to success is to focus upon the proactive aspect of real estate, where you control the inventory and determine which group of people will be the sellers. The most activity on your hot demographic list is to successfully solicit your current database of family, friends, past clients and other appropriate leads in your database.

Number two are people who have been trying to sell their home and have become unsuccessful. You could let this group know that a joint marketing program could help them sell their "expired" property or "old expirers," that are now unsolicited by the competition and who may be ready to put their property back on the market.

There is the "For Sale By Owner" market that is another hot market. And "Non-Owner Occupieds," people who own real estate in your town, but do not reside there, and are not constantly bombarded by the competition's

marketing materials. They need a helping hand in managing their far away investment! There are the newlyweds, the couple who just had a new baby and the renter.

All these people need our services and systems can be designed to attract them. There is also the transferee, business referral or Chamber of Commerce referral. These groups provide a constant flow of new potential clients. The groups even become more esoteric and denser such as people who live in a city that you are going to vacation in that happen to own real estate in your town. Or how about the parents of those college freshman that are going to have to start facing dorm rent when buying an inexpensive condominium may provide extra benefits. Or, even the simple garage sale owner that once solicited, you find is considering selling their home and is clearing it of "stuff" prior to its marketing.

The longer you sit down and think about potentially needy clients, the more groups you will come up with. Being a "niche" marketer in any one of these groups helps minimize your cost of marketing, because there are less clients with the parameters that meet the requirements of the "niche." Shotgun marketing has always been expensive and not extremely satisfying because you are trying to meet the needs of everyone rather than doing an outstanding job for the needs of a few.

My challenge to you is to determine potential clients that would be most appreciative of your services. People who need you and make you feel like being a real estate agent has meaning. It's a great feeling to design a marketing system around delivering a solution to needs of specific groups. Your specialization is more rewarding and it will end up being less expensive in its implementation. In the weeks and months to come in this column we will take the process of picking your demographic group and then I will be showing you how to grow it into a profit center.

Remember, once you have picked it, mastered it, made it profitable, you will "manualize," delegate, and move on!

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