

From Part-Time Agent to Top Producer

Studies show that 80% of the sales production in the real estate industry is transacted by 20% of the agents. Using those statistics, of the 55,000 real estate agents in the Chicago metropolitan area, only 11,000 are actually productive with thriving businesses. How can you move from the 80% to that elite 20%? Here are five success strategies that, implemented in your business today, can put you on the road to being part of the 20%.

1. **Set goals.** A wise man said, “If you aim for nothing, you’ll hit the target every time.” Start by deciding how much money or how many transactions you would like to complete within the next 12 months. Then divide that by four to determine your quarterly goals. Now determine how many potential clients you need to come in contact with, in order to close enough sales to reach your quarterly goals.
2. **Get leads.** There are inexpensive lead generation activities that can yield great results. For example, create an exhaustive list of all the people you know. In this list, include high school and college acquaintances, neighbors, friends, your and your parents’ Christmas card lists. Try to create a list of 200 people. This is your starting database of people to whom you can market your services. Call everyone on this list and let them know what business you are in. When you call, you want to know who *they* know who might be looking to buy or sell a home.
3. **Tether your buyers.** You need to be certain that the clients you are driving around are actually going to use your services when they buy. Make a 45-minute appointment with a potential client. During the meeting, glean such information as why they are deciding to buy now, what they are looking for in a neighborhood, and the finances they have available for investment in a home. Also, share with them what they can expect during the buying process, what your services entail, and your office hours and availability. Ultimately, have your buyers sign an *exclusive client relationship agreement*. You now have a committed client.
4. **Build your brand.** Remember that you are self-employed and not an employee of the agency that holds your license. Make sure all correspondence includes your logo and your business name. This includes email, direct mail campaigns, advertising, thank-you cards, etc.
5. **Build a team.** Affiliate companies can build your credibility, increase referrals and become an extension of your services. Your affiliates should include a mortgage professional, a title company, a home warranty company, a home inspection company, a real estate attorney, etc. Your team should also include businesses that will help you become more accomplished in less time. Your business would benefit from adding a business coach, a tax accountant and a personal/virtual assistant.

Ramelia D Williams, an inspirational business coach, uses various success strategies to motivate agents to reach their full potential and achieve work/life balance. Ramelia credits coaching and accountability for her success as a real estate agent, and she desires to give that back to the Realtor community. She appeared on the cover of the national “Realtor Magazine” as one of the nation’s “30 under 30” real estate agents to watch. She was also profiled in “Prudential Leader” magazine. She is a licensed Broker/Owner in the state of IL. www.RookieAgentBootCamp.com