

THE
OCEANAIRE
REALTY®



Our Blueprint for Success

A step-by-step guide on how to
grow your real estate business



1 SET BUSINESS GOALS

SUCCESS IN ANY AREA OF LIFE

Success in any area of life requires a very clear picture of where you're trying to reach. Only then can you take the steps required to get you there. This couldn't be truer for success in real estate. As real estate agents, the most tangible metric that we use is our income.

STEP

1

Calculate your target income



What's your financial goal for this year – and the following years? Coming up with a concrete figure will help you discover what you need to achieve with your marketing plan in terms of leads generated and sales made.

Here's a simple formula:

Target income: \$100,000

Average commission: \$10,000

$\$100,000$ (**target income**) / $\$10,000$ (**avg. commission**) = 8 deals.

Each year, you need to close 8 deals to meet your target income. Congratulations, you now have a sales goal!

STEP

2

How many leads do you need?



Take a 2% conversion rate (you can do better!). That means for every 100 leads, you need to convert 2 of those into clients.

Target deals: 8

Conversion rate: 2%

8 **target deals** divided by 2% **conversion rate** ($2 / 100$) = 400 leads

Each year, you would need to generate 400 leads to meet your target deals which, in theory, should help you reach your target income of \$100,000.

Keep in mind, this is just an example. If you're fantastic at closing leads or marketing yourself, you can drastically reduce the amount of leads required. Stay with us, we'll get to the marketing strategy side of things soon.

STEP

3

Set your marketing budget



What percentage of your income should be allocated to growing your business, developing a strong brand presence, and bringing in those leads?

Let's pick 10% as a conservative rate. If your income from commissions is \$50,000, that gives you \$5,000 for marketing. As you grow your business, you should be scaling your marketing budget to match your income.



TIP:

Put aside a percentage of your marketing budget to support a local charity that you care about. This is a fantastic way to give back to the community and establish yourself as a benefactor in your area.

Now that we have a target income and marketing budget, we need to identify our niche and decide how we're going to market our real estate business to meet our income goals.



IDENTIFY YOUR MARKET

GROWING YOUR REAL ESTATE BUSINESS

Growing your real estate business requires you to pick a target demographic within a desirable, hyper-specific locality, gain a deep understanding of the market, and consistently engage with homeowners with the right marketing messages.

STEP

1

Pick a target audience



Any successful marketing endeavor requires a crystal-clear picture of who your target demographic is.

What is their age group? How much do they earn? What stage of life are they at – working professionals or retirees? How can you connect with their unique pain points and desires?



TIP:

Create an 'ideal client profile'. That is, imagine your ideal client. List down all of their information (name, age, profession, interests, pain points and desires). This will help you connect better with your leads on a more personal level as you engage in your marketing efforts.

STEP

2

Know your locality



Narrow down your target market to a specific subdivision, neighborhood or community where your target demographic resides. As a real estate agent, your network is everything, and that requires a deep understanding of your locality.

Who are your local competitors? How are they successful? Which schools, shops, and amenities exist in your area? Become familiar with the city planning office. What are the 1, 5, 10- and 20-year growth plans for your market? What's the history and political discourse of your area?



TIP:

Make a list of your most important local contacts, including your competition, city planning office, architect firms, and local businesses. Stay in regular contact, you never know when an opportunity might pop up.

STEP

3

Start quantifying the market.



Figuring out whether your market has enough activity and business potential is vital and can make or break your real estate business.

What are the market trends for property sales? Is the market large enough to justify your efforts? What's the turnover rate for your area? How many leads could you potentially collect each month? Will this meet your targets?





3 IMPLEMENT MARKETING STRATEGIES

WITH YOUR BUSINESS GOALS

With your business goals and target market thoroughly identified and explored, it's time to create a unique strategy for bringing in more leads and closing them effectively. Ideally, you want to pick 3-5 of these strategies and create a system where you consistently repeat each for optimum results.



DIRECT MAIL

It's old school, but in an era dominated by on-screen advertising, it works better than ever. Sending personally addressed letters or business flyers to a hyper-targeted list of addresses is a surefire way to bring in high-quality leads.



COLD CALLING

Cold calling has a bad reputation, but if you're confident on the phone or have a solid script prepared, it can be an effective way to convince prospective leads where a more passive marketing approach might have failed.



EMAIL MARKETING

Surprise surprise, email marketing is one of the most powerful approaches you can take. Regularly work on building your email list with local prospects from door knocking, networking events, social media, and your website, and consistently (1-3x a week) send relevant, useful and entertaining content straight to their inbox.



SOCIAL MEDIA

At least having a presence on LinkedIn, Facebook, Twitter and Instagram is recommended to establish your brand as a trusted local expert. Even better, regularly post valuable content to each of these platforms and encourage people to follow and share your page. If your marketing budget allows it, you can even run local adverts on Facebook with a bit of research, planning, and creativity.





VIDEO MARKETING

Creating short videos and hiring a professional photographer for your properties (and portraits of yourself!) is a great way to add a professional touch to your listings. You can even turn these into highly-effective video ads for social media.



PAID LEADS

Paying for leads from lead suppliers can be a great shortcut. You can market directly to these prospects with your preferred strategy (be it cold calling, emailing, or direct mail).



INBOUND REFERRALS

Referrals are the icing on the cake. Once you have other marketing strategies implemented, you should be asking your contacts for referrals. You have to be proactive about this and actively remind clients to help you out. At the same time, make sure to gather testimonials that you can use for your other marketing efforts.

4

MEASURE THE RESULTS

ARE YOU MEETING YOUR GOALS?

Are you meeting your goals at the end of each month in terms of generating leads and converting them into clients? You'll never know if you don't measure. By quantifying every step of your marketing efforts, you'll also discover which approaches work best, and which should be adapted or removed completely.

STEP 1

SEGMENT YOUR STRATEGIES



1

This is vital for your growth. Make sure you measure each marketing strategy individually, quantifying how many leads you generate with each strategy and how much of your marketing budget is allocated to each. This will allow you to calculate your CPA (cost per acquisition) per campaign.

STEP 2

RECORD EVERYTHING



2

How much are you spending on each marketing strategy? How many prospective leads are you reaching? How many leads are you generating? How many of those leads turn into actual clients? It's important to keep a clear, accurate, and consistent record of all your marketing efforts in order to understand how your market is responding to your campaigns.

STEP 3

REFINE AND OPTIMIZE



3

Each month, you should review how effective your different marketing strategies are based on the previous metrics. This will allow you to decide whether you need to 1. Continue with the current approach, 2. Invest more into successful strategies, or 3. Adapt/change existing strategies.

1. KEY PERFORMANCE INDICATORS 3 YEAR ANALYSIS

	2 YEARS AGO		LAST YEAR		THIS YEAR	
	ME	TEAM	ME	TEAM	ME	TEAM
Days Worked						
Total Hours of Power						
Listing Appointments						
Listings Taken						
Seller Sales						
Seller GCI						
Buyer Appointments						
Buyer Sales						
Buyer GCI						
Lessor GCI						
Lessee GCI						
Referrals Sent						
Referrals Received						
Referrals GCI						
TOTAL UNITS						
TOTAL GCI						

2. KEY PERFORMANCE INDICATORS 3 YEARS ANALYSIS

	NEXT YEAR		2 YEARS AHEAD		3 YEARS AHEAD	
	ME	TEAM	ME	TEAM	ME	TEAM
Days Worked						
Total Hours of Power						
Listing Appointments						
Listings Taken						
Seller Sales						
Seller GCI						
Buyer Appointments						
Buyer Sales						
Buyer GCI						
Lessor GCI						
Lessee GCI						
Referrals Sent						
Referrals Received						
Referrals GCI						
TOTAL UNITS						
TOTAL GCI						

3. VISION STATEMENT

I'M COMMITTED TO HAVE THIS YEAR BE MY BEST YEAR EVER BECAUSE...

PERSONAL VISION

I'M COMMITTED TO HAVE THIS YEAR BE MY BEST YEAR EVER BECAUSE...

**5 KEY AREAS
TO MASTER PROFESSIONALLY**

1. _____
2. _____
3. _____
4. _____
5. _____

**5 KEY AREAS
TO MASTER PERSONALLY**

1. _____
2. _____
3. _____
4. _____
5. _____

4. TRANSACTION RESULTS / GOALS

LEAD SOURCE	LAST YEAR TRANSACTIONS		THIS YEAR'S TRANSACTIONS		
	SELLERS	BUYERS	SELLERS	BUYERS	ENHANCEMENTS NECESSARY THIS YEAR?
SUBTOTALS					
TOTALS					

5. NEW PROSPECT CONVERSATIONS NEEDED

CONVERSATIONS CALCULATION			
	ITEM	AMOUNT	DIRECTIONS
1	THIS YEAR'S TRANSACTIONS GOAL		INPUT total transactions you want
2	TOTAL NEW PROSPECT CONVERSATIONS NEEDED (ANNUALLY)		MULTIPLY line 1 by 40 (conversation to sale ratio)
3	TOTAL NEW PROSPECT CONVERSATIONS NEEDED (MONTHLY)		DIVIDE line 2 by 11 (months)
4	TOTAL DAILY NEW PROSPECT CONVERSATIONS NEEDED		DIVIDE line 3 by 20 (monthly working days) *Minimum 5/5/4's

	YOU	TEAM
Income Goal for This Year		
Number of Transactions Needed for Goals		
Number of Listing Appointments Scheduled		
Number of Listings Taken		
Number of Listings Sold		
Number of Buyer Appointments Taken		
Number of Buyer Sales		

6. THIS YEAR'S TOP LEAD GENERATION SYSTEMS

LEAD SOURCES	Name:	Designed to generate _____ revenue
<p>Main Lead Sources Past Client/Sphere/Database Farm Internet Leads Open Houses Expired FSBO/MMM</p> <p>Other Sources: 800 Call Capture Accountants Absentee Owners Affiliate Referrals Agent to Agent Referrals Attorneys Blogging Builder Buyer Seminars Cancelled Contracts Centers of Influence Company Referral Current Client Referral Corporate or Business Accounts Demographic Farm Direct Mail Facebook Financial Planners Floor Time Former Realtors Google Ad Instagram Investors Just Listed / Just Sold Linkedin Networking Associates New Home Sales Notice of Defaults Probate Relocation REO Sign Calls Team Center of Influence Traditional Open Houses Twitter Website YouTube</p>	Basic System Outline:	
	Team Players Involved:	Estimated Cost of System \$ _____
	Name:	Designed to generate _____ revenue
	Basic System Outline:	
	Team Players Involved:	Estimated Cost of System \$ _____
	Name:	Designed to generate _____ revenue
	Basic System Outline:	
	Team Players Involved:	Estimated Cost of System \$ _____
	Name:	Designed to generate _____ revenue
	Basic System Outline:	
	Team Players Involved:	Estimated Cost of System \$ _____
	Name:	Designed to generate _____ revenue
Basic System Outline:		
Team Players Involved:	Estimated Cost of System \$ _____	

7. SYSTEMS & BUSINESS IMPROVEMENTS FOR GROWTH

JANUARY	FEBRUARY	MARCH
APRIL	MAY	JUNE
JULY	AUGUST	SEPTEMBER
OCTOBER	NOVEMBER	DECEMBER

8. PROGRESS CHART EXAMPLE

Days Worked																				
Hours Prospected																				
Contacts: Past Clients/COi (5)																				
Contacts: New Connection (5)																				
Contacts: Lead Follow Up (4)																				
Buyer Leads																				
Buyer Appointments Attended																				
Listing Leads																				
Listing Appointments Attended																				
Listings Taken																				
Price Reductions																				
Listing Sold																				
Buyer Sales																				
Team Member Sales																				
Closed & Paid Transactions																				
Closed Income																				
Expired/Withdraw Listings																				
Cancelled Transactions																				
Open Houses Held																				
Social Media Post																				
Mailers																				
Newsletters Out																				
Total Income																				
Additional Income																				
Other Successes																				

9. DAILY ACTION CHECKLIST EXAMPLE

ACTIVITIES	MON	TUE	WED	THR	FRI	SAT	SUN
DATES							
Income Goal for This Year							
Number of Transactions Needed for Goals							
Number of Listing Appointments Scheduled							
Number of Listings Taken							
Number of Listings Sold							
Number of Buyer Appointments Taken							

You can use the Daily Action Checklist to build out a perfect week so that you take action on the activities you need to do weekly to accomplish your goals.

10. PROGRESS CHART EXAMPLE

ITEM	LAST YEAR'S EXPENSES		THIS YEAR'S EXPENSES	NOTES
	MONTHLY	ANNUALLY		
DUES (RE Board Dues/MLS Dues)				
Business Entertainment (Meals, Coffee, Cocktails, Events)				
Coaching				
Communication (Mobile Phone, Internet)				
Education (Seminars, Books, CD's, etc.)				
Equipment & Supplies (Computers, Office Supplies, etc.)				
Accounting/CPA/Legal (Taxes)				
Print Advertising				
Online Advertising/Website				
Direct Mail				
Signs, Flyers, Brochures, Presentation Materials				
Promotional (Gifts, Event Tickets, Sponsorships, etc.)				
Marketing Consulting				
Internet Access				

Other Marketing				
Misc. Sales Cost (Agent Paid Inspections, Repairs, Goodwill, Staging, etc.)				
Outside Services (Consulting, Bookkeeping, etc.)				
Transaction Coordination				
Travel Expense (Airfare, Lodging, Ground Transportation, Incidentals)				
IRA Contribution				
Wages (Assistant, Employee)				
Other				
Other				
Other				
Other				
TOTAL BUSINESS EXPENSES	0	0	0	0

11. PERSONAL EXPENSES

ITEM	LAST YEAR'S EXPENSES	THIS YEAR'S EXPENSES	NOTES
Auto Gas			
Auto Insurance			
Auto Maintenance			
Auto Payments (Lease/Loan)			
Auto Purchase			
Auto Registration			
CATV/Satellite TV			
Cell Phone			
Charitable Contribution			
Childcare			
Clothing			
Club Membership			
Entertainment			
Food & Groceries			
General Household Items			
Gym, Health & Beauty			
Home & Yard Maintenance			
Homeowners Insurance			
Household Utilities			
Life Insurance			

Medical/Dental Expense			
Mortgages/Rent			
Personal Savings			
Property Taxes			
School Tuition K-12			
Vacation			
Retirement Savings			
College Funds			
Other			
Other			
TOTAL PERSONAL EXPENSES	\$0.00	\$0.00	

12. MASTERY



REMEMBER

*“Mastery happens when you are committed to the breakthrough ...
The decision that enough is enough and you are no longer interested in
your success, you are COMMITTED to it!!”*

- Tony Robbins

Think you're happy where you are at?
You could be happier at The Oceanaire Realty.

T H E
O C E A N A I R E
R E A L T Y ®



Ready to extract your greatness?

We're looking to expand, which means adding a few dedicated agents to our family. If you think you'd fit in, we'd love to hear from you!



Doug Yopp

BROKER AND CEO OF THE
OCEANAIRE REALTY

**Book a 15 min call with
Doug Yopp, Broker and CEO of
The Oceanaire Realty today.**



SCHEDULE A CALL



NOTES
