

CENTURY 21[®]

WP & Associates

Hot Tips for New Brokers

Develop your marketing plan and stick to it!

- 1) **Announce Yourself:** Leverage your relationships by making sure your family, friends, and acquaintances are aware of what you do!
- 2) **Establish a Schedule:** Set aside blocks of time in your schedule strictly for prospecting, lead generation, and marketing. Set daily, weekly, and monthly goals.
- 3) **Update your Online Presences:** Adjust your social media profiles, search engine presence, and email signature/headshot to reflect your new career.
- 4) **Get Involved:** Extend your professional network by taking an active role in your community (volunteering, group hobbies, charity, meet-ups, and networking events)
- 5) **Build your Lead Database:** CWP provides you with Zap, a free CRM and mobile app that works for you. Stay connected to your contacts via call, text, email, email campaign, handwritten card, coffee, lunch, or social media. Add all your contacts to Zap and pay special attention to those who you know have large spheres of influence or show a high Zap score.
- 6) **Embrace Technology:** Maximize your impact by using the right tools for your business;
 - a) *Zap:* Stay in touch with past clients, monitor current deals, and nurture leads and future clients with your own website, mobile app and CRM.
 - b) *MyC21 Website:* This increases your online professional presence and is completely free!
 - c) *Automated Lead Generating:* Facebook Ad Campaigns, buying Zillow leads, creating ads with Adwerx, and much more.
 - d) *Devices:* Invest in an easy to carry, user friendly laptop or tablet
 - e) *Mobile:* Reach clients and prospects where they're spending their most time. Use mobile apps and services designed for real estate professionals. Ensure you have a reliable data plan in case you need internet on the go!
 - f) *Transaction Desk:* Get familiar with Transaction Desk in the NWMLS even before your first deal. This will ensure you safely and securely send, sign, and receive binding contracts and legal documents.