

The Automated Agent

www.AgentBreakthrough.com

By Travis Olson



Introduction:

Do you want to make more money? Easy, sell more homes...

Selling more homes comes with more challenges. Let's face it; there is only so much time in a given day and only one of you. You have now run into the proverbial "Glass Ceiling."

So what do you do? Work more with longer hours? Hire an assistant and hope they have the same drive and motivation as you (few and far between)? Or is the answer as easy as leveraging powerful systems to handle more volume making each process seamless and predictable each time?

Webster's dictionary defines a system as:

1. An organized set of doctrines, ideas or principals usually intended to explain an arrangement or working of a systematic whole.
2. An organized or established procedure.
3. Harmonious arrangement or pattern.

And my personal favorite:

4. A group of body organs that together perform one or more vital functions (digestive system).

Comparing how the body works through systems with business paints quite a picture for how the Automated Agent works. When all the parts of the digestive system are working in harmony, they keep the body running.

Business should be no different. The leads are like food that you put in your body. As you mull them over and savor the flavor they become prospective clients and sales. Once swallowed, the leads are either absorbed as nutrients and become revenue for you or are lost as waste.

You have tremendous potential, do not let it go down the toilet! Master the Automated Agent systems and your business will become effortless, predictable and successful.

COPYRIGHT NOTICE

All material copyright © Agent Breakthrough Consulting. All rights are reserved. No part of any material in this book may be reproduced, or stored in a database or retrieval system, distributed, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written permission of the Agent Breakthrough Consulting @ Travis@AgentBreakthrough.com.



The Automated Agent

Part One- The Real Estate Flow Matrix

- | | |
|---|------|
| 1. The Real Estate Matrix Flow Chart | 5-6 |
| 2. Inputting a Contact into Your Database | 7 |
| 3. Managing a Contact in Top Producer | 8-11 |

Part Two- Listings: Prospect to Close

- | | |
|----------------------------------|-------|
| 1. Overview | 15 |
| 2. The Seller Prospect | 14-15 |
| 3. The Pre-Seller Appointment | 16-17 |
| 4. The Listing Plan | 18-19 |
| 5. Closings a Seller Transaction | 20-21 |

Part Three- Buyers: Prospect to Close

- | | |
|---------------------------------|-------|
| 1. Overview | 23 |
| 2. The Buyer Prospect | 24-25 |
| 3. The Pre-Buyer Appointment | 26-27 |
| 4. Servicing Current Buyers | 28-29 |
| 5. Closings a Buyer Transaction | 30-31 |

Part Four- Long Term Follow up and Cancels

- | | |
|----------------------------------|-------|
| 1. Overview | 34 |
| 2. 8 Week Follow Up Plan | 35-36 |
| 3. 10 Year Prospect Plan | 37-40 |
| 4. 10 Year Past Client Follow Up | 41-44 |
| 5. Seller Cancel | 45-46 |

Part Five- Adding The Automated Agent

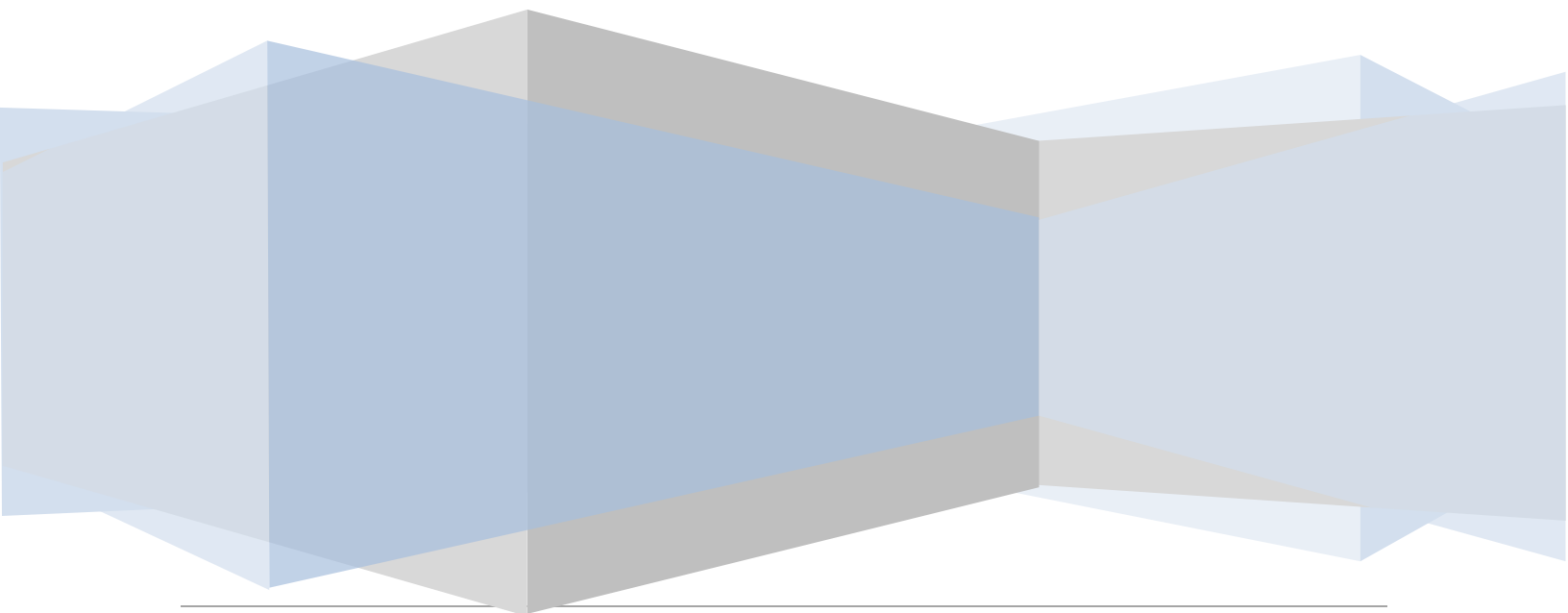
- | | |
|---|-------|
| 1. Overview | 48 |
| 2. Step #1 – Importing the Emails | 49-52 |
| 3. Step #2 – Importing the Action Plans | 53-56 |
| a. Adding To-Do's in an Action Plan | 57 |
| b. Adding Calls in an Action Plan | 58 |
| c. Adding Emails in an Action Plan | 59 |
| 4. Adding a New Contact | 60-61 |
| 5. Adding a New Listing | 62-64 |
| 6. Adding a New Closing | 65-66 |

Part Six- Email Library

- | | |
|------------------|--------|
| 7. Buyer Emails | 68-97 |
| 8. Seller Emails | 98-130 |



Part One – The Real Estate Flow Matrix



The Real Estate Flow Matrix



Part One: The Real Estate Flow Matrix

The Automated Agent provides the framework to make use of all aspects of the Real Estate Flow Matrix. Before we start building the systems, it's important to take stock of how each agent generates their leads.



The Real Estate Flow Matrix illustrates how business comes through the pipe line in Real Estate. The red boxes show where leads may come from. This certainly is not new information, nor an exhaustive list of all the ways you generate leads. Whether you know it or not, each of these leads right now are being handled by a system. Jotting notes on sticky notes, saving emails in your inbox that you'll get back to tomorrow, or simply forgetting to write down the correct contact numbers are flawed systems that the Automated Agent will help fix. If you want to become a better agent, each of these leads must be funneled through the Automated Agent.

Once a lead comes in, it will either move into a seller lead, buyer lead or what I would consider a prospect to follow up with periodically.

The Automated Agent assigns an Action Plan to each lead that you generate. Plans will be put in place that will ensure you stay in front of each prospect. The Automated Agent takes care of these tasks in a mechanized fashion so you have more time to prospect and spend time with those you love. Each phase has a separate Action Plan* that will be further explained with step by step instructions later in the book. Logic shows that as the lead moves down the flow chart you will become closer and closer to making a sale.

*Action Plan – A series of automated emails along with promptings for phone calls.



Inputting a Contact into Your Database

Running a highly successful real estate business can be a rewarding and an overwhelming task. How many times have you written a name down on the back of a napkin, or scribbled down a phone number on a sticky note abyss? No More! Every contact you come across can now be put into Top Producer and assigned to an Action Plan for consistent follow up (see pages 60-61).

Real estate agents miss out on thousands of dollars every year with lost sticky notes and napkins. But you are different. Following the systems and models of the Automated Agent will allow you to have a laser beam focus on everyone you put in your database.

A database is like a living organism, like a plant. It is either growing or dying and the only way for the plant to grow is to feed it and cultivate it. Your feed is your contacts and your cultivation is your follow up. Keep your database full, and let the Automated Agent systems tell you when to follow up with contacts and talk about real estate. I once heard from another agent that their philosophy for managing a database was simple: "They are either in our database until they buy or die." We would never hope for the later, but this agent will consistently follow up with every contact and you can too.

When meeting new contacts, the most important information to gather is:

Name: _____

Phone: _____

Email: _____

These are the two basic forms of communication used by the Automated Agent and will greatly increase your chances of converting the contact into business. Do not wait to add them into your database. Do it as soon as possible to help prevent the loss of the lead and the potential loss of future business. Follow these steps and you will have more business than you will know what to do with.



Managing a Contact in Top Producer

Managing contacts in Top Producer is just as important as putting them into Top Producer. Once the contact is put into Top Producer it is important to follow the plans. The majority of Action Plans will use an automated email system for follow up, but the phone calls will also give you a chance to better connect with the contact and solidify the relationship.

Keeping detailed notes when talking to contacts will also help the effectiveness of your conversations with the contact. I take notes on everything. If they say they are going on vacation I make a note, if they say they bought a new car I make a note. This will give you the confidence when making the follow up calls to ask for their business and referrals.

On the top tool bar select "Calendar." On the right hand side all of your day to day activities will be listed.

When you select any of the activities you can view the contact. On the right hand side you can record notes from your correspondence.



Stealth Email

Every Action Plan will contain different aspects on following up with the contact. The majority of the correspondence with the Automated Agent will be done by automated emails. These automated emails will allow you the time to ensure a highly leveraged system is providing some form of communication with the contact.

There are two basic types of emails in the Automated Agent. The first is what would be called a *stealth* email. This email style is based on the idea that the contact thinks you are actually sitting down and typing that email to them. For example:

Hi (FIRSTNAME*),

I hope you are having a great day! I wanted to touch base with you and see if you wanted me to make any changes to your search parameters for your next home. Please keep in mind we can change your search by location, price, style of home, bedrooms, bathrooms and much more. Just let me know.

Warm Regards,

(AGENT SIGNATURE)

*Merge codes are used to auto fill your contacts names into the email before they go out. If the contacts name is Bill, the email would read as:

Hi Bill,

I hope you are having a great day! I wanted to touch base with you and see if you wanted me to make any changes to your search parameters for your next home. Please keep in mind we can change your search by location, price, style of home, bedrooms, bathrooms and much more. Just let me know.

Warm Regards,

Travis Olson

Travis@AgentBreakthrough.com

XYZ Realty



Info Email

The second type of email used with the Automated Agent is more of an educational email. These emails may look a little more pre-canned, but will provide the client with relevant information on real estate. Here is an example of an *info* email:

Hi (FIRSTNAME)

I hope you are having a nice day. I have spent some time putting together a Home Energy Efficiency Checklist for my clients and I thought I would pass it along to you. Here is what I have so far:

- Check the A/C and heating system annually
- Check all windows and doors for leaks/drafts
- Check thermostat for accuracy (put another thermostat next to the one in the home)
- Check the A/C unit for any debris obstructing air flow
- Check and change air filters for the furnace

If you can think of anything else to add to this list please let me know. Also if you know anyone else that would benefit from these few items feel free to forward this email to them.

Have an Energy Efficient Day!

(AGENT SIGNATURE)

The merge codes are still used to personalize the email, but more than likely the contact will know you did not sit down and type this just for them.

For a step by step guide on how to input emails into your email library go to pages 49-52. On how to add the emails to an Action Plan go to page 59.

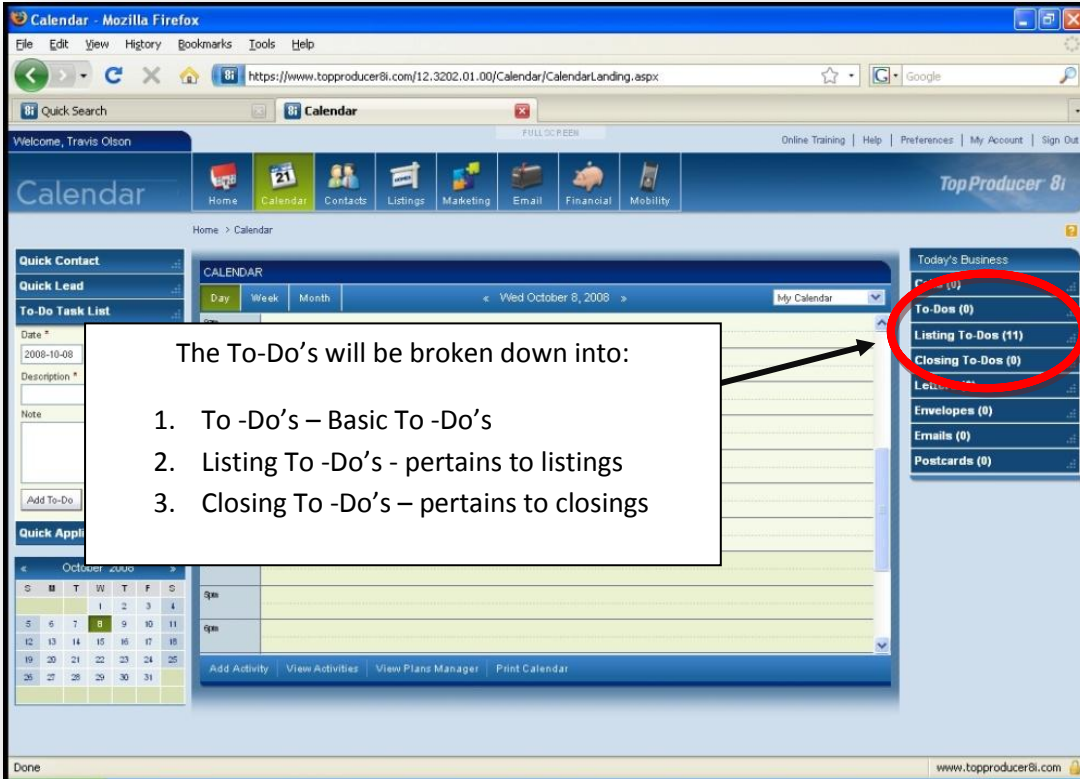
Calls

Calls will represent the other main area of focus in the Automated Agent. Making calls to clients is a great way to build rapport and cultivate your relationship as their real estate agent for life. Calls can be anything from just checking in and seeing if they have any questions to providing detailed information on their offer. The biggest mistake you can make is not picking up the phone. I would rather be told to stop calling by a client or prospect than and have them talk with a new real estate agent. Follow the plans and be consistent.



Daily To-Do List

The Automated Agent will have specific Action Plans for listings and closings (both buyers and sellers). These specific items will be separated in your Top Producer calendar so they do not intermix with the normal To-Do's.

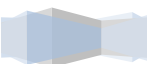


The screenshot shows the Top Producer 8i calendar interface in Mozilla Firefox. The browser address bar shows the URL: <https://www.topproducer8i.com/12.3202.01.00/Calendar/CalendarLanding.aspx>. The page title is "Calendar - Mozilla Firefox". The user is logged in as Travis Olson. The interface includes a navigation bar with icons for Home, Calendar, Contacts, Listings, Marketing, Email, Financial, and Mobility. The main content area shows a calendar for Wednesday, October 8, 2008. A "To-Do Task List" is visible on the left, and a "Today's Business" sidebar is on the right. The sidebar lists various tasks: To-Do's (0), Listing To-Do's (11), Closing To-Do's (0), Envelopes (0), Emails (0), and Postcards (0). A red circle highlights the "Listing To-Do's (11)" and "Closing To-Do's (0)" items. A text box with an arrow pointing to the sidebar contains the following text:

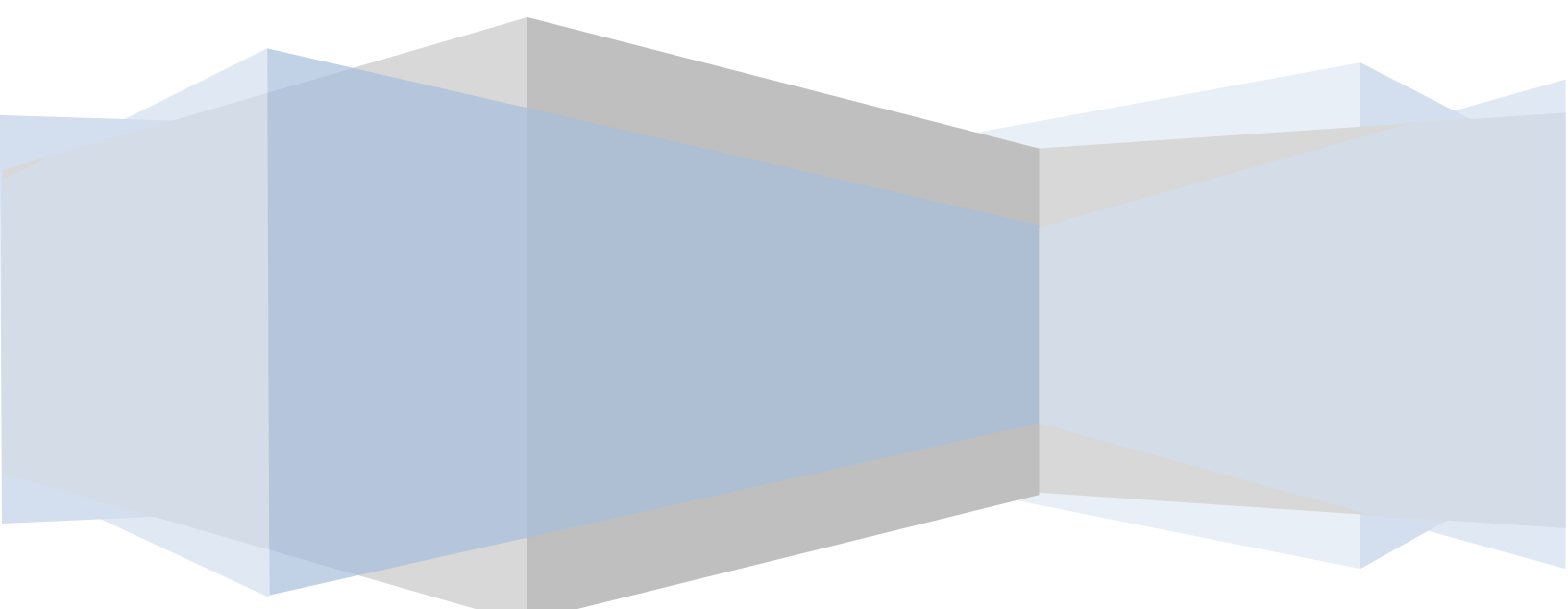
The To-Do's will be broken down into:

1. To -Do's – Basic To -Do's
2. Listing To -Do's - pertains to listings
3. Closing To -Do's – pertains to closings

This will allow you to separate and distinguish between your listings, closings and basic To-Do's. When each menu is selected, all of the To-Do's will then drop down from the list for you to complete and mark done; thus nothing gets dropped from prospect to close.



Part Two – Listings: Prospect to Close



Part Two – Listings: Prospect to Close

What will distinguish you as a realtor to a seller is your consistency. If you return each phone call promptly, follow up with their questions and do what you say you are going to do, they not only will list their home with you, but tell all their friends to do the same. It seems however that with many agents, once a home is listed the seller falls off their radar. The seller will also share this with the friends, relatives and complete strangers. Having a plan will greatly increase the chances of everything getting done timely and efficiently on each listing.

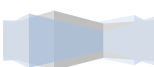
In my experience with working with sellers, the seller just wants to know what is going on, even if it is nothing. There have been many times I have either emailed or called sellers and did not have much to say, and they still thanked me for the call. When I do not have anything to report about their property, I will pull up market stats in their area, website hits (call them online showings), showings vs. days on market, or any type of media about the housing market. There are hundreds of things you can contact them with and they will appreciate it. With Automated Agent you can make notes of what you have already shared. So many agents forget that selling a home is stressful, and when you ease that burden with knowledge you are left with satisfied clients.

People who are in the know are much more apt to work with an agent then stonewall them when asked to negotiate. Who is more likely to make a price adjustment? A client you haven't talked to in four weeks and has not heard anything about the market, or someone you are providing consistent feedback to on a weekly basis and you have done everything you had said you were going to do. The real estate market is a living, breathing organism that is constantly changing. When you teach this to clients, both by your words and actions, they will thank you for a job well done in revenue and referrals.

Once a purchase agreement is received and negotiated immediately put it into Top Producer and assign a closing Action Plan. This step that takes two minutes, will ensure that a proactive approach is taken and nothing gets dropped in the transaction. I love calling the buyer's lender to ask if they need a copy of the purchase agreement. The Automated Agent ensures that I beat the other agent 90% of the time and establish a working relationship with the lender. I immediately follow up with when will the appraisal be ordered and are you aware about this underwriting date (if applicable). This lets the loan officer know you are on top of it and they better be as well. Then I will ask for permission to follow up.

Follow the plans and customize them to your own style and you will sell more homes. Fly by the seat of your pants at the last minute and you will lose more listings with unsatisfied clients.

Please keep in mind that for the listing and closing plans I used the Minnesota real estate forms. These can be changed to whatever you use in your state.

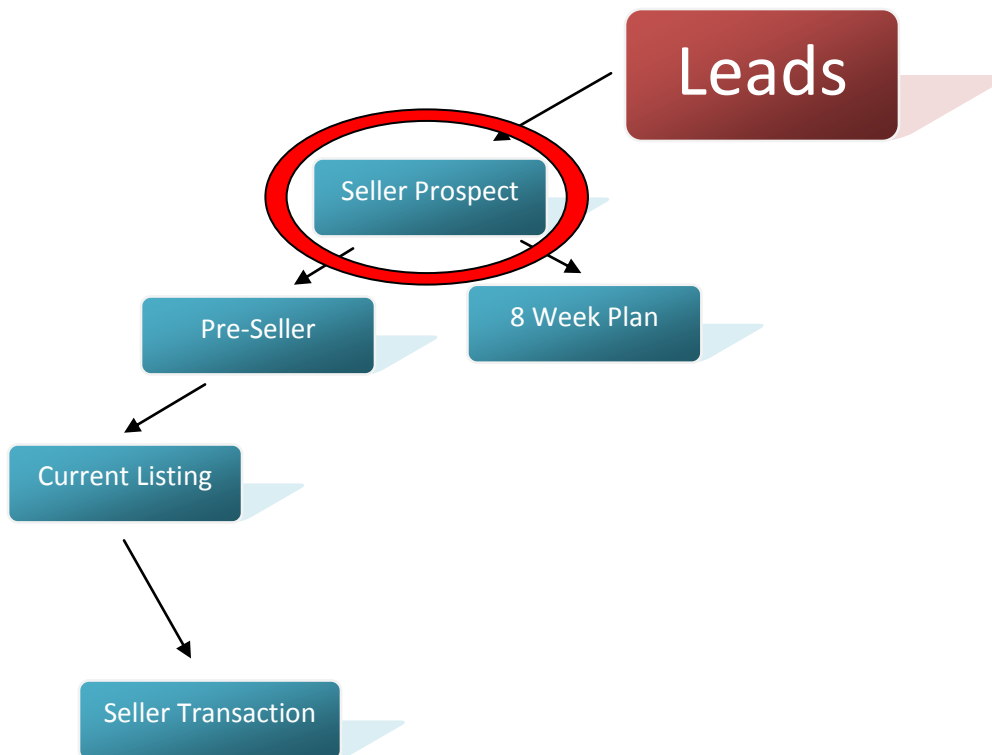


The Seller Prospect Plan

Once a seller lead is generated, input the lead into Top Producer (see pages 60-61). The seller prospect plan is a 12 week follow up system to help land the listing appointment. There is either an automated email or a call that will go out once a week. This will keep you in front of the prospect and will put you in a position to ask for business.

When you set the listing appointment, the prospect will be moved to the next phase in the real estate matrix, "Pre-Seller." Make sure to remove the "Seller Prospect" Action Plan to prevent automated emails from going out.

If an appointment is not set, the prospect should be moved to the 8 Week Follow Up Action Plan. On the 8 Week Follow Up Action Plan they will receive a contact once a week for eight weeks. The 8 Week Follow Up Plan will be covered later in the book (see pages 35-36).



Seller Prospect Action Plan

Ref #	Description	Activity	Day	From	Assigned to
1	I thought you could use this	Email	0	From plan starting date	Current user
2	Seller Prospect Call #1	Call	7	From plan starting date	Current user
3	Have you asked these questions?	Email	14	From plan starting date	Current user
4	Pricing your Home to Sell	Email	21	From plan starting date	Current user
5	Seller Prospect Call #2	Call	28	From plan starting date	Current user
6	The Most Bang for your Buck...	Email	35	From plan starting date	Current user
7	How is the home coming along?	Email	42	From plan starting date	Current user
8	What determines value?	Email	49	From plan starting date	Current user
9	Seller Prospect Call #3	Call	56	From plan starting date	Current user
10	Checking on Status	Email	63	From plan starting date	Current user
11	Have you asked these questions?	Email	70	From plan starting date	Current user
12	Pricing your Home to Sell	Email	77	From plan starting date	Current user
13	Seller Prospect Call #4	Call	84	From plan starting date	Current user
14	Assign to "10 Year Prospect Plan"	To-do	1	After "Seller Prospect Call #4"	Current user

