

What Type of Real Estate Agent Are You?

Read Below to find out what persona you are

P

The Prospector

Farm an area to gain new prospects as you build your brand.

N

The Networker

Stay in touch with your network to stay top of mind.

M

The Marketer

Send listing announcements to continue to establish yourself as the neighborhood expert.



THE PROSPECTOR

Top 3 Characteristics



Meticulous Achiever

You are not afraid to hit the ground running and quickly jump into challenging tasks that might take time to learn.



Highly Organized

Staying organized and efficient is a top-priority. You are punctual, reliable and resourceful with every client.



Systems Oriented

You thrive on creating new, repeatable systems and enjoy following tried and true methods to build your business.

What Works For You

- ✓ List data (local lists, renters, FSBO, etc)
- ✓ CRM and follow-up systems
- ✓ Direct mail with online lead conversion
- ✓ Testimonials, quotes and proof of results
- ✓ Marketing strategies and procedures

Tips For Success



Create a daily, weekly and monthly schedule that prioritizes prospecting and meeting new, potential clients.



Find a mentor or colleague who can pass down their best systems for finding leads and converting them to clients.



Stay in front of your leads with direct mail and phone calls. Also, always leave a voicemail—it's a free and an uninterrupted form of advertising!

What's Less Important

- ✗ Fancy, complex website
- ✗ Time-intensive social media efforts
- ✗ Robust online strategy
- ✗ Tons of content



THE NETWORKER

Top 3 Characteristics



Networker Builder

You love networking and building your business face to face and through word of mouth.



Community Enthusiast

You enjoy interacting and learning from your community and often take on local leadership roles.



Relationship Nurturer

Meeting people, building new connections and staying in touch with past clients is key to your success.

What Works For You

- ✓ Basic CRM system
- ✓ Easy marketing/touch system
- ✓ Simple website with basic branding
- ✓ Social media presence
- ✓ Fast and easy tools to stay in touch

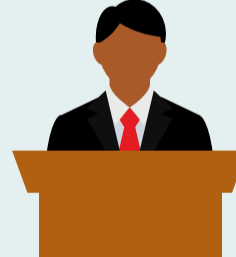
Your Tips For Success



Take detailed notes on everyone you meet about their families, needs, professional concerns, etc. The more you know, the better you can help.



Create an easy-to-implement marketing plan to soften up new acquaintances and quickly establish yourself as an expert.



Try to create your own events. Seminars can take a lot of planning, but people will line up to speak with you after the event if you do it well.

What's Less Important

- ✗ Big complex website
- ✗ Lead generation site
- ✗ Expensive internet lead program
- ✗ Complex technology
- ✗ Time-intensive marketing efforts



THE MARKETER

Top 3 Characteristics



Neighborhood Expert

You are constantly learning about local market trends and take pride in your expertise and knowledge.



Branding Master

Building your brand, standing out and delivering quality content that attracts leads is a major focus for you.



Trend Savvy

You are up to date on the latest marketing trends and are willing to spend time and money on new technology.

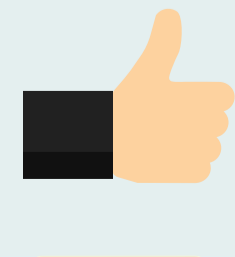
What Works For You

- ✓ Niche brand website with high SEO
- ✓ Quality content of news, blogs, etc.
- ✓ Robust CRM system
- ✓ Engaging social media presence
- ✓ Targeted and measurable advertising

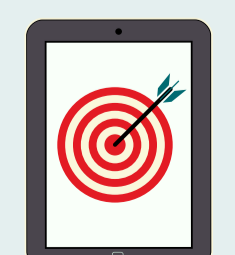
Your Tips For Success



Create irresistible content to capture leads with ebooks, whitepapers and local reports. Be sure to automate your lead follow-up!



Become a sponsor for local festivals to get your branding on t-shirts, program flyers, etc.



Consider going niche! Create a unique name for yourself by becoming the go-to agent for dog owners, families with kids, divorcees, etc.

What's Less Important

- ✗ Basic "identity" website
- ✗ Generic marketing tools
- ✗ Huge ad budget
- ✗ Lots of networking events