



Real Estate Expert

SESSION 3

Connect With Your Market



Today's Agenda



**Real Estate
Expert**



**Lead
Generation**



**Lead
Follow-up**



Transaction

Notes:



The Three Types of Real Estate Markets

1. Buyers Market _____
2. Balanced Market _____
3. Sellers Market _____



Just because it has never been done in your market
doesn't mean it is impossible to achieve.

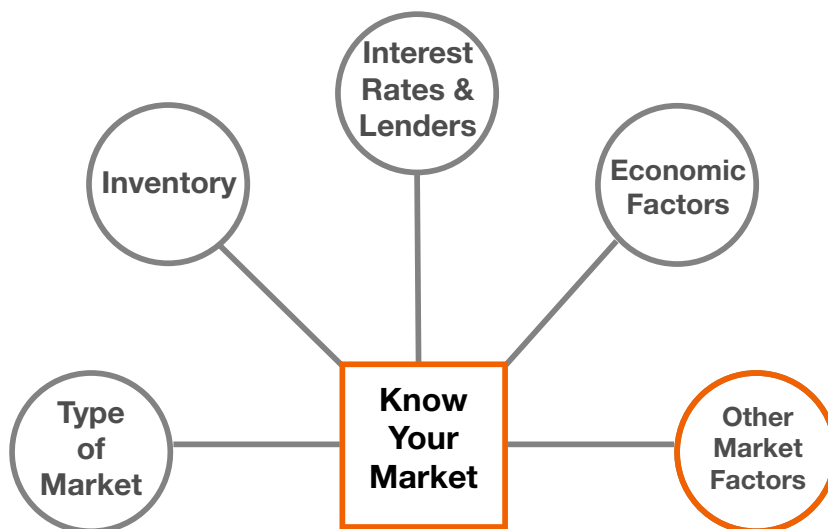
Gary Keller

The Millionaire Real Estate Agent

Notes:



Know Your Market



Here's the truth: If it has been done in another market, it can be done in your market ...

Gary Keller

The Millionaire Real Estate Agent

Notes:



Identify the Characteristics of Your Market



1. What is the inventory of your market?

2. What is the average number of days a home stays on the market?

3. What is the average price a home in your market sells for?

4. Based on the inventory what type of real estate market are you in?

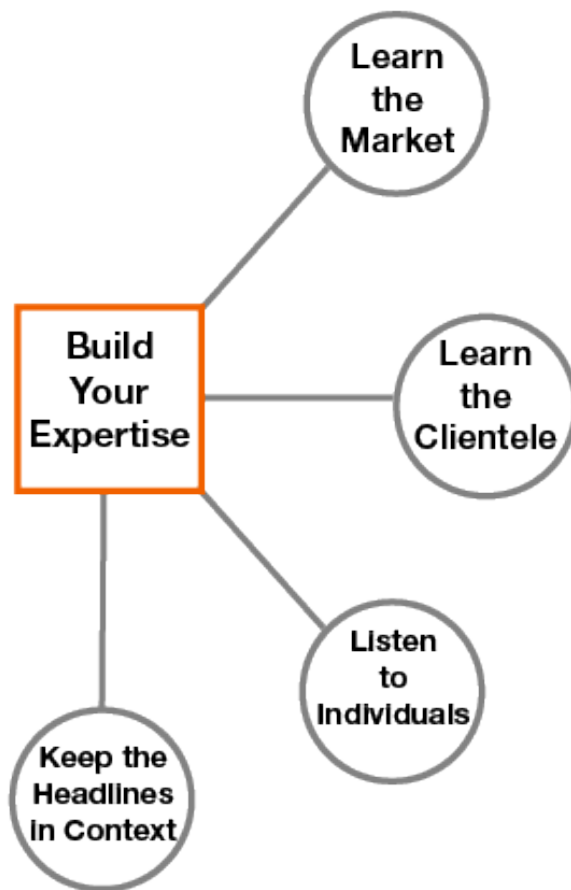
5. What are the current average mortgage interest rates?

6. What is the employment/unemployment rate in your market?

7. What is the growth rate of your community?



Build Your Expertise



Notes:



KW Apps



Find more information about the apps through Connect courses. Get started at [Go to answers.kw.com](https://answers.kw.com) and search “Ignite Reference Guide.”

1. Command App
2. KW App





10-5-1 Social Media Engagement

10					
					
5					
1					

Brainstorm Your Social Media Personality



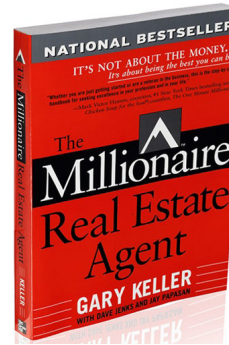
Open one of your social media apps and make a list of the kinds of posts you've liked recently:

How would you describe the brand or niche of the posts above?



Enrichments

1. Study your Market Center Report
2. Preview homes
3. Take an MLS Course
4. Open Houses
5. Language of Real Estate
6. Read *The Millionaire Real Estate Agent*



Notes:



You can't control the market but you can control your outlook and your response to the market.

Gary Keller
SHIFT



Turn Aha's into Achievement

How has your **THINKING** changed?

What do you **FEEL** differently about? What was meaningful for you today?

How will your behaviors be different going forward? What **ACTIONS** will you take?

What **TOOLS**, models, or systems will you use? How will they make you accountable?



Daily Success System

Success Activities

These are suggested activities for the second half of your session.



DAILY SUCCESS SYSTEM

☐	___ of 10 CONVERSATIONS
☐	___ of 10 CONTACTS ADDED
☐	___ of 10 HANDWRITTEN NOTES
☐	10-5-1 SOCIAL MEDIA ENGAGEMENT
☐	ENRICHMENTS
☐	APPOINTMENTS
☐	AGREEMENTS
☐	CLOSINGS

10					
					
5					
1		Social Media Engagement			

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.



Conversation Sheet

Get your phone and the list of contacts you prepared for this session. You may also have a few referral names to connect with.

Use the conversation starters provided to you in earlier sessions.

1. Call for 20 minutes and make contact with as many people as possible.
2. Ask for business, that is, an appointment, if it's a strong lead.
3. Ask for referrals from each contact.
4. Offer your KW App to each contact.

Record your results below and share them at the end of the conversation.

Name	#	Email	Notes

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