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# contents

## SPEAKERS

**01** Tara Christianson

**02** Adam Downes

**03** John Hellaby

**04** Anton Babkov  
with Peter Brewer





- ② hungry for information
- top 5 hardest decisions
- A what price
  - B agent
  - C right time
  - D align B/S
  - E price to buy

content ideas

listing stories // facts  
 sold stories // school details  
 market updates // seasonal  
 local events // CALCULATOR



let's Get More LEADS  
 In a digital world  
 Introduced by REIQ chairman Peter Brewer

not everyone is ready to sell  
 RIGHT NOW

- ✓ estimates / metrics
- ✓ tips & advice
- ✓ cost & budgets
- ✓ property mkt influences
- ✓ suburb living
- ✓ property improvements

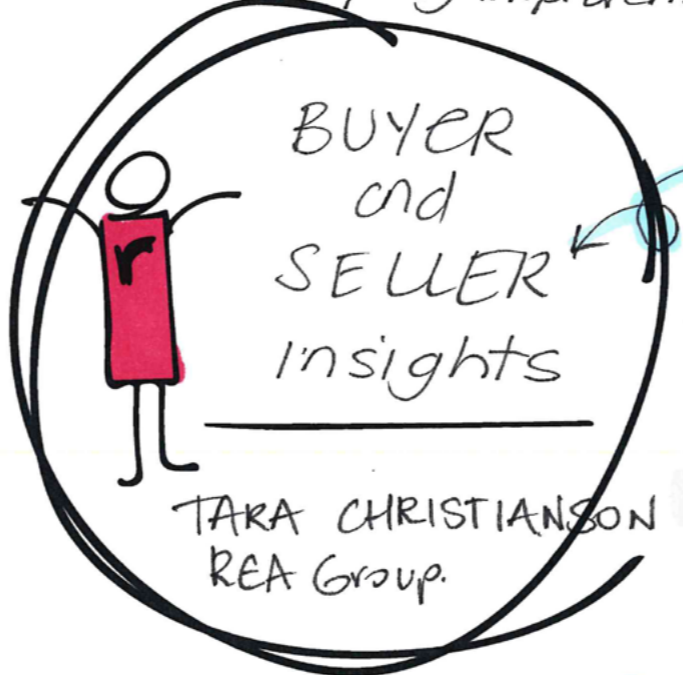
88% ONLINE LOOKING FOR INFO

58% Agents, 40% Print Professionals, 27% Professionals

Why the need for info?

- ✓ lack of experience
- ✓ reassurance
- ✓ lack of contact
- ✓ inconvenient

- shortlist
1. commission
  2. confidence to deliver
  3. older (both)



Sold listing reviews  
 [PAST HISTORY 2/3] (but not print)  
 [RATINGS & REVIEWS] 66%

DIGITAL TOOLS

360° tours  
 Digital inspections  
 Afford. calculators



the power of the online world.

- SELLERS
- ✓ Who are I
  - ① hungry
  - ① watching you
  - ① want digital tools
  - ① the bottom line

Seller confidence high & rising

male 65% home 35% investment  
 \$107k hi  
 av. age 43

THINK - listings look premium  
 FEEL - +ve aged vibes  
 DO - confident to shortlist

**SIMPLE**

3 triggers home	Investment
1 lifestyle change	1 retirement
2 retirement	2 contacted by agent
3 interest!	3 lifestyle change

86% met/exceed expectation 😊

- ✓ market knowledge
- ✗ advice
- ✗ ad. promo not comf.

71% satisfied with the experience  
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sell first 50%  
 buy first 32% } care for both sides



1 RCM Relationship commitment meeting

2 APRAISAL presentation IS NOT

3 A LISTING presentation beware owners think appraisal = selling



the market here now Fast Frantic Hot

Buyers (i) Sellers (o) Agents (i)

What to do

data not clean not calling

do the TOUGH tasks when you are at your best

ARE YOU STILL NOT CONSIDERING?



create credibility in the conversation

Proof Data. dont just take my word for it (logic) only 1 source compelling

MAXIMISE YOUR EXISTING PIPELINE ADAM DOWNES C.P.O. Ray White

timing consistency

Reality: 95% hate making the calls

Im heading into CONSIDERATION (4 weeks) YOU'RE TO LOSE NOW.

NOT RELATIONSHIP BASED You can get someone else to do it. 00% of calls are a no! You are just looking to see the conversation changes -> JUMP IN QUICK.

whats the challenge! GETTING Listings For the future

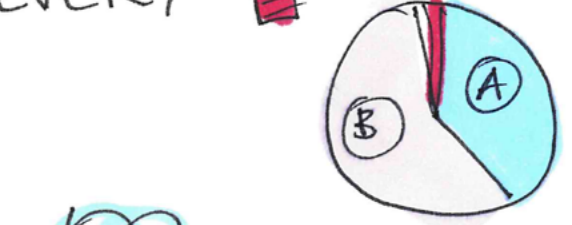
Be CONSISTENT

WOW

talk

NO FOLLOW-UP CONTACT: EVERY 4 months

in open home ask where they live now



236. not property owner 326. lapsed communication

- 13. not seller (improve script) 3. missed preso 1. appraisal lost V.A. DIGITAL stalk. look for them!

understanding your database

the MISSING Millions

Case Study 10 core suburbs 11 months 2055 listings won 83

OLD Metro Business

Lost 586 in database \$482 mv.l. \$14M GCI potential

lost 1972 i \$1.66 mv. listings \$48M GCI

why



4-6 calls a year  
 12-24 ✓  
 12 text messages  
 000s digital impressions



**READ**  
 then  
**APPLY**

It changes the game THAT MUCH

become their agent BEFORE they even need you

**harsh** reality. **STOP.**



**What is a lead?**

- ✓ name
- ✓ email
- ✓ phone

3 things



**PATIENCE**

11.5 months up to 2 years!



human to human

Ring & chat you'll get the rest

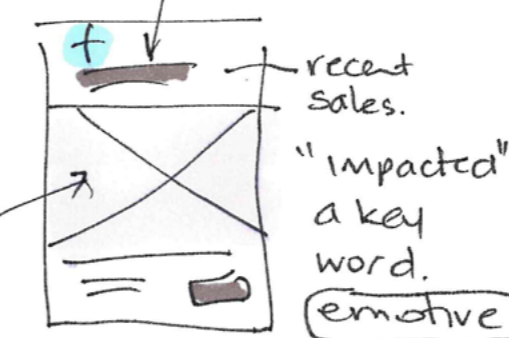
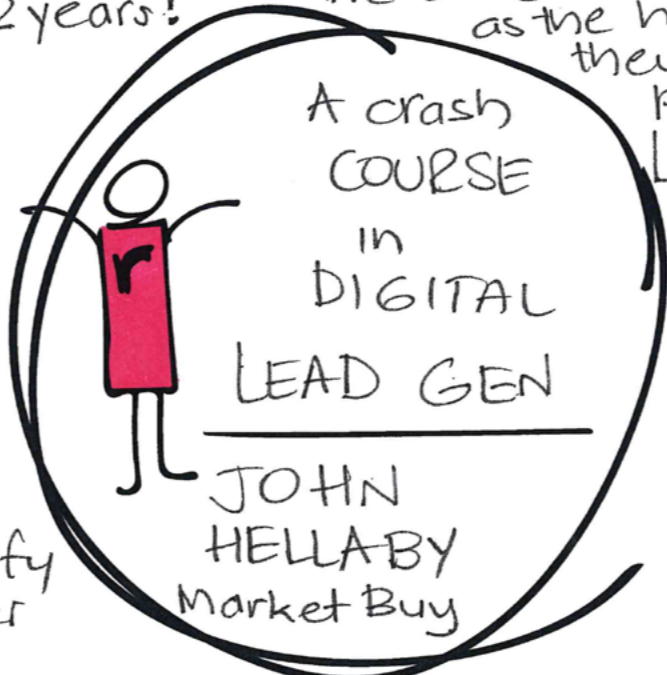
"check my house price .com" to avoid cold calling

- website
- Facebook lead form
- Chat bots \*

data capture

Any question after 3 & 25% drop off conversion.

win chocolate second quality homeowner status



Most agents burn leads with NAPA LM  
 1 in 7 convert to a commission cheque  
 \$247m in cons opportunities less than 10% paid/earned

- undervalue leads
  - lack of follow-up
  - chasing quick wins
  - immed. focus.
- NOT USING YOUR CRM EFFECTIVE



PAIN POINT

**FIRST**



low hanging fruit

this could be you.

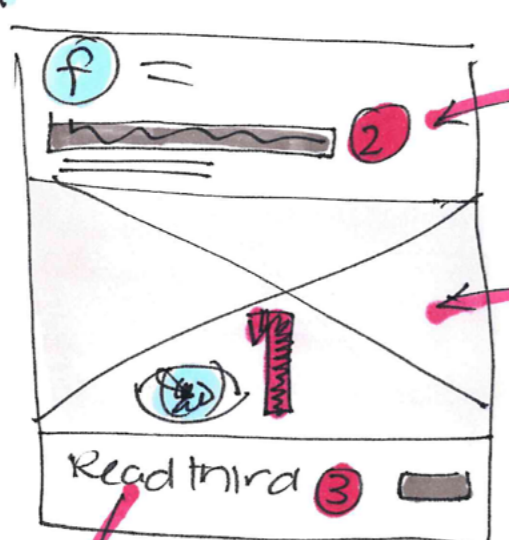
image SANCTUARY FULL OF FRUIT

**ASK | ANSWER**

1. profile ideal clients
2. what are their fears
3. desires
4. whats in the media.
5. meet those needs

crafting ads that work

secret sauce. + harsh realities



- make the pain point personal
- solve it.
- this content is relevant to you

**STOP THEM SCROLLING**

Thumb spotting image/video

example  
 Market share Property  
 \$1000 spend  
 18 leads  
 4 sales.  
 \$1.53M sales

you don't need more leads

FIX YOUR PROCESSES

- Emotive
- Personal
- Confirmation Bias (Feed it)
- WIIFM
- Social conscientious.



US: "Innman."  
 UK: Property Industry Eye  
 Estate Agent Today



CRM

Whats the best...  
 the one that you use!

Whats your focus  
 listing & bus. gen.  
 & customer service.

We give the tools  
 but use so little  
 20% - in

real estate will always be human

people live & own houses

tech provider of scale.

**Amplify 1**  
 Your strengths

**automate 3**  
 the routine stuff that doesn't add value

**FOCUS 2**

what tech will add value to your way of selling

not change the premise



LL  
 LL  
 LL



Who is your **TRIBE**

- Zoom
- Slack
- Trello

You are all tech companies

how do you define your tribe & build a relationship with them.

connecting all the things you do

**Shiny**  
 curiosity

if there is something you want to do  
 will it add value  
 do it effectively

**BEWARE DON'T SPLIT YOUR FOCUS**

only adopt what will add value



? NEXT BIG ROLE (in large agency)  
 data scientist ???  
 digital marketing specialist ???

working out the opportunities  
**MARKETING AUTOMATE**

What & how to send  
 can you personalise  
 is data clean

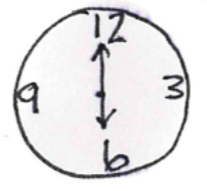
in general  
 60% functionality usually focused on listing mgmt

too busy to use this data } but that's where your value is  
 data layer  
 BUS. GEN.

providers need to make it EASY

agents need to TRAIN to USE

Make the time



disrupt

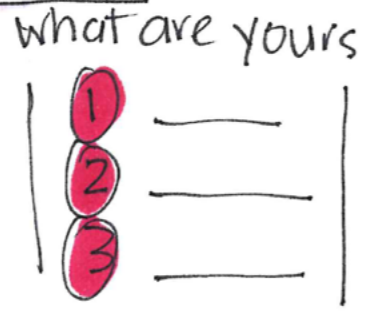
UK Company owned not franchises

**revolution**

OR **evolution**

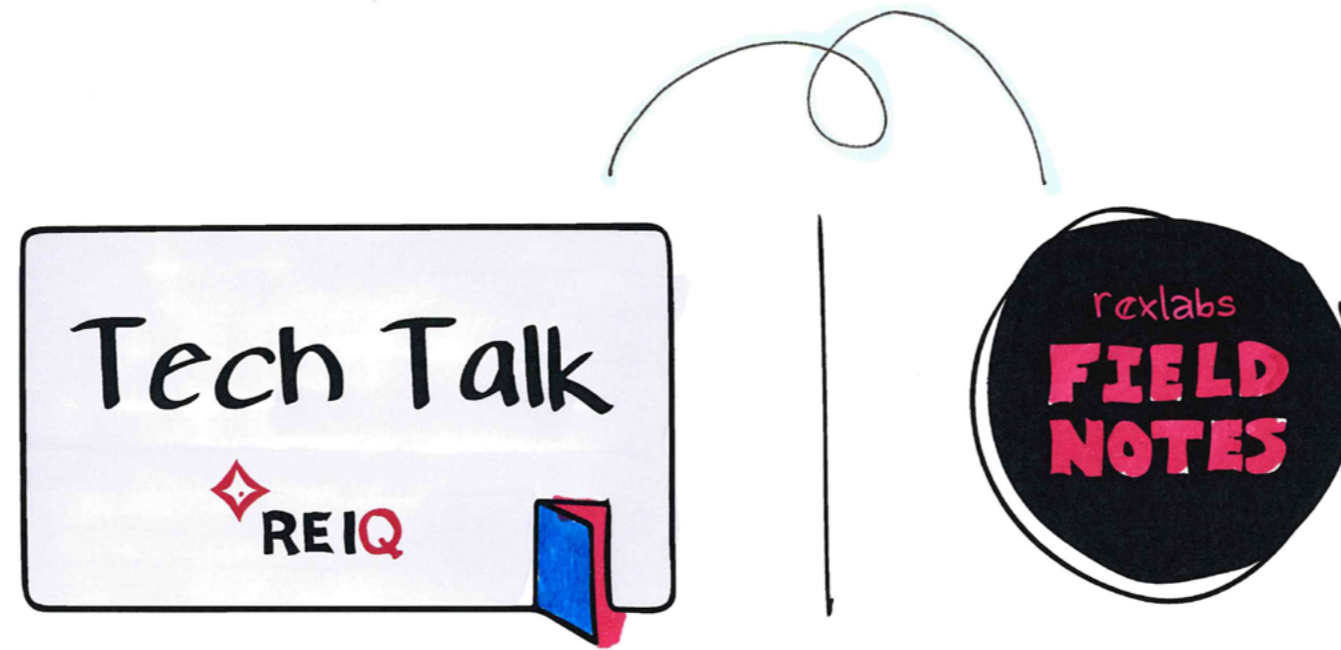
the industry  
 small boutique ↔ larger collectives  
 the proptech world

focus on your strengths



digital poster kids  
 social engagement  
 PETER HUTTON

advertising JASON ADCOCK  
 build a community / what are they interested in **CONNECT.**



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