

EXCLUSIVE

The **Real Estate Agent** **VENDOR** **Playbook**

Lead generation strategies,
mental models & frameworks
for real estate agents.



GENERATE more leads, more
VENDORS & more **LISTINGS**
without doing door to door,
letterbox drops, or cold calling.

Get Started >>

STRATEGIES & FRAMEWORKS

**BEST
CHOICE
GUARANTEED**

“**\$900M+**
in property sales in
the last 12 months.”

Section

Overview



Dear Real Estate Agent,

Thank you for your attention. I will do my best to make the most of your time.

Contained within this document you'll find the 4 strategies and frameworks we use to help Real Estate Agents get more leads, more clients and more listings.

I'll be breaking down the step by step process on how to capture your leads, captivate their attention, and convince your prospects that you're the best option for them.

All this... without door to door, letterbox drops and cold calling.

With that, let's begin.

Tyler

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The **Big Secret**.

When it comes to lead generation, there is no “big secret” - although many gurus and so-called coaches will have you believe there is. “Big secret” is just a great buzz word. I’m here to tell you there is no big secret or need to over complicate things.

I’m going to share with you the concepts, mental models, and frameworks and then give you proven examples and templates that you can use right now.

The idea is simple. We need to get someone’s **attention**, provide them with some **value**, capture their **contact details**, and then encourage them to **book in for a call**.

Easier said than done right? That’s okay, I’m going to show you exactly how.



This is the process in its most basic form. We buy traffic, we then send that traffic to a landing page with an offer or download, capture their details, then direct that traffic to a booking page.

Do's & Don'ts

What should you be doing?



What NOT to do.

I see it all the time, real estate agents will run ad campaigns, and their message is: "I'm the number ONE real estate agent in my area". Literally. Then they'll send traffic directly to their website homepage or current listings. And \$1,000 later they're left wondering why it's not working.

If that's you, I'm sorry for calling you out; but it's not all about you. People don't care if you're number one. Put simply, people want value.

What you should be doing.

Like most industries, you're in a crowded and over saturated market. As a real estate agent, you're most likely looking for people who want to sell their home, or potentially lease their property. Right?

Now, if you only target those people, you're directly competing with every other agent in the area. Chances are, that home owner already has a real estate agent, and you could be too late.

So we need to catch people earlier and broaden that scope by targeting these groups:

- People who want to sell now and don't yet have an agent.
- People who are unhappy with their current agent.
- People who have been thinking about selling.
- People who haven't thought about selling.

How it works

Overview



With those audiences in mind, we now need a strategy to facilitate that.

Instead of running a basic ad that shows your current listings, when you sold a property, or showcasing how great you are... we're going to:

1. Run an ad that says something either: controversial, bold, or engaging.
2. We're then going to direct that person to a landing page and ask them to take an action that encourages them to give us their contact details.
3. We're then going to provide some value. (I'll tell you what that is shortly)
4. We're going to make another bold claim, and direct that person to a page where they can book in for a call.

This does a number of things.

- It captures the attention of people who own a home.
- It gives you direct access to vendors.
- It creates a choreographed experience that builds trust and credibility within your brand.
- It gives potential vendors value that corresponds with their personal and financial goals.
- Builds a valuable email list that you own.

I'm going to show you step by step with illustrations how to set this up, and how to put it all into action.

The **4 Core Principles** of this process.

Throughout these strategies and frameworks, there are **4 core principles** that we need to follow. Understanding the fundamentals is more important than the tactic itself. While tactics will come and go, the principles will remain the same.

1

Traffic

You have to know how to get people's attention in a busy and saturated market. The "old" traditional way of generating "traffic" is letterbox drops, cold-calling, going door to door, and networking through open homes.

2

Capture

Once you have someone's attention, you need a way to capture that lead with a clearly defined process. We'll be giving you a step by step breakdown of how to structure this lead capture system.

3

Nurture

Once a lead gives you permission to talk to them, you'll need a way to nurture them, warm them up, and build trust through a professional relationship.

4

Convert

And finally, how will you get them to list their home with you? (Most of you will have a pretty good conversion rate once you are face-to-face - so let's make it happen)




1

Traffic

Get access to eyeballs.

Okay, so how do we do that?

The traditional way of generating “traffic” is letterbox drops, cold-calling, going door to door, open homes, billboards and the good ol’ referrals.

None of these are the wrong way of doing things, there are just better and more effective ways to leverage your time and get more eyeballs.

There are multiple channels to generate traffic - but what it comes down to is paid acquisition. Yes, you have to pay for ads on one or more platforms. Chances are, you’re already spending money on letterbox drops, billboards, and time on cold calling or going door to door. So let’s move things around and allocate some of the budget to the more effective channels.

Paid acquisition channels:

- Facebook
- Google
- Instagram
- Youtube
- TikTok

It doesn’t really matter which platform you choose, they pretty much all do the same thing. Facebook & Instagram Ads have better targeting, Google Ads have access to people actively searching, and TikTok is becoming more and more popular.

Okay, so now that you have a platform to advertise on (eyeballs), we need to setup ads.

Continue to next page...

When advertising online, there are **three** components we need to focus on: The **creative**, the **headline** and the **copy**.

When people are scrolling through their “social feeds”, the first thing they’ll see is the image or video (this is the “scroll stopper”). Next their eyes will move to read the headline (the first 2-3 lines of your copy). From there they’ll click to “see more” of the copy. If you get all three of these components right, you’ll be able to get your prospect to click through to your website/ landing page.

1) Creative

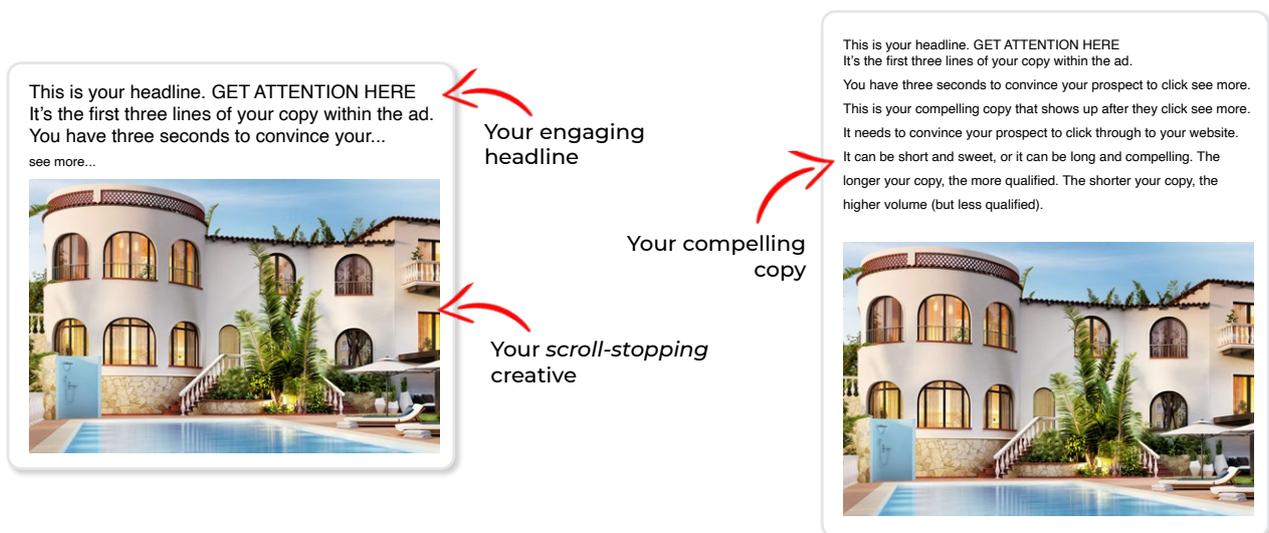
You’ll need an interesting image or video to stop them from scrolling. It’s best to test 3-5 different creatives and see which images or videos are generating the most interest. You’ll find that some images or videos will out perform others.

2) Headline

You’ll then need a captivating headline to hold their attention. This is the first 2-3 lines of your copy. It should be a controversial idea, a bold statement, or a “how to”.

3) Copy

From there, you’ll need compelling copy to convince your prospect to click through to your website.



How do I know what's working?

If people aren't engaging or clicking on the “see more” of your ad, then you have a creative or headline problem. You need better images or videos.

If people are clicking “see more” and engaging, but NOT clicking through to your website, then you have a problem with your copy.

The right headline can be the difference between zero engagement, and 10-20 leads per day. So you'll need a headline that gets attention without saying "I'm the number one agent in the area".

Thanks to our good friend and mentor Jay Abraham, below is a list of headlines you can use to capture and captivate the attention from people thinking about selling their home. These headlines are proven, enduring and successful. So adopt it, adapt it, modify it and make it your own.

1. How to sell your home for more.
2. Here's how to sell your home in 14 days or less. (Claim based on time)
3. 10 things you can do right now to increase the value of your home for sale.
4. 10 things you can do right now to prepare your home for sale.
5. Whose fault is it when a house sells for less than asking price?
6. How fixing these few things almost doubled the home owners asking price.
7. Advice for home owners that have a real estate agent under performing.
8. A little mistake that cost a home owner over 100K at auction.
9. How to get almost double the asking price for your home.
10. How this new kind of selling sold a home in 3 days.
11. They laughed when I doubled the asking price... but when the offers started coming in...
12. How to do wonders with a little land.
13. Right and wrong selling methods and little pointers that will increase your home's worth dramatically.
14. 17 new offers in 24 hours from a single listing. (Here you're measuring the size of the claim)
15. How much is your home worth in this market? (Posing a curious question)
16. How much could you get for your home in this market?
17. At a thundering auction, the loudest noise in the room was the home owners cheer. (Demonstrates the claim by showing a prime example)
18. How a homeless person sold my home in 14 days. (States the claim as a paradox)
19. The secret to making people love your home.
20. DO NOT sell your home in this market. (Then go on to explain why they should sell their home)

2

Capture Page

Step 1. Creating a landing page that converts.

Great, you got that click. Here's what's next.

We need to create a journey by design. A choreographed experience that's going to collect contact details.

You should **NOT** send your traffic to your website homepage. You should **NOT** be sending traffic to your profile page on FB or your agencies profile page. You give up all control of the process when you send traffic to anything but a landing page.

We send traffic to a landing page that has a very clear objective and very clear call-to-action. We don't have a menu navigation, we don't have any outbound links that take traffic away from the primary objective of the page.

In this example below, you'll notice the landing page only has 2 call-to-action buttons, and they both do the same thing. Upon clicking "free download", a pop-up asks for name and email.

"Where should we send your download?"

Real Estate

How to sell your home for more

We help XYZ achieve XYZ in XYZ amount of time

10 low cost improvements you can make this weekend to increase the value of your home for sale

How we've helped people transform and increase the value of their home in just one weekend.

Free Download >>

How you can do wonders with little land.

Pointer 1
Add information here about how you can help this person achieve the goal they're looking to achieve. This could also be a service that you provide or a benefit.

Pointer 2
Add information here about how you can help this person achieve the goal they're looking to achieve. This could also be a service that you provide or a benefit.

Pointer 3
Add information here about how you can help this person achieve the goal they're looking to achieve. This could also be a service that you provide or a benefit.

Enter sub headline here

Download for free

Disclaimer
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2.1

Survey Page

Step 2. Sending traffic to an application.

Great, next we re-direct traffic to a “Thank You” page, with an application attached to a **bold claim**. We find that 30% of people take this next step. That’s 3 out of every 10 people apply.

Always say “Thank You”.

Additional details of the home owner that will help you determine how to approach the next conversation.

Help you understand the home owners goals for their home.

Determining how soon the home owner would like to sell their home.

Thank You
You're almost there!

Almost Complete...

Your "10 steps to selling for more" is at the bottom of this page, But WAIT...
You're Only One Step Away From **Selling Your Home in 30 days or less.**

Home Owner Application

First Name*

Last Name*

Phone Number*

Email*

Post Code*

Describe your home:

House

Townhouse

Condo / Apartment

Villa

What do you think your home is currently worth?

\$200k - \$500k

\$500k - \$800k

\$800k - \$1m

\$1m +

How much would you like to sell your home for?

\$200k - \$500k

\$500k - \$800k

\$800k - \$1m

\$1m +

What do you think your home needs most?

When would you like to sell your home?

ASAP

Within 3 months

In 6 months

Maybe in a year or so

Submit >>

Jasmine Jacobs (CEO of Lady Boss) on working with us:
"Not only is _____ one of the best real estate agents I have ever met in my entire life, but one of the most hard working... if you have the opportunity to work with _____ on selling your home, they are brilliant on both sides and one of the few people I trust."

Here's what other people are saying

Ruby King International economist
Recruity
"This Instagram feed app saved my day! It's very easy to install and the online configurator makes it really easy to customize. It's nice job, can't wait to try out the other Elfsight apps!"

Tony Johnson Aerobics instructor
iClarna
"Yottie is highly configurable and works great! The whole team went above and beyond to help me fix an issue which ultimately had nothing to do with the app. Highly recommend this plugin and development team."

Diane Pennebaker Insurance adjuster
Prayze
"I've tried a dozen maps plugins, but the Google Maps one from Elfsight was the most intuitive, with just the right features and was the quickest to build. Excellent job!"

Here we're letting the home owner know their download is now available at the bottom of the page, while also making a **bold claim** about selling their home.

This could be anything from:

- Sell your home in 30 days or...
- Find out how much your home is worth in this market. (CMA)
- Find out what your home needs to increase its value.
- Find out if your home qualifies for the XYZ.

Social Proof

Booking Page

Scheduling a time to speak.

2.2

And the final step. After submitting the application we direct the home owner to a calendar where they can book in for a time to speak with you. We find that 80% of people who submit an application will book a call.

This third party software “Calendly”, it’s free to use with up to one calendar. You can easily create an account, and link it to your google calendar or microsoft office calendar so that it checks your availability in real-time. A paid account starts from about \$15 a month. (Well worth it).

Here we’re letting the home owner know this is the last step in the process. We’re stating the bold claim again; reinforcing the offer.

Here we’re letting them know who they’ll be speaking with. Whether it’s with you or someone else within the agency.

Here we’re playing with scarcity. This small sentence alone has increased bookings by 54%.

Real Estate

Final Step

Book Your Call To Learn How To

SELL YOUR HOME FOR MORE IN 30 DAYS OR LESS

Nkem Nwankwo

Sales Call

30 min

Web conferencing details provided upon confirmation.

Please find a time that works best for you to learn more about our product.

Select a Date & Time

November 2019

Thursday, November 7

1:00pm

4:00pm

4:30pm

Calendly

If there are no spots available, check back in a few days.

Disclaimer
*Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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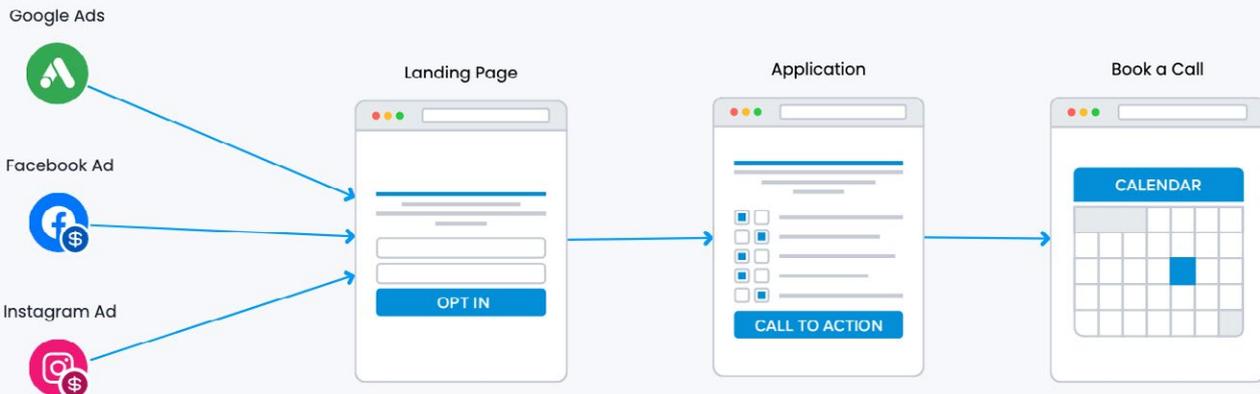
We can build a lot more into this process, but for now I want to keep things simple so that you can clearly understand the key principles. The following pages and strategies will be more advanced, which you’ll understand now that you know these key fundamentals and principles.

Strategies

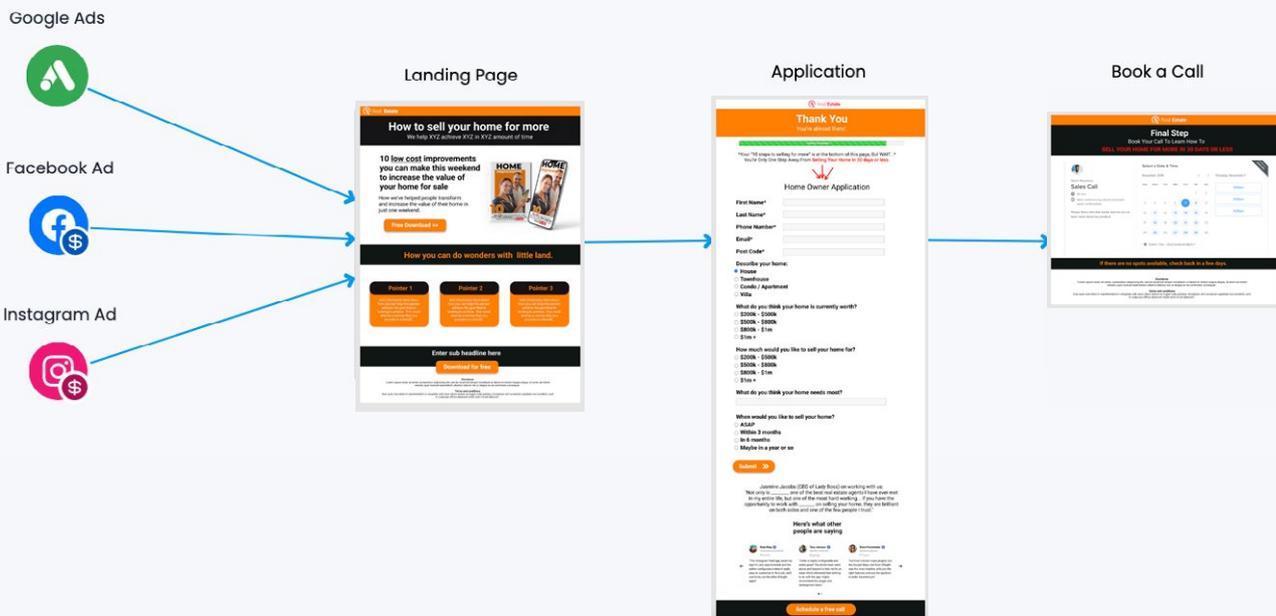
Funnel tactics and methods.

2.3

Application Funnel

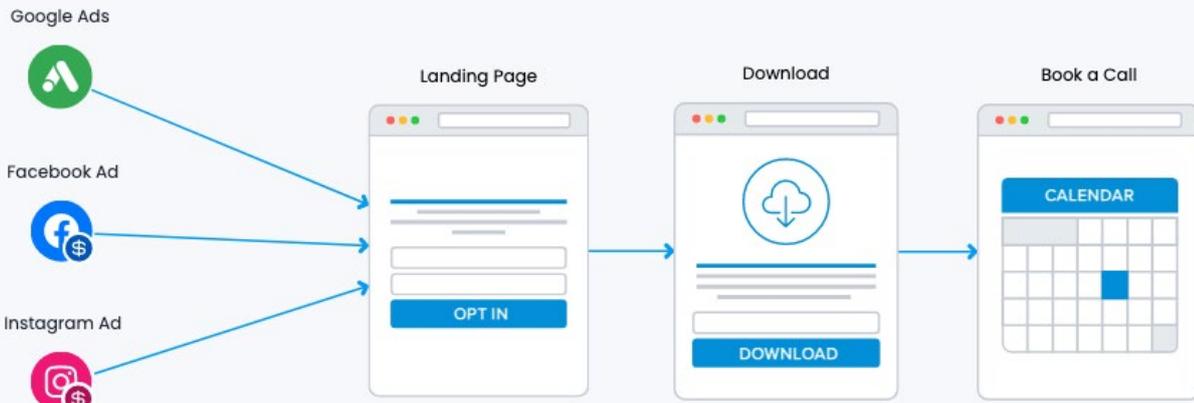


We're taking home owners from a paid advertisement to a landing page / opt-in page -> Application -> Booking page.

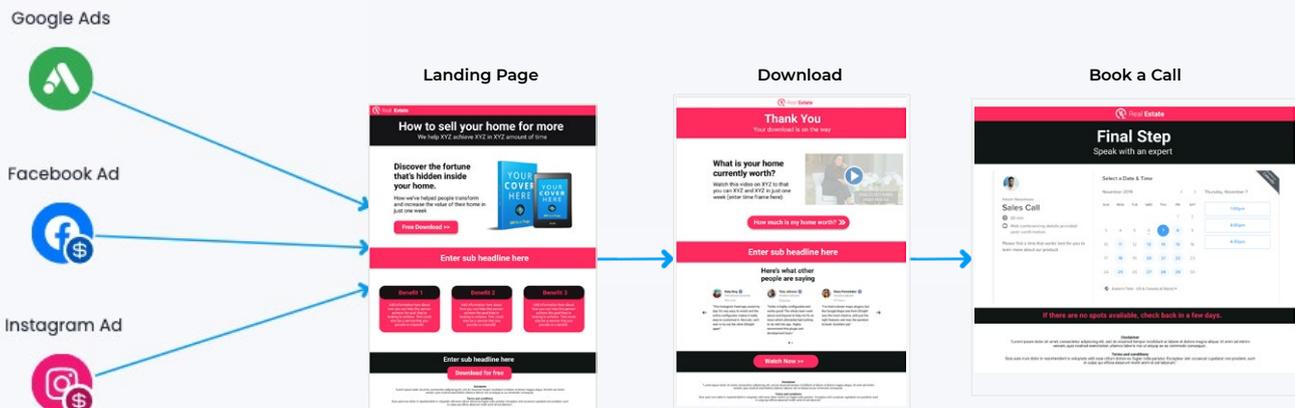


Here's the funnel breakdown again mapped out so you can see the step by step process. This is a clear choreographed experience. In this scenario you have full control over the journey; it is a journey by design.

Lead Magnet Funnel



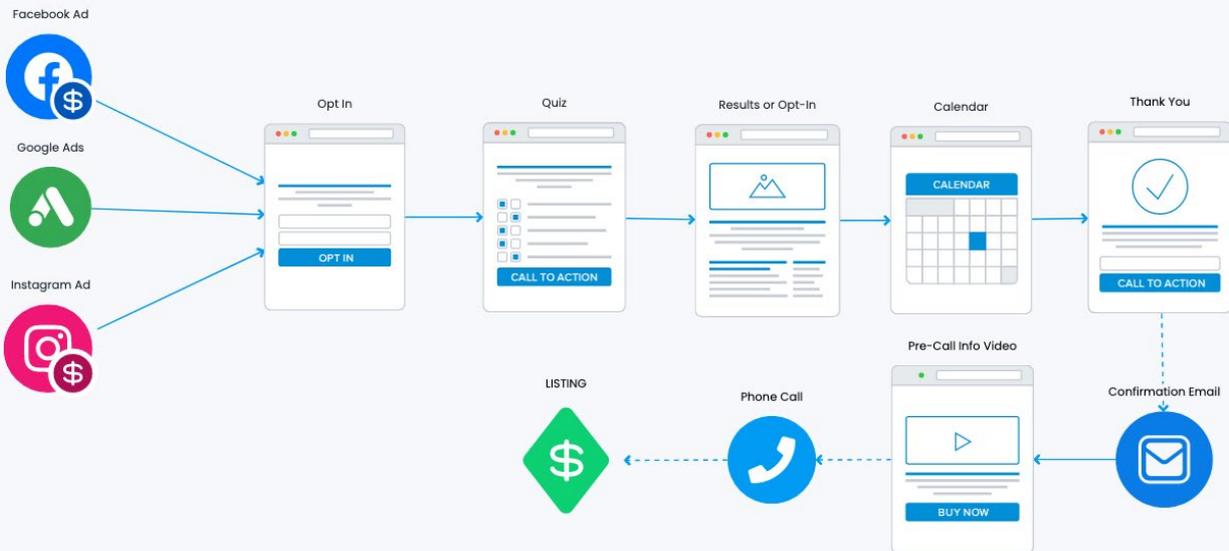
We're taking home owners from a paid advertisement to a landing page / opt-in page -> Download page -> Booking page.



In this lead magnet funnel, the primary goal is to capture leads and build up your email subscribers list. While the goal is to build a subscriber list, we still want to make the most of this lead by taking them to a calendar to book in for a call.

Quiz Funnel

Leveraging curiosity. The further someone goes into a quiz, the more invested they become in obtaining the results. The answers they give and information that's provided can help you compile a comparative market analysis.



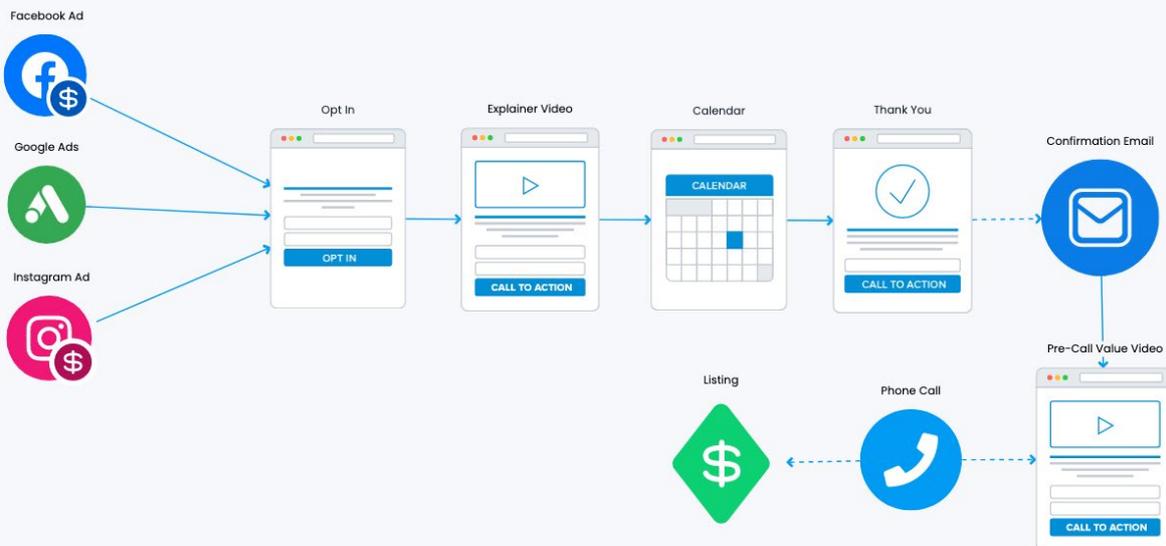
We're taking home owners from a paid advertisement to a Quiz Opt-in page --> Quiz --> Results --> Booking page --> Thank you page --> Confirmation email --> Pre-call video --> Phone Call

Headline / Quiz examples

- How much is your home worth in this market? Take the 60 second quiz.
- 6 types of home owners, which group are you in? Take the quick quiz.
- How much could you sell your home for in this market? Take the 2 minute quiz and find out.
- What type of property is the better investment? Take the property investment quiz.
- Should you sell your home? Take the quiz.

Value Video Funnel

Your “lead magnet” in the form of a video - providing value as a video with a direct call-to-action to book a call.



Headline / Lead magnet / video examples

- How to sell your home for more in 3 easy steps
- 5 low budget improvements you can make this weekend to increase the value of your home.
- 10 things you can do right now to prepare your home for sale.
- How fixing these few things almost doubled the asking price.
- How to get almost double the asking price for your home.
- How this new kind of selling sold a home in 6 days.
- How to do wonders with a little land.
- Right and wrong selling methods and 5 Tips that will increase your home's value DRAMATICALLY.
- How a homeless person sold my home in 14 days.
- Sell your home in 20 days or less with these 6 improvements.
- The secret to making people love your home.
- 5 things you can do to stage your home for an auction.
- 3 things you should avoid doing before an auction.

Email Sequences

Letterbox drops and mailouts are great... but they're costly and time consuming. Consider this for a moment:

1,000 postcards

Design: \$50-\$100+

Printing: \$200-\$300+

Bulk mailout: \$200-\$400+

Total: \$450 - \$800+

And that's just one mailout. Don't get me wrong, I love junk mail, it's perfect for getting the fireplace started, but it comes at a cost to you.

Additionally, there's no way to track the results, or know what's working. The feedback loop from the time your "post card" is delivered, to the time you start getting those calls, could be 2-4 weeks. If it didn't work, you have to start the process again, testing, trialing, trying to get it right.

With email marketing, you're able to track the open rate, the click through rate, and leads generated. You're able to track, measure and see real-time results.

Now I'm not talking about buying lists and doing bulk email blasts, that will hurt your delivery because you're spamming people. What I'm referring to is setting up an email automation system off the back of your funnel. Put simply, a sequence of emails that will do a number of things:

1. Saves you time and money.
2. Sends that initial email when someone "opts-in" on your landing page or requests that "free information".
3. Creates a way for you to re-engage those home owners without spending more on advertising.
4. Allows you to provide more value until they become a client.
5. If they're not ready to sell now, the continued value you provide will keep you on top of their mind when they are ready. (Nurturing).

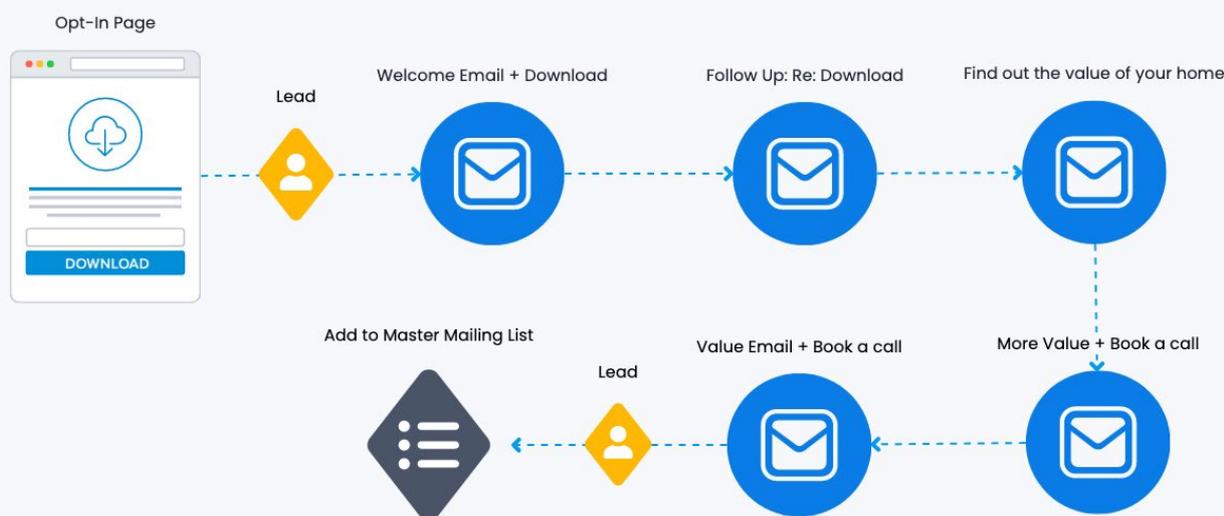
Email Sequences

Opt-In automated email sequence.

3.1

How it works

You can picture it like this (below). Your lead lands onto your landing page and enters their details in to receive the information. Their contact details are sent to your CRM, and they're automatically sent the first "Welcome Email" which contains the document or information requested.



The "Welcome Email" has a direct call-to-action which sends them to your calendar to book in for a call. A day later, a follow up email is sent asking an open ended question about the information that was sent. Again, there's a direct call-to-action to book a call. Generally this *call-to-action* is positioned as a CMA or something related to evaluating their home with the current market trends.

The following three emails (spread out across 2 weeks) are positioned as providing more value. It can be an add-on to the first download, or other information that's related to their needs. Once they have completed the email sequence, they're added into your **Master mailing list**.

Q: What if someone books a call, will they continue to get these emails?

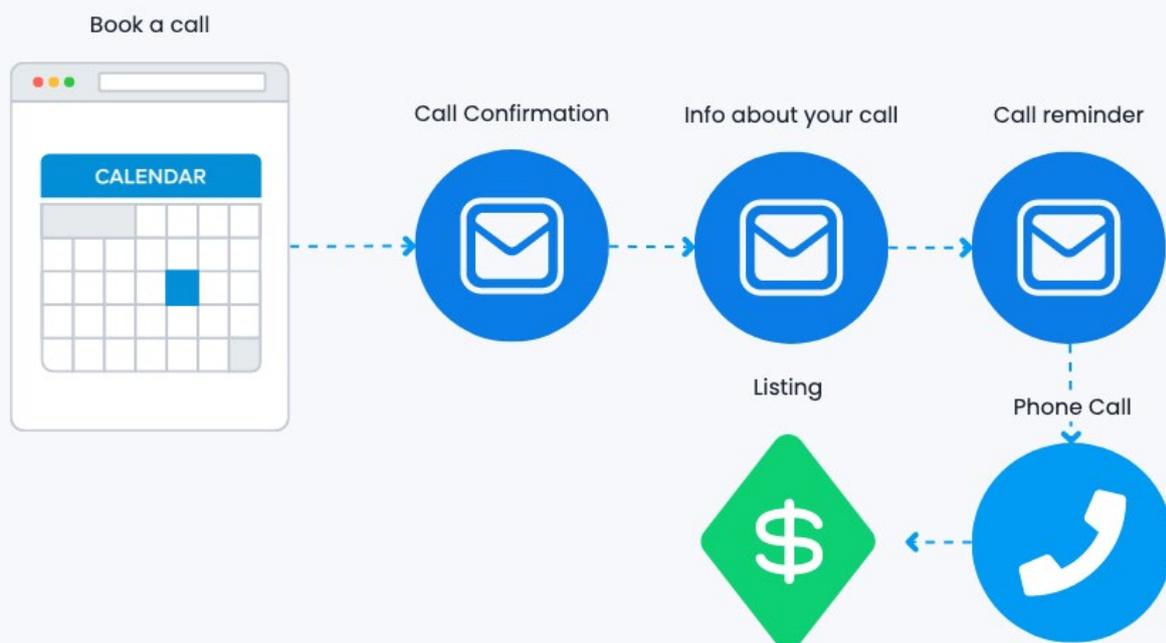
A: Good question. When someone books a call, their contact is given a tag (*Called booked*). Once they're given that tag, they're automatically removed from that sequence and entered into your "**Call Confirmation**" email sequence.

Call Confirmation

Once someone has booked a call, we want to do 2 things:

1. Warm them up and build credibility, and
2. Make sure they show up to the call.

Email one: A confirmation email is sent which includes information about their call (sent right after booking). Here you'll reinforce the decision they've made, and assert some authority. Tell them what to expect and that you're going to make the most of their time.



Email two will be information about their call (sent 20min after booking). This email should look personal and authentic, and not like some newsletter. It should include more value and build credibility around you as an agent.

Email three will be a reminder (sent an hour before the call is scheduled).

Just by implementing these steps we have seen the show up rate go from 70% up to 90%.

The average open rate of an email broadcast is 20%. However, with the right subject line we can get this up to 70%. Below is a list of subject lines you can use thanks to our good friend and mentor Jay Abraham. These headlines are proven, enduring and successful. So adopt it, adapt it, modify it and make it your own.

1. A little mistake that cost a home owner \$11,000 a year.
2. A little mistake your family is making that is costing you \$7,000 a year.
3. Advice for husbands who wives don't save money.
4. Are you ever tongue tied at a party.
5. How I increased my home's value in one weekend.
6. How we've helped countless people transform their home in one weekend.
7. Have you ever been on a first date where the person only talks about themselves?
8. Discover the fortune that lies hidden within your backyard.
9. Discover the joy that's hidden within your personal life.
10. How we sold a home for a fortune with a fools idea.
11. How a new kind of advertising sold our home in 36 hours.
12. 99 ways to improve your home on a low budget.
13. Do you do any of these embarrassing things in public?
14. 6 types of home owners, which group are you in?
15. Does your house ever embarrass you?
16. To people who want to sell their home, but can't get started.
17. How to do wonders with very little space.
18. Little leaks that keep home owners poor.
19. To homeowners who want to buy their dream home some day.
20. Don't sell your home until you've seen this market analysis.
21. Thousands who now live in their dream home when they never thought they could.
22. 2 times over asking price.
23. Smells like freshly baked cookies in your new home.
24. 9 out of 10 agents use this one method for selling homes faster.
25. Here's what you can do right now to sell your home for more.
26. Here's what agents do when they want to sell their own home.

So what's **next?**

The **next** steps.

Start with setting up your funnel from step 2, along with the emails from step 3. Once those are setup, you're ready to run ads from step 1.

If you're not "tech savvy", or don't have the time to set all this up, we have an experienced team that can do it for you.

Here are 3 ways we can help you grow your business...

1. [Dynamiccode.com.au/book-a-call](https://dynamiccode.com.au/book-a-call)  *These are clickable. (unless you print it)*
2. [Dynamiccode.com.au/training](https://dynamiccode.com.au/training)
3. Find more helpful tips and training on facebook
<https://www.facebook.com/official.tyfranko>

We covered a lot, I understand it can be overwhelming. Sometimes it's just easier to see things mapped out to explain a great deal of information.

I hope you find success utilising these methods and strategies. Our goal is to give you as much value as possible so that you can amplify and enhance your business.

I hope to meet you in the real world sometime soon.

Here's to your success!

Tyler Franko

