



# Bag the Elephant!

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HOW ONE CONTACT CAN LEAD TO MULTIPLE DEALS

Architectural blueprints are shown on the left side of the image, featuring various lines, dimensions, and numbers. The blueprints are rolled up and partially unrolled, showing detailed floor plans and site layouts. The numbers and lines are in black ink on a light blue background.

# How I Did it...

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Find a scatter lot in an older part of town. These are usually sitting next to someone's house and have been held onto for privacy, for expansion, or for one of their kids to build on.

Commission #1-List the lot and take a commission.

Commission #2- Sell the lot to a builder, double end it, and take the commission.

Commission #3-List the house that the builder builds on the scatter lot.

Commission #4-Find the buyer for the house that the builder built.

Commission #5-List the house that the buyer needs to sell.

And it goes on. What is your avg commission? **Multiply it now by 5! ( I would typically find 3-6 of these opportunities a year)**

# How I Did it...

I called local builders and let them know I had a small builder interested in land and asked if they had any they wanted to unload. I listed a parcel that a builder decided was not what they wanted with 3 lots. I sold them to my small builder, who built three homes, all of which I listed.

Commission **#1**- Listing side of the three lots

Commission **#2**-My buyer side of the three lots.

Commission **#3,4,5-Listing** side of the homes that were built.

Commission **#6,7,8**- If I had the buyers for the new homes it would have been 3 more.

Take **8** x your average commission.

# How I Did it...

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I began to prospect the rental ads. I would call and introduce myself to the owner of the property with a script like: “Hi, this is \_\_\_\_\_ and I saw you have a property for rent. As an investor myself I know that on days when you have a good tenant, you love being a landlord, but on days when they don’t pay their rent , you wonder...is it time to get out of the landlord business. How long have you owned your property? What is your experience of being a landlord? Do you own other property? If you knew you could sell the rental right now at top dollar would you consider it?

One day I called a rental ad and the person I spoke to owned 25 rentals that he said he would be liquidating over the next few years. That is bagging an elephant! Take 25 x your average commission and consider the possibilities.



# Love and Marriage

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One of your clients is getting married for the second time. She and her future husband both need to sell their homes.

You list both properties and find the buyer for both. That's another commission. They are sizing up into a larger home where they can combine their families. That's another commission!

Take your average Commission x 5

# Divorce!

Your two clients have decided to part ways and get a divorce. They need to sell their current home. That's **1** commission.

Now they each need to purchase new homes, that's commission **2, and 3.**

Their divorce attorney is so pleased with the job you have done, he refers another couple getting a divorce to you immediately. That's commission **4!**

Take 4 x your average commission.

# Look for people who can refer in multiples

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Property Managers

Divorce Attorneys

Lenders

Networking Groups

Local HR directors

Builders and Property Developers

Agents who represent builders who can refer leads to you



# Wise Agent Referral Tree

The screenshot displays the Wise Agent CRM interface. At the top, a navigation bar includes links for Home, Contacts, Marketing, Transactions, Properties, Email, and more. The main content area shows a contact profile for Neo Reeves, with tabs for Contact Summary, Contact Notes, and Google Sync. A red arrow points from the 'Contact Summary' tab to a detailed view of the referral tree. This view shows Neo Reeves was referred by Bob Smith, who has referred a list of contacts: Thomas Greenwald, Sandra Anderson, William Smith, Jill Bailey, Tom Smith, Michael Brown, Joseph Thompson, Mike Miller, Mark Otto, and John Secco. A red arrow also points from the 'Referrals' tab in the bottom navigation bar to the same detailed view.

Wise Agent CRM Interface:

- Navigation Bar: Home, Contacts, Marketing, Transactions, Properties, Email, more
- Contact Profile: Neo Reeves
- Tabs: Contact Summary, Contact Notes, Google Sync
- Referrals Tab: was referred by: Bob Smith
- Referral Tree:
  - was referred by: Bob Smith
    - has referred:
      - Thomas Greenwald
      - Sandra Anderson
        - William Smith
        - Jill Bailey
      - Tom Smith
      - Michael Brown
      - Joseph Thompson
      - Mike Miller
      - Mark Otto
      - John Secco



# Do You Have a Refer A Friend Program?

At least once a year, send out a ***Refer A Friend Program*** card or letter.

“My business grows because great people like you refer other great people to me. Word of mouth exposure is the best gift you can give me. In gratitude for anyone you can refer to me that is looking to buy or sell Real Estate, you can select one of these perks of my ***Refer a Friend Program***.

- \*A generous donation to the charity of your choice.
- \* A fresh bouquet of flowers from\_\_\_\_\_.
- \*A gift card to (local business or grocery store).

Always check your local Real Estate Rules and Regs when gift giving.