

HOW TO GET NEW CLIENTS

A REAL ESTATE EBOOK FROM



HOW TO GET NEW CLIENTS

There's not an agent in the world that'll turn away new clients, and when you're just starting out it, seems even more imperative to line them up and knock them down. While it's certainly important to get your name out there, there are absolutely right and wrong ways to network (and for the record we do not recommend knocking down clients).

We'll take you through some common and not-so-common methods to gain new clients. Networking is a delicate dance and rushing and it will take time and patience to see the results you expect.

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YOUR
REPUTATION
IS MORE
IMPORTANT
THAN YOUR
PAYCHECK, AND
YOUR **INTEGRITY**
IS WORTH MORE
THAN YOUR CAREER.

— RYAN FREITAS, ABOUT.ME CO-FOUNDER

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START WITH YOUR SPHERE

We have [another eBook](#) that focuses entirely on this point, but it's worth mentioning again here. When it comes to gaining new clients, start with your sphere of influence—those that know and like you and who would trust you with a giant transaction such as real estate.

Let everyone in your universe know that you're now selling real estate. If you're affable enough and good at pulling people into your sphere, yours could be the first face that'll pop into their heads when they decide to buy or sell a house.

Networking can happen anywhere, and while hobby groups are a great place to casually hand out a business card or two, be prepared to think outside the box. Even [meeting parents through the PTA](#) is a good way to spread the news of your burgeoning real estate empire. Any social event that could result in you talking about your job or someone else talking about their desire to move is a place you want to be.



BE SOCIABLE

Hopefully you're an outgoing person – or can at least fake being an outgoing person (fake it 'til you make it, right?) – as it's going to be enormously helpful throughout your real estate career, especially in these early days.

- **STAY ORGANIZED AND PRODUCTIVE**

Invest in a CRM system (Customer Relationship Management) to keep your career organized and help foster your relationships. There's nothing more helpful than having a small reminder about future appointments and past notes about your relationship with a client or lead. You're going to meet a lot of people. Having a CRM system will aid you in staying on top of these relationships.

- **CALL YOUR CLIENTS**

Set aside some time each day to call clients. Voicemail gets left unplayed by too many people, and texts and emails are too easy to ignore. Inman recommends speaking with 60 clients, potential clients, or leads each day.

- **MEET WITH CLIENTS IN PERSON**

The only thing better than actually speaking to a client on the phone is to meet with them in person. Let them put a face to that silky smooth phone voice of yours. The phone removes any nonverbal cues you could potentially pick up on, plus who doesn't love grabbing coffee?

- **BE EFFICIENT**

If you're really smooth with your schedule, you could even plan one client meeting after another at the same coffee shop or restaurant, thus eliminating any kind of travel time between appointments.



“ WONDER WHAT YOUR CUSTOMER REALLY WANTS?
ASK. DON'T TELL. ”

— LISA STONE, BLOGHER CO-FOUNDER AND CEO



REFERRALS & REVIEWS

It's all about who you know, right? Well it's also about what people say about you once they do know you, and the internet's a powerful resource you need to utilize. **Many buyers, especially Millennials, will Google you before ever shaking your hand, and you want to make sure good words come up under your professional headshot** (you do have one of those, right?).

Don't be afraid to ask every client for a referral and a review. Make it easy on them and provide a direct link to your Yelp review page, and be sure you hand out business cards to simplify the referral process. Once you have a robust referral network, you'll make it impossible for a prospective client to even open up Zillow without encountering your name. If you're smart about how you target the niche you want to work with, word will travel fast.

Nowadays, social media is tricky because there are so many options. You shouldn't spend a huge amount of time on it, but you do need to be active. **Think about the market you want to reach and evaluate which social media networks they're likely to be on.** It's very possible Twitter or Snapchat could be useless for your efforts, while Facebook or Instagram might be essential. You don't need to be everywhere; you just need to be active in the places you do choose to inhabit.



“ **YOU NEED TO BE DOING
FEWER THINGS FOR MORE
EFFECT** INSTEAD OF DOING MORE
THINGS WITH SIDE EFFECTS. ”

— GARY KELLER



BUDDY UP WITH OTHER PROFESSIONALS

Finding a good divorce attorney can pay dividends if they aren't shy about referring your services. Now, we know what you're thinking. This one's kind of like the real estate version of a lawyer chasing an ambulance across town so he can get new clients, but there's a simple logic to it.

If people are getting divorced, chances are high that one of them is, or is about to be, looking for a new place to live. And guess who knows all the best places to live? You, that's who!

Along these lines of fostering unique partnerships, it's extremely beneficial to team up with a commercial lender. Just like financial planners and

personal bankers, a lender is acutely aware of their clients' finances. The more referrals you can get from people that deal with other peoples' finances for a living, the better off your business will be. These professionals are both informed and capable, and they'll know exactly how to slip your name into the conversation.

Insurance agents are also a great idea to have on standby. Once a client closes on a home, chances are that they'll have to amend and maybe even buy new life insurance and home insurance. The more amenities you can conveniently set up for your clients, the more likely a referral will come your way.

LIST OF PARTNERSHIPS YOU SHOULD EXPLORE: Flower Shops, Financial Advisors, Law Offices, Insurance, Golf Shops, Local Boutiques

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**FOLLOW THE
CREAM OF THE
CROP** IN YOUR
AREA OF ONLINE
EXPERTISE AND
**LEARN FROM
THEM. NETWORK
WITH THEM.**

— MARK FORRESTER, CO-FOUNDER OF WOOTHEMES

”



ONCE YOU CLOSE

YOUR JOB'S NOT OVER JUST BECAUSE YOU

CLOSED THE DEAL. Remember, you want their referrals, and to continue your relationship for future home transactions..

If you want to really impress, **throw a housewarming party for your buyers once they close.** Obviously, you don't want to do it too soon after they move in (partying in a maze of boxes isn't ideal), so time it with their schedules.

Another tip for post-closing is to **handwrite thank-you notes.** In this age of emails and texts, everyone loves a good piece of handwritten physical mail, especially if it's among the first things sent to their new house. You'll stand out amongst all of the spam mail they'll get.

Handwritten notes aren't just reserved for homebuyers, though; you should really thank everyone along the way. This includes referral sources and even new business contacts. No one's going to be mad about a handwritten note showing up in their mailbox.





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**GET A
MENTOR IN
THE APPLICABLE
FIELD** IF YOU'RE
AT ALL UNSURE
OF WHAT YOU'RE
LOOKING FOR.

— KYLE BRAGGER, *FORRST* FOUNDER

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GET SOME HELP

IF YOU STILL FEEL LIKE THINGS AREN'T GOING AS SMOOTHLY AS YOU'D LIKE, DON'T BE AFRAID TO REACH OUT TO MORE SEASONED AGENTS.

They've all been in your shoes at some point. Asking perfect strangers to first buy a house with you and then to refer you to their friends certainly isn't a natural thing. It might take some time to get comfortable. However, this is part of the job. In order to succeed, you need to be fearless in your approach and put yourself out there as much as possible.

ABOUT US

Founded in 2005, The CE Shop has become the leading provider of online real estate education through an encyclopedic knowledge of the real estate industry.

Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With courses available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our students.

