

*Your guide to making the most of your resources, marketing  
better for less money and winning against the odds*

# How to **Survive and Prosper** as a Real Estate Agent

By: Amanda Henry and Andrew De Gabriele



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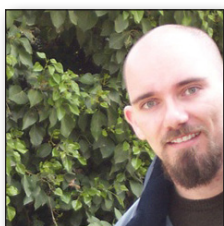
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## About the Authors



Amanda is a professional graphic designer and marketer specializing in print and multimedia. She is a Co-Owner and Marketing Director for Rainmaker Marketing Solutions, LLC and WY Homes and Properties magazine. Her passion is in the real estate industry where she feels blessed to work with clients on both aspects of efficient marketing and creative design in a fast changing environment. She feels strongly about continued education and works hard to keep up with the latest trends that will impact Wyoming realtors. There is a plethora of information and technology out there to be utilized and someone needs to sort through it to find the most effective resources...that is the role of a capable marketer. Success is achieved by helping others succeed.



Andrew is a copywriter and internet marketer who firmly believes that if anything is worth saying, it needs to be said effectively. No cutting corners. No extra fluff. Just clear, honest copy that gets the message across spurs people into action. His years of experience in social media marketing have shown him that this maxim is doubly valid in the online world, where the message is best spread by the audience itself.

## Do you have what it takes to make it?

There used to be a time when the real estate business was not too hard. You set up shop, took out a few ads, and waited for property hunters to come flocking in. And then the economic crisis hit.

Today, the real estate market has turned into a survival of the fittest. However, it is not the biggest real estate agencies that will necessarily win out, nor the ones with most money to throw at reckless advertising campaigns. The current property crisis does not discriminate based on size or budget, and the many new, low-cost marketing tools and strategies (such as social media), have done much to level the playing field when it comes to attracting an audience.

So, how do you compete successfully for a limited amount of clients in today's tough real estate arena? How do you keep going when your competitors are dropping like flies? And how do you maximize your chances of actually prospering in a difficult market?

The answer is to keep your business lean and adapt to take advantage of new ways of winning and doing business. If you can do that, you will probably be among those real estate agents that manage to stick around. And when the storm clears and the market picks up again, as it surely will sooner or later, you will be in a good position to take advantage of the good times.

This is what this eBook is about. At WY Homes, our mission is to help your real estate agency make the best use of all the latest resources and opportunities at your disposal, to market yourself smarter and win more business. These pages are packed with practical advice that will set you on the right track to not simply surviving, but even building a more successful real estate business, in spite of the current situation.

Of course, it is impossible to share years of real estate marketing experience in just one eBook, so consider this as a solid foundation on which to build your business, and a taste of what's possible. Try out the tips and strategies we suggest here and start marketing yourself smarter. Then consider signing up for FREE to become a WY Homes Registered Agent, to get all the support and know-how you need to market yourself effectively and succeed in the real estate business. Tremendous exposure, eye-opening business development and marketing webinars, expert advice, one-on-one success coaching, and lots more await you at WY Homes. It's like having an entire marketing department at your service! Keep in mind that many real estate agencies insist on doing things the 'old way'. They try to tackle the crisis by either tying up the purse strings, or by throwing more cash at traditional inefficient marketing solutions until the money runs out. Neither is a good strategy, and these companies are simply speeding up their exit from the real estate game - which makes it that much easier for you!

WY Homes Agents are different. They have realized that there are better ways of doing things and are ready to make the effort to change. If you are reading this eBook looking for new ideas, then you're already off to a good start. Do you

have what it takes to make it? That only depends on you.

Good luck, and to your success!

*Amanda Henry & Andrew De Gabriele*

# **1 How to Build an Effective Brand**

If you want to promote your business successfully, you need to start out with a great brand. Branding is about much more than logos, colors, slogans and image. It is about how your audience and your clients perceive and experience your company. It is about what you represent in their minds.

This means that once you have figured out what brand image you want to project and promote, everything you do needs to reflect that brand image, right down to the way you answer the phone. When you market your real estate agency, you are creating expectations in people's minds, and it goes without saying that you need to live up to those promises to build the credibility of your brand.

## **1.1 Do you really know your audience?**

Before you can create a successful brand for your real estate business, you need to stop and think about the kind of people you want to appeal to and what they are looking for. You might think you know your audience, but are you actually consciously aware of what they really want? Are you able to put yourself in their shoes?

It doesn't matter if you are just starting out in real estate, or if you are a veteran with decades of experience. Do the following evaluation, jot down some notes, and get a fresh picture of who your potential clients are. Once you know your audience, it will be much easier to get your image and your message right. Think about what sort of areas you operate in? What kind of property are you selling or renting? Is there a specific group of people that your brand and message need to appeal to in particular? For example, are most of your clients seniors or young couples? Do you get more seasoned investors, or first-time buyers? The idea here is not to rule out any group, of course, but rather to tailor your brand (and your message) to appeal to as many of your potential clients as possible.

What are the concerns of your typical clients? What are their needs? What are their fears when it comes to buying or selling property? What parts of the process do your clients need most help with? How can you win their trust, and their business?

This exercise is crucial. Don't skip it. Make notes. When you're done, you will be in a much better position to understand what people are looking for and to explain to them why your real estate agency is the ideal one for them. That will be the next step.

## **1.2 Real estate agents are a dime a dozen, so what sets your business apart?**

The ultimate goal of branding is to set your real estate business apart from the competition as the best solution to your clients' needs. To begin with, let's consider your role as an agent. Is your job to sell property? Or are you really

selling added services that make things easier and more secure for your clients? If people can buy and sell property privately, or through other real estate agents, why would they want to do it through you?

Study your notes from the previous exercise and put yourself in your clients' shoes. Think about what they are looking for in a real estate agent. What issues do they have to deal with when buying property? What concerns about the process keep them awake at night?

With all this in mind, figure out how your real estate agency fits into the picture. Think about what unique qualities you and your staff bring to the table, and how these qualities address your clients' needs and make you a better choice than your competition. Don't fall into the common marketing trap of thinking in terms of features. It is what's in it for your clients – how they benefit – that counts.

For example, say you have X years of experience. That's a feature, and it's only mildly interesting to your clients. What people really care about is how that experience benefits them. They want to know that you will give them solid advice - that you will steer them away from pitfalls and ensure a smooth transaction. Your clients don't care about your experience for its own sake. They want to feel safe and well looked after as they buy or sell property. That is the benefit that comes from your experience, and that benefit is what you have to make sure your audience understands.

To recap, the key question here is: what have you got to offer your potential clients that your competitors don't? Or, more to the point: why would they want to do business with you? Remember that you need to approach this from your clients' point of view. Again, make notes.

Once you have identified the unique things that set your business apart and why you are a perfect fit for your clients' buying and selling needs, try to boil those ideas down into a single concept that is easy to get across. Imagine you have just 20 or 30 seconds to convince a prospect to do business with you. What would you say? Marketers call this your "Unique Selling Proposition" - the one thing you offer that others don't, that is important enough to make people 'switch brands' and work with you.

What is your Unique Selling Proposition? What sets your company apart? This is the most important question you need to answer if you want to market more persuasively and win more business.

### **1.3 Develop a brand that appeals to your audience**

Now that you have a clearer picture of what your company stands for, take a look at your marketing materials to see if they adequately represent your brand. Does your real estate agency need a makeover? Are your logo, website and marketing materials looking a little old and tired? If so, now is the time for a revamp, before you spend more money and effort marketing your business.

First impressions are crucial, and many – if not most – of your customers will probably see your online face before they ever set foot inside your office. Make sure they get an excellent impression and have a positive first experience that makes them want to continue doing business with you.

As you develop your new branding to convey the qualities that make you stand out, never forget that it is all ultimately about your customers. All they really care about is what's in it for them, so approach your branding from their point of view. We've said this already, and we'll say it again. It's that important!

Get creative ideas and input by asking co-workers, staff and friends. Bounce ideas off of others. Make the best use of the free resources you have available. If you are a WY Homes Agent, you can even pick our brains for free. Just ask! There will be some parts of the process where you will need to hire professionals, such as web designers or copywriters, to assist you. Resist the temptation to try and save a few bucks by automatically going for the cheapest offer or trying to do the job yourself. Take the time to go through portfolios and ask for references. You will save yourself many headaches later and will probably end up with marketing materials that are much more effective. And if you would like us to recommend creative help, just ask away.

On the other hand, if you don't think you need to rebrand your company (or if you can't afford it right now) you still need to work as hard as you can to emphasize your Unique Selling Proposition and the value you offer customers. Make sure people understand what you stand for and what you can do for them, and make your name and image stand for that in people's minds.

## **1.4 Make an impact**

You've got your new branding all shiny and ready to go. Now you need find ways to deliver it consistently and effectively to your target market.

We recommend you take a multi-faceted approach. Combine tried and tested advertising mediums, such as billboards, real estate publications and online advertising with newer strategies like social media which can be very powerful, low-cost ways to generate leads in the long run. Find out if there is a WY Homes magazine in your area (or ask us about getting one started) and effectively reach out to a targeted audience that is actively looking for real estate opportunities. Compare the pricing, audience and area of reach of the different alternatives, to find out which ones have the potential to get you the best results.

The good news is that you do not need to become a marketing guru or reinvent the wheel when it comes to getting your real estate brand out there and pulling in the leads. Just like you take your car to the mechanic when it needs a tune-up, there are marketing experts out there to help you get the most out of your marketing efforts. Find one you're confident with and see what strategies they recommend. Put their advice into practice and see what gives you the best results. You can also get a lot of valuable help by signing up as a WY Homes Registered Agent. It's FREE and you'll benefit from exclusive marketing advice, regular webi-



nars, expert one-on-one guidance tailored to your specific needs and lots more, all based on years of experience in real estate marketing. Also, sign up for the WY Homes FREE Monthly Newsletter, packed with tips and suggestions that you can use to market yourself smarter, and keep up to date with the latest in online and offline marketing for real estate agents. Why figure it all out yourself when you can have all the best and latest marketing strategies at your fingertips? And if you're looking to go pro with your marketing, sign up for the affordable WY Homes 12-week marketing course. Every week you will receive a new lesson by email, packed with useful marketing tips and information you can put into practice right away, even in a few minutes of downtime here and there. Before you know it, you'll be well on your way to building an efficient in-house marketing team and implementing your own smarter marketing strategy using resources you already have.

## **1.5 Make your business referral-worthy and be remembered**

As we already mentioned, branding is not just about looks and logos. It is about how you would like your potential clients to see your company, and it is a promise you make to live up to those expectations. If you want to be remembered, you need to make good on that promise and live and breathe your brand.

When you were brainstorming about your brand image, you thought about the things that set you apart as an agent in the eyes of your audience. Make sure all your staff know and understand what your real estate agency stands for, and see that they let these ideals shine through in their day-to-day dealings with your clients. Give your clients excellent value every time. Go the extra mile to serve them and make them happy. Be remembered for what you stand for and for the added value that you have to offer!

Don't underestimate word-of-mouth marketing. Referrals have always been a great way of getting free advertising and sales leads, and the social media is where the online version of referral takes place. It works like good old word-of-mouth - just bigger and more powerful than ever. On the social media, one person can reach thousands right around the globe, and a message or comment posted today will continue to show up indefinitely in the future. Think about that, and make your real estate business referral-worthy!

Another thing to keep in mind is that marketers have found it typically costs around six times more to acquire a new customer than to get a repeat from an old one. So don't forget the long term importance of keeping your clients happy: someone who bought a property from you last month could be selling it some years down the line, and you want them to come back to your real estate agency when the time comes. Make sure you are remembered!



## 2 Smarter Marketing

Building your brand is only half the game. You need to promote it effectively and reach out to as wide an audience as possible without breaking the bank. The trick is to find new and more efficient ways to market your real estate agency, to get the most out of every dollar you put in. In two words: market smarter!

### 2.1 Can you go it alone? Competition vs. cooperation

The natural reaction to the current property market crisis is to feel that every other real estate agent is your enemy. The pie has shrunk and it is harder to hang on to your share of it. You need to put up a bigger fight now to beat the competition.

But does that really make any sense?

If you've ever watched a destruction derby, you've got an excellent example of what happens when everybody is trying to save their own skin. The weakest get knocked out fast and the last few left standing end up in a sorry shape as well. If your strategy is to try and outdo everyone else on your own, you're going to need a lot of stamina and plenty of luck to make it to the end. It's time to think outside the box and consider another alternative: joining forces with your competitors and working together to gain a huge advantage over those who insist on going it alone.

If that sounds crazy, then why do shops selling similar things tend to gather together at shopping malls? Why do all the restaurants set up at the food court when they are competing against each other? The answer is simple: consumers like choice and they will flock to wherever they can get it. The same thing goes for the Internet. Think of how Amazon.com points you right at their competitors' products on the Amazon Marketplace. Amazon knows that you can easily find the competition through a quick Google search, so they figure they might as well get their cut if you choose to buy from a third party seller.

Now think about your real estate website. Does it really stand alone? As soon as someone googles for real estate in your area and your website (hopefully) shows up, it will be right next to a list of your competitors, whom the prospective client will surely visit. This means that you have nothing to lose and everything to gain by embracing your competition and working with other agents for mutual benefit.

For example, if you decide to share property lists with other agents and refer customers to each other (or even list each other's property on your websites) you automatically become a more valuable resource for your clients – one that they will likely want to use again and refer to friends and family. If you don't have the property a client is after, you still show you have the ability and the right connections to help them find it, and you get your share of the commission on the sale. Also, property sellers in turn sell their properties faster, because you have access to more buyers. And obviously, you benefit too when you get leads from other agents in return. This is a win-win-win situation all round, and it's

easy to see how such a system can leave the go-it-alone agents wondering what hit them and why no one is visiting their website!

There are many other ways you can reach out and work with other real estate agents, such as commenting on each other's blogs or forums, and contributing value to the discussion. The limit is your imagination!

We invite you to join us and your fellow agents on the WY Homes discussion board, as we explore and implement ideas on how to work together to maximize sales. Why waste all your time and money trying to outdo your competition, when you can join forces and do together what would be nearly impossible to achieve on your own?

## **2.2 Offer more value to your customers**

You've already been thinking about what you have to offer when you were working on developing your brand. Now, as you go on to market your real estate business, you need to be constantly on the lookout for new ways to give your customers even better value and improve your service.

Both you and your website must become an indispensable resource for anyone who is trading or renting property. Be generous with information. Set up a blog and write about not just real estate, but also other topics that are of interest to people looking for property in your area. This will help your website show up for a wider range of searches and hopefully take advantage of less competitive keywords to get you extra exposure. Work on expanding your list of contacts, from lawyers and banking services, to movers, home renovators and cleaning staff, so that you can easily help your clients find reputable service providers for anything they may need. Establish yourself as a trusted authority on everything that has to do with real estate and earn the respect of your audience.

Be innovative. Think about new ways to make the whole process of buying, selling or renting property easier, better and safer for your clients. Make good use of technology to make life easier for your clients. For example, use Google Maps to show where all your properties are located, and post video walkthroughs on You Tube instead of still photos, to let people see properties in detail from the comfort of their living rooms. Spend time on improving your services and people will reward your efforts with their business.

## **2.3 Should you market yourself in the print media or online?**

Print media has always been a stand out way for real estate agents to reach buyers and sellers. It is a tried and tested medium you are probably already very familiar with. Of course, the online media have many advantages too, starting from the fact that you can offer your customers practically unlimited information, including photos and video, at a very low cost. Today, just about everyone has some kind of digital reader such as a Kindle, iPad or smart phone, apart from a computer. And thanks to things like quick response codes and mobile apps, it

has become easier than ever to bridge the gap and take your readers from print to online. If you can find a way to leverage both print and online media, you can benefit from the best of both worlds and gain significant traffic that you can convert into more sales.

This is the concept behind the WY Homes print magazines, which are closely integrated with our website. When you advertise with WY Homes, you benefit from an established and respected publication with a guaranteed readership. You get immediate far-reaching exposure, and an easy way to take your customers from your ad on the printed page to your WY Homes listings and to your website. Once your prospects are online, you can give all the additional information that they need to decide to do business with you.

Find out if there is already a WY Homes magazine in your area, and get instant exposure and more leads. If we don't happen to cover your area, fear not! Just get in touch and let's talk about getting the ball rolling.

And then there is the whole world of social media marketing. You've heard of it. You might have even created accounts on some of the social networks. But are you taking social media marketing seriously? Read on to see why you absolutely must, and how to get your social media campaign started.

## **2.4 Social media – The online version of word-of-mouth marketing**

When you enjoy an awesome service at a restaurant, your first instinct is to tell your friends about it. What better way to pay back businesses that go the extra mile to treat you well than to give them some free marketing?

However, the great thing about word-of-mouth marketing is not just that it's free, but also that it is probably much more effective than your company's own promotion. After all, what do you find more persuasive: a paid advert or a genuine recommendation from a friend?

Social media takes word-of-mouth marketing to a whole new level. Platforms like Facebook and Twitter allow anyone to reach the masses from their living rooms or mobile phones, and one happy (or unhappy) client can easily get the word out instantly to hundreds or thousands of people online. You have probably realized that social media posts are readily indexed by search engines and can show up in the search results long after they were made. All this means that if you're not taking advantage of social media to market your real estate agency, you're missing out on an excellent opportunity to get more business. But how do you go about it?

The goal of your social media marketing efforts as a real estate agent is to use the different social networks to build an online community of people who are interested not just in property, but also in what's going on in the towns and cities you serve. Some of these people in your social network may have already done business with your real estate agency, while others will be potential customers looking for advice and information online. Your job is to get this group together,

interact with your audience, and keep a lively and relevant discussion going. Get started by putting up a business page on Facebook. Monitor it regularly, and answer questions and comments on your wall. Build a following on Twitter and keep your followers informed about what's going on in your neighborhood. Upload videos to YouTube, and photos to Flickr. The secret to social media success (that many people don't know) is to use your different social networks to cross-promote each other, and to use them all to drive traffic to your website. Share your YouTube videos on your Facebook and Twitter. Mention your Facebook and Twitter addresses at the end of your videos. Link back to your website. And so on. You get the picture.

Be interesting and encourage people to comment and participate. The same thing we said for your marketing in general also holds for your social media marketing: you need to make it about your audience first, and your business second. Nobody wants to hear you go on and on about yourself all the time, and the only way to hold people's interest and build a strong following is to keep on giving them interesting things to talk about and the very sort of information they are looking for.

At the same time, you should actively reach out to other people (including your competitors) on the social networks and show a genuine interest in what they are saying. Take part in discussions. Comment on people's posts. Express your opinion and make yourself heard across the Internet. Every time you do so, you show up and people get to know you before they have even met you in person. This is not only great for your marketing, but it also breaks the ice with your prospects and sets the stage for them to become your clients.

Another powerful social media marketing trick is to call on people who are happy with your service together with your other online contacts and encourage them to help you spread the word about what you do. Ask people to post reviews or comments about your service. Invite them to share your posts with their own friends. This is in fact when the power of social media really comes into its own. People tell people, who tell other people, and all of a sudden your message is spreading like wildfire. This is not something that happens automatically, though. You need to lay the groundwork by building your social network and you absolutely must have something truly interesting and relevant to say. Work hard on these two aspects and the results may very well surprise you!

As you can imagine, social media marketing will involve some effort on your part and, as with any kind of relationship building, consistency is the key to success. The secret is to set aside a few minutes a day and even make good use of your downtime for your social media marketing. Get into the habit of whipping out your mobile phone and making a few posts whenever you can – maybe when you are having a coffee break, or waiting for a client to show up. The effect of these seemingly insignificant actions will build up over time, and can bring you a lot of extra leads in the medium/long term.

## 2.5 Keep up to date and embrace new technologies

When you think of how the Internet has changed the face of marketing in such a short time, it is easy to realize that this is not the end of the story. New techniques and online marketing platforms are constantly emerging and if you want to stay in the game, you need to keep up with the times and to be open to trying out new ideas.

Take SEO (Search Engine Optimization), for example. You may remember a time when getting a great Google ranking was all about putting the right tags on your web page, dropping in a few keywords, and getting links to your site. Back then, it was quite easy to game the system, which meant the system was not very good. And so it was changed.

Google's aim is to provide the most relevant search results based on what its users actually want to see. This is why links from the social media have become increasingly important for a page's search engine ranking. Google figures that if people are "liking" a page on Facebook, or mentioning it on Twitter, or sharing it with their friends, this page must have valuable content, and so the page's Google ranking gets a boost as a result. In fact, Google has taken this one step further, introducing the new "+1" button, which lets users vote for the search results and web pages they like. Today, there is no shortcut to improving your website's search engine ranking. You need to create great content and get people to like it and share it on the social media. The rules have changed and you need to learn them to win the game.

As we write, Google's new social network, Google Plus, is starting to gather some steam. Will it grow to rival Facebook, or will it eventually fade away again like Google Buzz (Google's previous attempt) did? And if Google Plus takes off in earnest, then how do you use its features to the full to market your real estate business?

This brings us to the biggest question of all: how do you find the time to keep track of all the latest online marketing trends when you're busy attending to your customers and growing your business? The happy answer is that you don't have to worry about keeping up to date if you can get other people to do the 'dirty work' for you. Find a professional marketer who understands both the latest technologies and the real estate market in your area, and who can help you reach out to your audience in the most effective way.

If you are based in Wyoming, we strongly recommend you become a WY Homes Registered Agent and signup for our Technology Newsletter. Both are FREE and, as we already mentioned, you will benefit from ongoing expert advice and hands-on assistance regarding all aspects of your social media marketing. Our experts hold regular webinars where you can catch up on the latest techniques and strategies, have your questions answered, and make sure your marketing strategy stays up to date. You can list your properties on our popular website for FREE as well, and we also have a captive audience looking for Wyoming property in our magazines. And don't forget about our one-on-one consulting and training

opportunities and the affordable 12-week email marketing training course that you can follow at your own pace, to learn everything else you need to market smarter and more effectively. Visit [WYHomeSearch.com](http://WYHomeSearch.com) or contact us to find out more.



## **3 Ethics & Integrity**

### **3.1 Build trust – Don't just tell your clients what they want to hear**

Let's face it, house prices are not what they used to be and that is something most sellers have a pretty hard time accepting. There is a very real temptation for real estate agents to take the easy way out - maybe fudge the comps a little bit, and tell people what they want to hear, in order to win their business. Desperate times call for desperate measures.

Or do they? As you know, the number one thing your customers expect from a real estate agent is a professional opinion they can trust. They are relying on you for advice on how to get the best deal on their property sale, so you need to give them the confidence that you have their interests at heart.

Work on the long-term goal of building and maintaining your reputation as an honest and reliable professional. Keep your clients' expectations realistic and help them understand that pricing their property out of the market will only work against them if they are serious about selling it. Support your analysis with concrete and reliable data, laid out in a way that is easy to understand.

It is true that you may lose a few customers who don't like what you have to tell them, and some might even accuse you of trying to sell their property short. However, there is little point in keeping overpriced properties on your books. The only hope in these cases is that the seller will eventually see the light and lower their asking price, and you will have to be patient and tactful as you work towards this.

Parting with a treasured property can be hard, and more so in times like these when people could be making a substantial loss. Show a genuine understanding of your clients' situation and take your time to help them realize that you are there to help them make the best of whatever situation they are in.

### **3.2 Be on your game 100%**

Or make that 101%.

In the face of tough competition, your professional attitude has got to shine through in everything you do. More than ever now, you need to be committed to going the extra mile to serve your customers and doing the best job you possibly can. You need to stand out for the sterling service you provide.

This does not mean that things won't go wrong or that you cannot make mistakes. Remember that while you're the professional, you are human too and that's perfectly fine. We hope that takes some of the pressure off! However, when the inevitable happens and things don't go as planned, you need to be quick to take responsibility and put the situation right. You will only be respected more for this and, in the long run, your integrity is so much more important than trying to wriggle out of a fix!



## **4 Master Your Work/Life Balance**

Never forget that your business is only as good as you are. You cannot put everything into your work all the time and neglect yourself. It simply won't work. Finding the right balance is key.

### **4.1 Learn to pace yourself**

When you are the driving force behind your business, it can be very easy to forget about yourself and stay in high gear all the time. However, there's only so much juice in a battery and if you just work, work, work, it will eventually show in your performance and in the way you relate to your clients, your staff, and even your friends and family. You've heard how many small businesses end up failing because their owners stretch themselves too thin. Make sure you don't become a victim of your enthusiasm!

Managing a successful real estate business is very much like running an endurance race – you need to maintain a healthy level of effort and commitment that you can keep up indefinitely. Unfortunately, many business people (both inside and outside the real estate world) become so engrossed in their work that they don't realize how important it is to take time off to relax and recharge. An evening out or a weekend away with the family may sound like a luxury when you have a hundred and one things on your 'to do' list, but the truth is that a good break is a very valuable investment in both your own well-being, and that of your business.

Pace yourself. Recognize your limits and set reasonable targets and deadlines that are within your reach. At the same time, plan your leisure time and make sure you get enough rest. Even as you work to give the best service possible, there will be times when you have to be able to say 'no' and come up with an alternative solution that you can comfortably work with. Learn to do this without feeling guilty about it. It just takes some practice.

### **4.2 Focus on quality time and make every moment special**

Are you really taking time off? Or do you catch your mind droning on and on even when you are supposed to be relaxing?

If you are used to being constantly on the go, it can be difficult to set your work aside and disconnect when you need to. Work at this skill. Practice living in the moment and focus on the here and the now of what you are doing. Being able to switch off and take a break will work wonders for both your health and for your business performance.

Find activities and interests that engage you. Do things that you truly enjoy. Maybe take up a new hobby, or rediscover an old one that has fallen by the wayside. Dedicate quality time to your family and to your social circle and make sure to leave your work phone and laptop behind. Create happy memories, have plenty of good laughs, take lots of photos and make sure you feel fulfilled outside of your real estate business too. Plan your free time in advance, so that you

don't spend a huge chunk of it deciding what to do. The more limited your time is, the more you need to try and make every moment special.

You surely keep a close eye on how well your real estate business is doing, but have you ever evaluated your 'leisure performance' to see if you are using your free time properly? Life is full of distractions and it is all too easy to kill time in trivial and unfulfilling ways. Limit the time you spend on the Internet or doing unnecessary chores. Watch out for the a hundred and one other ways to flitter away the minutes and hours and concentrate on making the best possible use of the leisure time you set aside for yourself. The results will show in your work!

### **4.3 Stay fit and stay healthy**

You've surely got the idea by now that an important part of working to build a successful real estate business is making sure that you don't forget yourself and your own well-being. Unfortunately, diet and exercise are usually two of the first things that go out of the window when we feel that we don't have enough time for everything. Avoid that trap.

If you eat fast food regularly, google for some quick and healthy recipes you can easily prepare. You'll find lots of ideas that are good for you and delicious too! And regular exercise will work wonders for your energy levels, so if you feel like you need a boost, it could be a good idea to dust off the old bicycle or go for a run.

## Summing up: How to Empower Your Business and Succeed

A good market is more forgiving, but in a down market, being sloppy will quickly put you out of business. Don't be one of the many agents who are throwing in the towel. Stay at the top of your game, remain true to your values and beliefs, and invest your marketing dollars wisely.

That last point is crucial. You still need to invest in your business if you want it to succeed, and tightening the purse strings is just as bad as blindly throwing your money at the next marketing fad. Hopefully this eBook has given you plenty of ideas on how to start making the most of the resources and technologies at your disposal. If you found it useful, you are going to absolutely love being a part of the WY Homes community.

Take the first step today and sign up for FREE to become a WY Homes Agent, to benefit your business in countless ways, including expert tips and advice and increased exposure to our many website visitors. Also consider signing up for our affordable 12-week marketing training course that will teach you step by step to market like a pro with the resources you already have. This is your chance to turn your Wyoming real estate business around and boost your chance of success. Don't miss it!

When you market your properties with WY homes:

- You save time and money, because you eliminate the typical marketing guesswork and focus on real estate marketing techniques that have been proven to work.
- You maximize your exposure, by reaching out to our captive print and online audiences and by driving more traffic to your property listings with proven lead generation tools.
- You win your clients' trust, thanks to your agent profile that you can customize with images and video, including YouTube.
- You get immediate responses and make more sales, because buyers can easily find you, your business and your listings, using our sophisticated property search tools.
- You can tell exactly how well your marketing is doing and make educated decisions, thanks to advanced analytics and statistics reports that put all the vital information at your fingertips.

This multi-faceted marketing strategy is based on over 15 years of experience, and combines a host of advanced, yet easy-to-use, solutions that will help drive your sales and get an outstanding return on your investment. We're talking about all the latest technologies, including audio, video, map search, virtual

tours and open-houses that your potential clients can use to search for property on the go.

Join WY Homes and start marketing smarter now!

### **By the way, there's much more!**

There's many other exciting things going on at WY Homes, including discussions on our forum to help you connect to prospects.

We also hold regular FREE webinars for our members that cover all the different aspects of branding and marketing your business in great detail. You will be guided step by step as you create your brand, learn to design effective ads, and figure out new and better ways to use the social media and other emerging technologies to market your estate agency.

You also get free access to the marketing professionals on our team, who are always ready to answer your questions, give you tips, serve as a sounding board for your ideas and help you with technology challenges. It's practically like having your own marketing team at your disposal. Just think about that!

How's that for top-notch marketing at absolutely no risk? Take the next step today. Join WY Homes and empower your business to succeed and prosper. It's that simple!