leadPops™

GOOD
W.H.A.L.E. HUNTING

Strategy & Checklist for Hunting *NEW* W.H.A.L.E. Realtor Partners

W.H.A.L.E. = Worth Helping A Little Extra

Understanding & Creating Your W.H.A.L.E. List – New Agents

First, let's start by making a list of the real estate agents you're interested in working with. These should be new agents you don't currently have a relationship with and aren't sending you any business.

Chances are you already have a few of these in mind. If so, great – get them on the list. You probably need more though, so let's dive right into how to find them.

The way you identify Realtors that are "**W**orth **H**elping **A** **L**ittle **E**xtra" is by looking for agents that are doing business and actively marketing. No sense in teaming up with Realtors that don't sell and/or just want free stuff from loan officers.

The fact is that the good Realtors are already taken, and they're busy. They're not just sitting around waiting for a loan officer to come in to chat and hand them a stack of business cards.

They're also **comfortable** with who they're already working with.

You're going to have to **disrupt** their current loan officer relationships to make something happen. With the right approach and a solid **Unique Value Proposition**, that's a lot easier than you might think.

The beauty of it is that Realtors aren't necessarily loyal to loan officers. "What have you done for me lately?" is a pretty common theme here. You will be using that to your advantage. This strategy does not entail you becoming their marketing assistant, or some lengthy honeymooning process.

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Before we go any further, it's important to understand **why** the loyalty issues exist between Realtors and loan officers. Don't be bitter about it; instead, think about it from an agent's standpoint: they've got loan officers coming at them all day every day asking for business.

This one has a box of donuts, that one has a fruit basket – everyone has "great rates and service, with excellent communication skills, quick turnaround time, thorough follow up procedures, and…" blah, blah, blah… do you see where I'm going with this?

Question: what's your Unique Value Proposition for a Realtor? Say a new producing agent is standing in front of you right now… what's your pitch? How do you shift past the usual (awkward) nonsense and get them to hear you out? Will you win them over and get them excited about working with you? I should be able to shake you out of your sleep at 2:00am and you knock that out of the park every single time.

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Also, don't get caught up in the hype of an in-house loan officer. That's a nonissue. I talk to the in-house loan officer all the time, and he/she can't figure out for the life of them how they're sitting on the floor with 45+ agents and they don't get any business out of it.

It all comes back to agents being comfortable with who they're already working with. Agents change brokerages all the time. A producing agent switches companies, but they keep their entourage. That's why you need a Bullet Proof Unique Value Proposition; you need to **disrupt** things.

First, let's get back to finding the right agents so you can put your new U.V.P. to use and start making some money.

These agents (producers) shouldn't be hard to find, and there are a lot of ways you can go about it. One of our favorites is to use the search engines just like a consumer would.

More often than not, you'll see producers at the top of search engines for phrases like "CITY real estate" and "CITY homes for sale".

Chances are, if they have a website that's on the first page of Google or Bing for a highly competitive real estate search phrase, whether it's organic or a paid ad, they're doing more than the average real estate agent to promote their business. Not to mention, they're getting plenty of traffic as a result.

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You can find these agents all over for any city or geographic area you're interested in targeting. Some of the most popular real estate search phrases are:

- CITY real estate
- CITY homes for sale
- Homes for sale in CITY
- CITY, STATE homes for sale

Simply replace "CITY" with your city of interest and include a state abbreviation where applicable to pull up searches with Realtor websites and pages that are getting traffic to them.

Many of the results will be larger Brokerage websites (which may or may not be a good option for you – set these aside for later), and also, major real estate search portals. Don't overlook these as they can provide you with direct access to their advertisers – agents that are spending money.

You can do similar research on these real estate portal websites, for example: Zillow, Realtor.com, Homes.com, & Trulia. Same idea – just run some searches and take note of the Realtors that are paying for premium advertising listings.

Now, obviously just because an agent is paying for premium placement doesn't mean they're a good fit for you (or a producer for that matter), but it shows that they're investing in their business, which is a good starting point.

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As a side note, this strategy does not include paying for their marketing efforts. We're going to piggyback off of them instead. To do that, you need to provide tremendous value. We're going to show you how.

Another strategy to help you figure out the Realtors that are worth approaching is looking at their track record by checking information available through the MLS. This includes number of sales, listing inventory, length of time their listings are on the market, and other helpful information you can access.

You'll also find proactive agents marketing and driving traffic through craigslist, social media, video and email marketing. There's also no shortage of agents that are consistently spending money on traditional advertising. These are all agents you could be helping generate more business. That's the key.

Ultimately, the goal is to develop relationships with the right agents by helping them generate better results from their marketing efforts. You're going to ride on the coattails of their success.

Once you've come up with a list of **25+ new W.H.A.L.E. candidates**, you're going to stack-rank these agents based on the perceived opportunity they present, and productivity – your A's, B's, & C's.

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You're going to want to grade your relationship with them on a level from 1-5 (5's are your best friends) until after your first phone call and/or meeting, based on how the conversations go. Once you've organized your list, now it's time for the fun part: making first contact. Use the scripting and strategy outlined here:

SEE: New Agents – Part 2 - Locking Down NEW W.H.A.L.E. Agents *PDF -- strategy & scripting for setting up business development appointments with each new W.H.A.L.E. Agent.*

Once you've made contact, we'll work with you to figure out the rest, including scheduling marketing calls with you and your W.H.A.L.E.'s, and integrating your leadPops conversion optimization technology into their website(s) and other marketing efforts.

To get started, simply research and provide the following information (to the best of your ability) for each W.H.A.L.E. you want to target. We'll help fill in the blanks, and secure them as an active referral source for your mortgage business.

W.H.A.L.E. Eligibility Checklist

Full Name:	Company:
Phone:	Email:
Website URL:	City & State:
Productivity Rank: A | B | C	Relationship Level: 1 | 2 | 3 | 4 | 5

What you already know:

LinkedIn URL: _____

_____

Facebook URL: _____

_____

- What kind of mortgage information are they offering on their website?

  _____

- How is their Home Search page set up on their website? (home buyer lead generation strategy)?

  _____

- How is their Home Values page set up on their website (home seller lead generation strategy)?

  _____

What you already know (continued):

- Who built their website (vertical website company, private, etc.)?

  _____

- How many listings do they have?

  _____

- What kind of marketing are they doing online?

  _____

- What kind of marketing are they doing offline?

  _____

- Additional notes:

  _____

  _____

  _____

ALSO SEE: New Agents – Part 2 - Locking Down NEW W.H.A.L.E. Agents *PDF -- strategy & scripting for setting up business development appointments with each W.H.A.L.E. Agent.*