

# Likely.AI Database, Warm Seller Leads, & Unknown Seller Lead Lists w/ Steven Gendel

Frank Klesitz:

So welcome to Listing Lead Show. I'm Frank Klesitz, your co-host. I'm with Chris Watters, my co-host. We wanted to create a podcast on just what people are doing to get listing leads. I think I say this in the show a few times, we were just on iTunes looking around, like what's the podcast we want to listen to? And a lot of these podcasts were pretty wide in scope. We wanted to create something where it's like, "What am I doing to get sellers to call me, to list their house?"

Frank Klesitz:

We figured we'd go around the country and find the brightest minds who were doing just that and create a podcast for you with hopefully some intelligent questions. I like to think they're good, solid, intelligent questions, to get the information that you need, that if you're looking to list property and just get sellers calling to list their house, well, listen to this show and you'll learn how to do it.

Frank Klesitz:

So I'm Frank Klesitz, my firm is Vyril Marketing. I'm the co-host of the show, and Chris Watters has sold thousands of houses, is one of the top realtors in the country ranked by the Wall Street Journal and pretty much anyone else you can rank by in Austin. And we're joined by our guest today, Steven. Steven, why don't you tell us a little bit... Steven Gendel, I apologize. Tell us a little bit about your market, where you're at, your average price point. Give us a little idea of where you stand production-wise in your market so we get a little context before we start drilling you with questions on what you're doing to get listings, specifically with predictive seller scores.

Frank Klesitz:

So we're going to talk today Steven. He spends money on really high end data of people who are a little bit more likely than not to sell their homes in new markets. So then we're going to dive into that. So Steven, give us a little foundation of where you're at.

Steven Gendel:

Sure. So I'll give you a little bit of my background. So I spent 10 years in the high tech space. Left that industry in 2002. And the last piece of software I actually sold was artificial intelligence software in 2002, before we knew what artificial intelligence really was. And left that space for family reasons, got into real estate in 2002. I'm a fourth generation realtor. And now I-

Frank Klesitz:

So you were doing artificial intelligence before 2002?

Steven Gendel:

Yeah. That was the last piece of software I sold. It was about \$1-2 million installation of our software inside major corporate networks.

Frank Klesitz:

So you've watched this stuff grow for decades?

Steven Gendel:

Yeah. It's just a matter of when it hit real estate. And the reason it took so long to hit real estate was we had disparate data, and we didn't have cell phones that connected all of our data together on the backend.

Frank Klesitz:

Got it. Oh, this is going to be interesting. I'm excited for this interview. So you got into real estate, you're selling houses. How many houses did you sell this year? What do you think you were going to do? Average selling price market you're in?

Steven Gendel:

This year, my team and I will do about... So our average price is about \$500,000 to 550. I'm in Northern New Jersey, right outside New York City, about 35 minutes in an area called Livingston, New Jersey. I own a Keller Williams franchise and I also run a team of four people. We'll do about \$30 million this year for about 40 units. So that'll up our average price to about 625, but our average usually is between five to six.

Frank Klesitz:

Well, you're also the OP of the Keller Williams office?

Steven Gendel:

Yes.

Frank Klesitz:

How many agents do you have?

Steven Gendel:

I'm also a regional technology director and area director for Keller Williams in our region, covering New York City, Long Island, Connecticut.

Frank Klesitz:

Okay. So you're the OP running a team. You're a busy man. And how many agents are in your office?

Steven Gendel:

170.

Frank Klesitz:

Wow. Good for you, man.

Steven Gendel:

I also own four other companies, real estate related on top of that.

Frank Klesitz:

Okay. So I guess, here's my first question I ask everyone. This is the first question if we stay on task, is what is the number one way you're getting listings? How are you getting listings? Tell us, what is the secret?

Steven Gendel:

The dirty little secret is your business is your database. You've probably heard that before. And with my database and using Likely.AI's database refresh for the past six months, I dump all my data into that every six months, it tells me who to focus my efforts on and I go after those people.

Chris Watters:

Quick question there. So you've been using like Likely.AI for six months?

Steven Gendel:

Actually longer. I've been using their services for almost two years, but I used the different services that they offer, but I got really excited about the database refresh product because I have 3,200 contacts in my database. My question I ask myself every morning is who's moving? Nothing gets me angrier than when I see someone who listed their home that's in my database that I should have known about.

Chris Watters:

So just for of clarity, month 1 through month 18, what product did you use at Likely.AI?

Steven Gendel:

It's called Likely Sellers. And it gave me a dataset of every potential seller in my county. The challenge with that is implementation of getting to those people who don't know me. So I'm like a cold caller. Versus people... I'd rather do warm calls, Chris, all day long.

Chris Watters:

What were the commonalities?

Steven Gendel:

So I'd rather call people who know me and trust me.

Chris Watters:

What were the commonalities of the attributes when you looked at those prospects in that database?

Steven Gendel:

The biggest commonality was-

Chris Watters:

Were they like-

Steven Gendel:

... they had some reason to move, usually job transfer or financial.

Chris Watters:

And so Likely.AI is pulling that based off events recorded in social media or how are they extracting those?

Steven Gendel:

No. Look, I don't know their algorithm backwards and forwards, but their algorithm is looking at a combination of age, how many people live in the home, who owns the home, when did they last refi, how much is left on their current mortgage, updates to the home, tax records to the home. Social media's a very small part of the process, because anyone could like something or say they're going into Home Depot. That doesn't mean they're moving.

Frank Klesitz:

I'll comment on that really quick. Chris, go type in DataRobot into Google. These are algorithm, like when someone says there's an algorithm, these are services that help you write your own algorithm. So what you do is you go to a company like Black Knight or ADaM, or maybe Franklin American or CoreLogic, that basically has all the property data on consumers. And then you take that data, usually a property address or maybe more specifically the mailing address. And then you go to these big companies like Epsilon or Axiom. These are the companies that... Or Oracle has a product called I think Datalogix.

Frank Klesitz:

You know when you sign your privacy agreement that they're selling off all your information or you get your points on your credit cards, they're selling off what you buy on a credit card or you're selling off your iPhone location history, or you're selling off what things you search for online. They're building these profiles on Americans of thousands of data points of behavior psychographic profiling. And you can go to these behavior based databases and then basically upload the property records. And you can start modeling through algorithm, something like using a service like DataRobot and those other ones of saying, "Hey, who's probably going to move based upon life events, based upon their purchase behavior and consumer behavior that we're tracking?" And then spit out a list of names that you reach out to. Is that the gist of it, Steven?

Steven Gendel:

Yeah. That's exactly the gist of the Likely Seller product to a T. Yep.

Frank Klesitz:

Perfect.

Steven Gendel:

And I got into this about four years ago, knowing that algorithms had matured enough to the point that we should have been able to do this maybe 10 years ago with algorithms. And what's it going to take to get this into a real estate space? So I actually personally invested in another company that did in this, that RE/MAX actually bought. The dataset that they provided got worse over time. So I was happy that Likely was the only one left standing in this space afterwards, and started working with them after my other investment got bought.

Frank Klesitz:

So explain to me how database refresh works. So you have 3,200 names that know who you are. Do you have their first name, last name, property address, phone, email, so when you upload it to Likely, you give them the most information possible to come back with a clear match?

Steven Gendel:

You want to make sure you have them most information possible. I had either name, phone, number, name, email, or name, address as a bare minimum. Once you have that, they run it against their algorithm of potential sellers and your database, and then score your database on a ranking of-

Frank Klesitz:

Oh, because they run it against the predictive sellers already in the market in your database.

Steven Gendel:

Correct. And then they come back and say to you, "Based on our algorithm, these people are likely to move, scoring at 99% likely to move in the next nine months, down to 52%, down to below 52%, they're not a match." So take my 3,200 person database, I came back with a list of 678 potential sellers out of my database of 3,200 contacts [crosstalk 00:10:03].

Frank Klesitz:

That were created from 50 to 100. How many were between 90 and 100? How many would you say were between 90 to 100 that you would like, "Oh, I got to talk to those people."?

Steven Gendel:

Right away, there was 15 at the top, which I got four listings from this month from.

Frank Klesitz:

Boom!

Steven Gendel:

So the cost justified the expense, justified the phone call. One of them never went on market. Literally I went over to their house. I said, "Okay guys, why do you want to put your home on the market?" And they told me, and then they said, "Why don't you ask a few people if they want to buy our home." I made two phone calls and found a buyer and brought them over.

Frank Klesitz:

That's incredible. I'm just curious, when you call these people up, what did you say? "Hey, I ran you through an algorithm and I think you're thinking about selling your house."?

Steven Gendel:

So it's just a typical, yeah. Right. "Hey, I've been tracking your behavior by the way. And it's really great to know that I know something that you don't know about your life." No, it's a pretty straightforward conversation. It's "Hey, it's Steven. How are you? Haven't spoken to you in a while. What's happening?"

Let me give you a quick market update." And usually once you say that it's, "You know, Steven, we're actually thinking of moving."

Frank Klesitz:

And when you deeper, [crosstalk 00:11:10] to the motivation, what did Likely pick up on? You have to be curious, man, you're in AI. You had to be like, "What were they doing that Likely picked up on?"

Steven Gendel:

Yeah. So one particular client of mine, when I called him, it was a financial reason. Likely picked up on the fact that he's an older gentleman, living alone in a very large house and somehow picked up that he really needed to get out, financially. On another client it was really funny. I don't know how they picked us up, but it turned out he wasn't moving, because I said to him, I said, "You bought your home from me five years ago. How's it going? What's up with your house? How are your kids?" Typical reconnecting with my client. He's like, "Steven, everyone's good. The house is great, but my mom passed away two months ago and we need to sell her town home." So it picked up on something that made me give that phone call that drove to a listing.

Steven Gendel:

Another one picked up on the fact that the kids were graduating from high school and this was their last year in high school. And they wanted to get out of town once their kid was out of high school.

Frank Klesitz:

That's incredible.

Steven Gendel:

So it's a different way, but you have to assume a couple things. One, if they're in your database, you probably already know them.

Frank Klesitz:

And you have the right phone number.

Steven Gendel:

And you have to have the right phone number. Now, if you don't have the right dataset in terms of phone numbers or an email address or a home address, you can skip trace the data through Likely and fill in the blanks. But it's always easier to make a warm phone call to someone who knows you, who you already have a relationship with, who's in your database. For whatever reason, you lost time because of time or circumstances or life, and you're reconnecting them to just say, "Hey, here's what's going on with the real estate market. Have you ever thought about moving because we have a lack of inventory right now?" And they say, "Yes."

Frank Klesitz:

What would you say in your database is more important for the match? Address, phone number, email? Because let's face it, everyone's-

Steven Gendel:

I'd say address is most important.

Frank Klesitz:

Address is most important to get an accurate match?

Steven Gendel:

Yeah.

Frank Klesitz:

You know what's funny, Chris, I was at Keller Williams family reunion. This was a couple years ago. And KW was announcing KW Command, maybe you were there Steven. This was in New Orleans. And Gary's like, we're going to turn on Command and everyone's going to upload their lists. And I think the next day, Gary yelled at everyone in the audience, because I think it was a single digit number had actual physical addresses for their database. And he's like, "Hey, you're are all Realtors and you don't even know where your people live."

Frank Klesitz:

When I saw that, I was like, "Oh my gosh, you can't direct to mail them because all the digital stuff is getting harder and harder to reach people generally speaking in the direction of history." But you can't append behavior data. Oh, man. You're really at a loss. If you don't have those addresses for your database. You can't append the behavior data, which is exactly what you said, Steven.

Steven Gendel:

Right. So most important is name and address. I can find a phone number, I can find an email address. I got to go to the tax records or some other source and get that data in there because that's the key to making an algorithm really work is where do you live?

Frank Klesitz:

Besides Likely.AI to find a phone number, to append a phone number to a mailing address, are there other skip tracing sources that you like or where you go to find phone numbers, Steven?

Steven Gendel:

Actually I'm using theirs and so far so good. I'm happy.

Frank Klesitz:

Great. Awesome.

Steven Gendel:

Look, this tech stuff can get overwhelming for a lot of people. And I'm a real "keep it simple, stupid." Keep doing this one thing over and over again until someone stops you from doing it, and then find a better way to do it because I don't need to run... There's no way-

Frank Klesitz:

So how often do you send your database over to them? They just live monitor it or...

Steven Gendel:

No. So they don't live monitor it yet. Right now it's every six months because I only have 678 people now in my database that I have to focus on for the nine months.

Frank Klesitz:

Got it. That's how you look at it. So you submit the list, they kick out a percentage of the list with a score-

Steven Gendel:

Your matches. Right.

Frank Klesitz:

... between 50 to 100, and you probably start right away working the highest scores and nurturing the ones farther down the list. And you submit your list to them, what, twice a year?

Steven Gendel:

Yeah, twice a year. And I'll use my mom who's been in this business for 40 plus years, just 40 years now. 1982, my mother got her license. Still in the business. I took her database of 700 contacts, uploaded it. We found 71 matches. First thing I do is I call her, I say, "Hey, so and so is moving. They're a 99% match against the algorithm." And she said to me, "I know, I spoke to them yesterday, but they're hiring their daughter who's a Realtor. And I totally understand that, but they wanted to give me the heads up, they were listing their home tomorrow." I just started laughing. That was hysterical to me that it was right there. The first match was listing the next day.

Frank Klesitz:

Steven, why isn't every agent that joins your Keller Williams office do this? If you take them through Ignite, this is one of the first things you do. Why is this not offered to every agent in your office?

Steven Gendel:

It is. Now, it is.

Frank Klesitz:

It is?

Steven Gendel:

Yeah. Frank, understand, Realtors and... Realtors think, and this is not a bash on Realtors, this is just a bash on how we train Realtors. Realtors have this really cool piece of technology in front of them. We'll call it a computer. It's been out for a while. And they still believe that they have this really cool tool to mass market to whatever, about, "I'm a Realtor. I'm going to tell everyone." And the problem is today, because of technology and iPhones and interconnected data and Wi-Fi everywhere, all this stuff that we're talking about, algorithms, et cetera, that we need to change our mindset to be micro marketers on a mass scale and not mass marketers on a mass scale. And I think the Realtors think, "I just got to tell everyone I'm a Realtor because that's what everyone tells me to do." And I say, no. If we have an algorithm that tells you who's moving, let's talk to those people. Your business is [crosstalk 00:17:28].



Frank Klesitz:

Steven, this is the future. This is the future, isn't it?

Steven Gendel:

Yeah. Well, and this is the example I used on a phone call the other day. I said to someone, "You do understand that I watch Shark Tank religiously. And I watch people go on Shark Tank all the time and say, 'Oh yeah, we launched our product by going on TV and doing a national marketing campaign.'" And Realtors still think that mindset, and no one on Shark Tank has ever said that. What do they say? "Well, we went on Facebook. We looked at our audience, we segmented our market, we targeted our people." Well, what Likely.AI is doing with their database refresh is looking at your database, targeting your market and telling you who's moving.

Frank Klesitz:

That's incredible.

Steven Gendel:

That's it.

Frank Klesitz:

I've been around data for a long time, and it was only a matter for someone like Brad, who's brilliant, who runs Likely... And again, we're not getting paid for this. We're not taking any money for this interview. Chris and I were sending down and we're like, "Who's using behavior, artificial intelligent data to get listings?" And Brad's name came up and I'm like, "Hey, who's the best client who's doing this?" And we found you and you came on the show and I thank you for that.

Frank Klesitz:

You said your number one listing source is taking your database of the people you know, uploading it to their refresh product, and then getting the list of the people that are most likely to move based upon life's events and start calling and reaching out to the people that score the highest, just seeing what's going on in life. Is that the secret?

Steven Gendel:

Yeah, that's the secret. And then the next group, everyone, who's a 75% match or less gets a letter. I just have a golden letter, I call it, just giving them a market update, talking about inventory, talking about life issues that might make them move. And please call me if they're thinking of moving. So that letter's going out to them before I can get to that phone call, but I'm going to call them two days later.

Frank Klesitz:

And you're doing a letter, not a postcard?

Steven Gendel:

A letter, a personally-

Frank Klesitz:

A personal letter.

Steven Gendel:

... hand stamped, handwritten address. It has to be a letter because most people as we know, open their mail over the garbage can.

Frank Klesitz:

Yeah, a pile on a pile.

Steven Gendel:

Yeah, if they hand address it, man, they open it.

Frank Klesitz:

Got it. So that goes out to the list, mail it out, and then they all get a call from you a couple days later?

Steven Gendel:

Correct. And then I put them on a five touch letter campaign of five more letters over five weeks.

Frank Klesitz:

Oh wow. Same type of letter?

Steven Gendel:

Similar. They modify a little bit.

Frank Klesitz:

And you're just fulfilling this all in house, in your office because you-

Steven Gendel:

I use an outside company for the letter writing, but yes.

Frank Klesitz:

Oh, so you're using a company, you send a list to them and then they hand write it manually on the front?

Steven Gendel:

Yep. Correct.

Frank Klesitz:

Got it. What's the company?

Steven Gendel:

It's called [yellowletterscomplete.com](http://yellowletterscomplete.com).

Frank Klesitz:

Got it. There's several those services out there that write the handwriting on the front. Great. Okay.

Steven Gendel:

And it's actually true handwriting. They have a computer gen version, I won't use that version.

Frank Klesitz:

You use the human beings writing it? Got it.

Steven Gendel:

Yeah. I need a human doing it. I like imperfection. Imperfection marketing is going to be a future conversation about how imperfection actually gets attention because it doesn't look normal.

Frank Klesitz:

Dude, if you know me more, we just met, but I've been saying these things for years. A part of the Vyril Marketing system, everyone thinks they come to us for social media and video. I'm like, "Well, maybe take a small segment of your list of a couple hundred people and get them a monthly personal letter as a part of our system for the 36 touch."

Steven Gendel:

That's right. And for me, when I say the same thing like you, Frank, micro marketing on a mass scale, you go, "Oh, that makes sense."

Frank Klesitz:

Well, to me it does, but to most people it doesn't.

Steven Gendel:

Most people don't get that conversation. So now my whole focus for 2022 is 678 people, not 3,200.

Frank Klesitz:

Got it. So I would assume your 3,200 can get your broadcast emails and custom audience on Facebook, getting the Vyril plan, but you're going deep with phone calls and direct mail on the 600 some.

Steven Gendel:

Well, it makes my life a lot easier to know who I'm focused on.

Frank Klesitz:

Got it. Okay. So let's move on. So Likely has this product for the database, is Refresh, right, which is your number one source, because it's much easier to call people you know that we don't know. Nothing new there except obviously the data, and-

Steven Gendel:

And you know who to call.

Frank Klesitz:

Yeah. And the fact that you're using personal direct mail of how you stay in touch with the bottom part of the list-

Steven Gendel:

Yes.

Frank Klesitz:

... that scores a 75 or less. Let's move on to your second best lead source. If I can make the assumption, are you using Likely to sell lists for the whole county?

Steven Gendel:

Yes, but I target certain areas in my county. So I won't go after my whole county just because of where I want to focus my efforts.

Frank Klesitz:

It's also huge. [crosstalk 00:22:25].

Steven Gendel:

It's huge and densely populated.

Frank Klesitz:

Okay. So for the second lead source, let's just talk about this, because we're on Likely.AI concept. You can also purchase all the Likely sellers in the entire county.

Steven Gendel:

Correct.

Frank Klesitz:

If you do that in your county, what's your county, Morris?

Steven Gendel:

Essex.

Frank Klesitz:

Essex. If you purchased all the Likely sellers in Essex, how many would probably come back in their list for a good month?

Steven Gendel:

Some months it's 500, some months it's 800, some months it's 400.

Frank Klesitz:

So it's not that many.

Steven Gendel:

No.

Frank Klesitz:

Relatively speaking, but you still wouldn't even-

Steven Gendel:

It starts adding up pretty quick month over month when you're looking at all of a sudden, you got an extra 2,500 names now you got to go after.

Frank Klesitz:

Got it. Okay. So what do you do with those lists? How do you work the cold... So you have your warm list you upload to Likely, but how do you work the cold list that you get new every single month?

Steven Gendel:

I have a second letter writing campaign sent out by Yellow Letters Complete that starts letter writing to them. And Brad and I talked about this, you'll laugh. That letter writing campaign went out and my phone rang. This is about a year ago. My first time doing this, my phone rang and a woman said, "Hi, I want you to come list my 26 million home."

Frank Klesitz:

He's like, "Is this a joke?"

Steven Gendel:

No, I thought it was a joke but [crosstalk 00:23:38]. I looked up the property and she had it listed for \$19 million, two years ago. I called her back and I said, "Full disclosure, I've never listed a home that price point before." I said, "What makes you think your home is worth 26 million?" And she gave me her whole story. And I said to her, "I don't think this is the right time for you to be selling your home, and based on what I'm seeing your home is probably really worth only eight or 9 million. If you're okay-"

Frank Klesitz:

Eight or nine?

Steven Gendel:

Yeah. I said, "If you're okay at that number, I'll be really happy to come over, but if you're not okay at that number, I think we should just part friends now before I leave my house in the middle of COVID." And we decided not to list her home and she didn't put it on the market with anyone. But I stay in touch with her now. However, that was my first phone call from the letter writing campaign from the Likely Seller.

Steven Gendel:

So from the Likely Seller campaign, we got a \$500,000 listing and a 1.2 million listing [crosstalk 00:24:29].

Frank Klesitz:

Let's call this the cold Likely Sellers.

Steven Gendel:

Yeah. The cold Likely Sellers [crosstalk 00:24:33].

Frank Klesitz:

The second pillar here.

Steven Gendel:

Yeah.

Frank Klesitz:

So the first way is you work your warm database to find Likely sellers. And the second pillar is you just get the entire county and then you drill it to on by the zip codes that you want. Is that correct?

Steven Gendel:

Correct. And then target a five touch campaign at them through the Yellow Letters Complete and help my phone rings. And usually it does actually.

Frank Klesitz:

What's the cadence between the letters? How many weeks do you go before you mail letter one, two, three, four, five?

Steven Gendel:

It's every other week.

Frank Klesitz:

Got it.

Steven Gendel:

So a week they get a letter, a 10 day break. Next letter, 10 day break, next letter. 10 day break.

Frank Klesitz:

Wow. Sounds simple.

Steven Gendel:

Well, Frank, you've done this long enough. Chris, you've done this long enough. The biggest challenge for most Realtors is implementation.

Frank Klesitz:

Why direct mail? [crosstalk 00:25:21]. Why don't you just cold call them all?

Steven Gendel:

Less and less people are answering their phone based on the numbers they don't recognize.

Frank Klesitz:

Especially in your market, very educated.

Steven Gendel:

Yes.

Frank Klesitz:

I would think.

Steven Gendel:

I'm dealing with a higher educated, four year college degree or higher audience who has high net worth. It's a tight community. The funny part is when I find out they're somehow friends with me on Facebook, so it's a little bit easier you to reach out through that medium. For some reason we're friends on Facebook. I don't know how. So I'm able to send them a direct message while the letters are going out to try to up the opportunity. However, cold calling doesn't seem to get through. And it's a lot easier to respond to a letter that's not threatening.

Frank Klesitz:

It sounds Steven, and I want you to bring some questions in here, I know you hopped off here a bit, Chris with tech issues, that this has brought you focus. What I hear with this high seller intent Likely.AI lists is you're incredibly focused to get your listings because you just have these lists.

Steven Gendel:

Again, we talked about it before. Most people do a little bit of some things in real estate, and not one thing in real estate, to take a Gary Keller book. I have one lead source. It's my database. It's who I'm calling, and that's it. Everything else is nice to talk about. It's too difficult to go after a little bit of everything. You end up getting nothing that way.

Frank Klesitz:

And you've been in business for 20 years. So that's why you have 3,200 people on your list.

Steven Gendel:

Correct.

Frank Klesitz:

What's the makeup of your 3,200 people?

Steven Gendel:

Make up, how so? Age wise?

Frank Klesitz:

No. How'd you get them? Are these are these past clients, sphere, buyer leads?

Steven Gendel:

Sphere, past client, buyer leads, friends, family, friends of family. You'll laugh, a home we just listed two weeks ago, that was a client from... I sold her software in 1994. She bought software from me for six years in the software industry. I got into real estate. I've sold two houses for her. She bought a house with me. I've sold her dad's house. I'm selling her brother's house. Her brother's buying a home with me. It's a sphere, database, past customer relationship, family members.

Frank Klesitz:

Chris, if you took your database of past clients, warm leads, all your good stuff and your huge list that you have there at Watters International, how many of those would you say have an actual physical address attached to them? Because that's what you need to get the really best appended data that comes back. Would you know that? Could you guesstimate?

Chris Watters:

Yeah, I probably have just north of 200,000 records in Austin and another 120,000 records in San Antonio.

Frank Klesitz:

How many homeowners are in Austin?

Chris Watters:

400,000 single family homes.

Frank Klesitz:

So you have half the city? So you have half the city. Do you have their addresses in your database?

Chris Watters:

Mailing addresses, phone numbers. Some of them, we have emails.

Frank Klesitz:

We should do this, man. What questions do you have about artificial intelligence?

Chris Watters:

Well, I'm cautiously optimistic about what Likely.AI can do and I've talked to, what's the guy's name over there at Likely.AI, super nice guy?

Frank Klesitz:

Brad.

Chris Watters:

Yeah. Talked to Brad. He was living in Austin for quite some time. I think he just relocated somewhere else. But I don't know anybody that's done this at scale and validated its utility. I know of a lot of one-off



cases where people are having success, getting a couple deals a month or a couple dozen deals. I just don't know anybody doing it with a high degree of accuracy at scale.

Frank Klesitz:

I have an answer to that. So Steven, follow me on this, what Chris is trying to say.

Chris Watters:

I'm in a little bit of a unique situation. If you're listening to this show and you're a solo agent or you have a small team, it makes a lot of sense to test it. You don't have a lot to lose. And I think there's a lot of validity to this. I tested about four years ago, a platform called Reevaluate, and they were pulling data points out of Facebook. So I put in my personal sphere from when I was working as a realtor 10 years ago, and was looking into each of the people with high probabilities of selling and it was pretty interesting.

Chris Watters:

If somebody went from being married to single on their Facebook page, their score shot up and sure enough, they relocated and they may or may not have bought a house. And so I think there is some validity and there is some accuracy to it. To a point, Steven brought up earlier is once you have the list, what's the follow through? And then my questions probably are not relevant to the audience in terms of how to execute at scale.

Frank Klesitz:

Yeah. You're thinking huge. Steven, here's how I propose this to Brad of how I was thinking about data, because this is new in how you think about it. You obviously have to spend money on the data and you're better off just spending more mail on cheaper data. That's really the question. So I looked at turnover rates. I said, "Okay, let's take, I don't know, the entire county." I forget how you divide it, but you divide it in some way where, how many homes sold in the past 12 months, and figure out the percentage. So-

Chris Watters:

Popular strategy with figuring out where to go find people to [crosstalk 00:31:21] direct mail.

Frank Klesitz:

I would take the entire county and say, "Okay, here's all the single family homes in the entire county, and how many single family homes sold in the past 12 months," divide it. Get a percentage. I don't know what it is, call it 5%. So there's 100,000 homes. 5,000 sold. I don't know, Chris, I'm just curious, what do you think of the 400,000 homes in Austin, how many sell a year?

Chris Watters:

So total number of sides is roughly 60,000, but actual homes sold is 30,000.

Frank Klesitz:

So 8%?

Chris Watters:

So out of 400,000 single family homes, 30,000 sold. [crosstalk 00:32:05]. Whatever the math is on that. 7, 8%.

Frank Klesitz:

My question would be is, "Brad, what's the turnover rate in your list?" If you were to give me 600 names, would 60 sell in the next 90 days? Would 50 sell? Because what Brad does is he could back date the list, Chris. So he'll sell you a list for whatever the charge is say for October. We're recording this in November. So November, December or January becomes February, you'll say, "Hey, that list I sold in October. Here's how many homes actually traded in that list." Is that right, Steven?

Steven Gendel:

Yeah. Correct.

Frank Klesitz:

There has to be a timeframe.

Steven Gendel:

And if you look at my [crosstalk 00:33:00] dataset, it's predicting 21% of my dataset's turning over in the next nine months-

Frank Klesitz:

So we'll say, my algorithm says over the next nine months, 21% of the people on this list will sell their house. And-

Steven Gendel:

Yeah, well I can give you that timeframe.

Frank Klesitz:

... I'm going to come back to you nine months from now and tell you how accurate I was. That's pretty cool. That's pretty cool. That's backdating the prediction. That's probably the best thing that I could provide for you, Chris is how to maybe think about it. What do you think about that?

Chris Watters:

In terms of validating accuracy, for sure.

Steven Gendel:

And I have to tell you guys, I'm going back to the four years ago when I used that other product. It started off really accurate and it was more of a swipe left, swipe right based on your phone contacts and your phone, who was moving, and I got a couple listings right away from it. But then the data quality went down and it wasn't just so much based on my contacts.

Steven Gendel:

So when I saw the dataset changing and the quality of the contacts and the lack of true listing leads plummet to near zero, well, then you became worthless to me. So when I found Brad, I was like, "You're not worthless with what you're providing in terms of a dataset of analyzing my data quite well."

Frank Klesitz:

I think what I'm hearing here, Steven is... Go ahead, Chris.

Chris Watters:

Frank, when you think about what the campaign looks like to reach out to those folks, you've got mass email, you've got mass text, you've got-

Frank Klesitz:

Email.

Chris Watters:

... IP targeting, you've got email, direct mail. And when you try to take into consideration being mindful of your acquisition costs for a listing, what is the most effective, least expensive campaign?

Frank Klesitz:

Direct mail, dude. I've tried-

Chris Watters:

But the kicker with direct mail though is, let's say for example, you mail 200,000 homes-

Frank Klesitz:

Which nobody listening to this podcast does, but go on.

Chris Watters:

That could really crush your acquisition costs. But then again, I guess if you can validate the accuracy of the turnover rate, then that changes things because ideally a high probability of those 200,000 people should be willing to sell.

Frank Klesitz:

And somebody has to have the guts to actually spend that kind of money on the direct mail buy. Chris, something you should sign up for that I think anyone could enjoy, there's a service called Who's Mailing What. If you Google Who's Mailing What, what this company does is they'll actually pay you and you just send them all your junk mail. So they just get junk mail from around the country, and then they scan it, and then they classify it by industry. And marketers subscribe to it to see who's mailing what. So if I want to see what Opendoor or Realtors or any real estate niche is mailing.

Chris Watters:

What's interesting about Offerpad and Opendoor is they are crushing direct mail on a national level.

Frank Klesitz:

Correct.

Chris Watters:

So I would love to know what does their data model look like to determine who to mail?

Frank Klesitz:

Well, they're probably going to some giant Wall Street firm that's doing what Brad's doing at Likely.AI at a super high scale and mailing it. There has to be some inflection point of, I'm buying all this data. When does it become more cost effective just to say, "To hell with the data," and just mail everybody where it's a penny record? There's probably some point, but we're getting into huge... where that question isn't even relevant to the audience here.

Frank Klesitz:

I would go back to Steven, what you're saying is here's the key principles, is you need a way to get sellers. And you said, "I'm going to start with my database, but I just don't want to slog through my whole list one by one, by one. I want to figure out who's looking to sell."

Frank Klesitz:

Now, one of the things at Vyril that we do is I would normally say, "Let's just send out a video email to your whole list, and let's title the video three things you must know before you sell your home this winter." Got it?

Steven Gendel:

Right. No, I get it.

Frank Klesitz:

And we would send that video out, and Steven, I'd give you a list of all people that watched it. And that would be my own little predictive analytics, Vyril.AI list.

Steven Gendel:

Well, now you're going from 678, let's say down to 200. So those are the 200 that are really moving.

Frank Klesitz:

Yeah, sure. That is one way. So if you're a Vyril client or I don't know, you're just sending email to your list, send the email to your list that has some video on the three things you must know before you sell your home and see who clicks on it. And it's an easy way to get a little predictive score, if you will. A lead score, they would call it. Lead scoring of your list and maybe follow those people. But you're taking a whole new level where you take that same list that you can send the email out to, upload to Likely.AI. Or just be independent, any service that has a database refresh.

Frank Klesitz:

But you have to make sure you have mailing addresses, because that gets you the more accurate data. And they will append and give you back the list. And your big thing was to call the people that scored 75 or higher and work those people personally. And then you would put a five step mailing campaign on everyone below 75 below. And I would argue mail's the best because if you append phone numbers,

they're not accurate. And then you're going to answer and you're just a spam call. And if you try to append emails, most of the emails are bad and now you're just a email spam. And then if you take a look at what El Toro, is the big company, right Chris. El Toro?

Chris Watters:

Yeah. There's a couple of them out there. El Toro is one of them.

Frank Klesitz:

Yeah. But you could arguably call them up and upload the addresses to El Toro and they'll match it to running ads just to people in the household. But that's really expensive. You have to do that at a large scale. You just can't call El Toro up and say, "I got a list of 1,000 people." Right, Chris?

Chris Watters:

Yeah. You have to spend a minimum of, I think it's 10,000 roughly.

Frank Klesitz:

Okay. IP targeting is going to be for really high level stuff. So personal direct mail's [crosstalk 00:38:57].

Steven Gendel:

Go back to the personal direct mail. If you use the plan that I've set up, I'm spending \$5 and 29 cents, including postage per household, per lead. So for a five touch campaign at 678 people. That's not a lot of money. And [crosstalk 00:39:11].

Frank Klesitz:

Have you figured out acquisition cost? So if you're doing this process, what is does cost you to get a listing?

Steven Gendel:

I haven't figured it down to that number yet because with the database refresh update that we just ran, six months ago was a lot different than it is now. So my cost went down for the refresh product because you're only paying in the refresh product for targeted matches. Before, you paid for your entire database. Now you're only paying for the targeted matches.

Frank Klesitz:

Got it. Good job, Brad.

Chris Watters:

We have a lot of people that listen to the show. We have a lot of really, really smart people listen to the show. We've never done this before Frank, but I would like to pose a question to the audience, which is if you could have an infinite amount of data, of potential sellers, what would be the attraction based marketing campaign you would build to get those people to call you or voluntarily raise their hand, i.e send you an email, call, DM you? What would that campaign look like to creating an attraction based campaign, have them voluntarily reach out to you?

Frank Klesitz:

If it was a really strong list, if the list was 90 and higher on the Likely.AI score, I'll tell you exactly what I would do. I know we're trying to propose it to the audience, but there isn't one.

Chris Watters:

And it can't be calls. They have to voluntarily reach out to us. And it needs to be more around brand equity building versus direct response where you're just hammering somebody and hope they call you.

Frank Klesitz:

I'm going to give my answer. And Steven, maybe you could try this.

Steven Gendel:

Go, let's hear.

Frank Klesitz:

Okay. I would go grab a prepaid priority express envelope from the post office. I would stuff it with, I don't know, offers, figure out how to do that with an instant buyer program like that with a cover letter. And I would call the person up or I'd email them, say, "Hey, I got a really important package to message you I want to send. I just want to confirm your best mailing address. You will have for it. It's going to be sent to you via priority mail or signature confirmation." And then I let the postman do all that work.

Frank Klesitz:

The postman drives out there, knocks on the door. They're not there, they leave a note. They try again. Knocks on the door. They try four times, leave it out on the door. And then that person literally has to show up at the door to sign for if they don't, they have to drive all the way to the post office to sign for the package. That costs \$16. If you use USPS click and ship, it's \$16. They'll come to your house. They'll pick up the package. You put whatever you want in the package. Let's not worry what's in the package. That's not really as important. They will literally try four times, leave something on the door. You have to sign.

Frank Klesitz:

And they give you the tracking updates. You can put their phone number, an email where it's packages at the delivery station, packages out for delivery. So they're getting USPS tracking updates. They're trying to get this thing signed. And this person's going, "What the hell is this? What is going on?"

Frank Klesitz:

And basically I've employed the United States Postal Service that's taking a loss, that's being funded by taxpayer money to be my sales team, for \$16 to drive out four times to the house and knock on the door, to get them to sign for the message. I think it's the marketing skill of the decade.

Chris Watters:

You wouldn't have a string of brand impressions over a period of time, you would just have-

Frank Klesitz:

I would go all in on one big-

Chris Watters:

... one FedEx package.

Frank Klesitz:

... big bazooka launch of \$16.

Chris Watters:

But that's just straight up direct response. The messaging of what they actually read is important. And so it's going to have to be more direct response related. And I know what you do, Frank. Yep, there it is on the screen. I know what you do, Frank with you-

Frank Klesitz:

If you're asking me, I think it's more how you show up than what you say. I don't think it's what you say. It's the same damn message. Dude, I drive around Nashville, man. I can't throw a rock and not see Mark Spain's get a guaranteed offer on your home. Opendoor will buy your house. Zillow had a whole bunch of houses here. Even in Phoenix, it's the same message. I think a lot of it's just how you show up with it. Those are my thoughts. Steven, what are your thoughts?

Steven Gendel:

I would do my touch campaign, but I would also do an unbranded campaign. Like what I just... postcard unbranded, to see which one they're going to respond to. So if they don't really want to talk to me, I would do an unbranded marketing campaign.

Frank Klesitz:

Okay. You would split test it of like, "Hey, here's me. [crosstalk 00:43:45] I'm Steven." Brand yourself. And then show up one more, there's no mention of you.

Steven Gendel:

"You know me, I'm the Realtor. And then by the way, here's this postcard that says xyzhomevalue.com."

Frank Klesitz:

Read the postcard.

Steven Gendel:

Right.

Frank Klesitz:

Let's hear it.

Steven Gendel:

Find out what find out what your home is worth online. Log on to [www.xyzhomevalue.com](http://www.xyzhomevalue.com) and then see which one they're going to split test. They're going to respond to. So they're going to get both from me at the same time. And then if they respond to the unbranded one, then I'm going to call them and say,

"Hey, it's Steven. You've raised your hand at some point." I'm going to split test it. That's what I'm going to do.

Frank Klesitz:

You know who did really good at the unbranded postcards, this guy named Dean Jackson. So Dean Jackson would go into Remine or Propstream or PropertyRadar or whatever service you have and export a whole neighborhood. And they would take this really crappy little yellow postcard and put a picture of a home in the neighborhood on there or the entrance of the neighborhood, saying find out what your Nelson's Creek home is worth. Home prices are up. Go to [nelsonscreekhomevalues.com](http://nelsonscreekhomevalues.com). Kind of like that, right?

Steven Gendel:

Yeah. Same thing. I own 75 of those [homevalue.com](http://homevalue.com)-

Frank Klesitz:

For each neighborhood it?

Steven Gendel:

Yeah. Well, not neighborhood, but Livingston, Short Hills, all the towns around me and that [crosstalk 00:44:57] have the word home values. Yeah.

Frank Klesitz:

Oh, there you go. So you know what I'm talking about.

Steven Gendel:

Yeah. I started that in 2004, so yeah.

Frank Klesitz:

Okay. Perfect. Chris, what would you do?

Chris Watters:

Frank, you're a big fan of Dan Kennedy. And I'm curious, what are his thoughts when it comes to brand equity building versus direct response?

Frank Klesitz:

Yeah, he hates it.

Chris Watters:

He hates brand equity building?

Frank Klesitz:

He wrote a book called... There's a book I would read. Dan Kennedy brand building book. So Brand Building By Direct Response. So there's a whole book on this question. Brand Building By Direct Response. The ultimate, no holes, barred plan to creating profits from a powerful brand without buying



something, whatever. So the concept of the book is most people, what you're doing, Chris will go broke. Billboards, radio, basically direct mailing every single homeowner of the entire city.

Frank Klesitz:

What he's more about is, what you're doing is you're leading the front end with brand building. He says, "Lead the front end with direct response, and then crush brand building the list." So the brand building goes to the opt-in list, but on the front end, it's always hardcore direct response. So you flip it. Got it?

Frank Klesitz:

So your brand on the front end, he says, "No, it is direct response on the front end. And then once you get them to call, once you get them to opt in, then it's hardcore branding to the list." That's the whole premise of the book. Do you like this discussion, Steven?

Steven Gendel:

Because no one knows what I'm talking about when I talk about all this stuff.

Frank Klesitz:

Yeah. You're talking to pros. And anyone listening to this is a pro.

Steven Gendel:

Yeah, obviously.

Frank Klesitz:

The people listening to this podcast are probably the most forward thinking marketers in the real estate space.

Chris Watters:

I'm curious. I'm just thinking about somebody like Zillow, not their I buying program. I'm thinking about Zillow and Redfin from a portal perspective. And I'm just thinking about how they grew from when the company started in '05, in '06. What did that look like for them to build the brand they have and the number of visitors they get to the website now? Was it AdWords campaigns per Dan Kennedy that were direct response related, and that's how they got top funnel traffic awareness and they got people registering on their website and then just slowly built up over time and got more SEO?

Frank Klesitz:

No, no, no.

Steven Gendel:

In my mind, Chris, from a high level, if you go back to the unbranded conversation we just had, Zillow was the largest, before they became a licensed Realtor, largest unbranded source of real estate information. So, what they were just saying to the consumer was, "We're not Realtors so you can trust us because we're not salespeople. All we're doing is giving you information." They were the largest unbranded Realtor, which is why people went there. And now they're the largest branded Realtor in terms of getting front page traffic.

Frank Klesitz:

The highest form of Mar marketing, Chris is creating a product so darn useful, you don't even have to advertise it. So Zillow made the MLS available to people without having to go through a Realtor. And people talked about it, they shared it and it just grew. And their marketing was just a matter of marketing didn't drive it. The product itself did it. Dropbox, the same way. Dropbox created this first way to sync files and they had a little nice little affiliate program where if you shared somebody got free space. Google spends no money on advertising because the product's so useful. The highest level of marketing is you don't need it.

Steven Gendel:

Actually, and Frank you're going to laugh. So there was a product in 1996 that I used when I live in Silicon valley, it was called Xdrive.

Frank Klesitz:

I remember Xdrive.

Steven Gendel:

It was Dropbox before Dropbox. We just didn't have the reason to use files in the cloud. But I had Xdrive and I would move my files back and forth between my East Coast and West Coast offices all the time without bringing my laptop anywhere. But because we didn't have interconnected data and instant access and WIFI everywhere, it went out of business. When I saw Dropbox, I'm like, "You guys are Xdrive for today's world," right?

Frank Klesitz:

Yep. I remember Xdrive.

Steven Gendel:

And Chris, in terms of talking about Zillow, you guys are going to laugh, but back in 2002, when I got my license, first website I ever bought was a web name called [freenewjerseymls.com](http://freenewjerseymls.com). The MLS was free, but in Zillow making it access, I literally had an IDX feedback then and no one knew that it was me, and I was getting buyer leads before I knew what to do with them.

Frank Klesitz:

Steve, are your agents doing this? Let's wrap this up. Look, I wanted to bring somebody on here that's actually using Likely Selling, predictive analytics.

Steven Gendel:

Predictive stuff. Yeah.

Frank Klesitz:

For seller leads and you're doing it. And everything that I'm hearing from you, I know that works. We speak the same spiritual language of, yep, that is the answer. There is no question. And I love how, when I asked you that question of how you're getting seller leads, you started with a database answer, then to the cold. You work your mets before your haven't mets with the predictive scores. And I love how it's direct mail. I love how it's a personal letter and I love it's sequential. And I love for the top level people

you call them. If you can unlock that to teach your agents at your brokerage, what are you doing to unlock that to all those people that work for you?

Steven Gendel:

We actually just did an event last night, where to attend, you had to have uploaded your database to Likely. And so that was step one. You had to have your list of potential sellers. You called the [crosstalk 00:50:50] ones that were the 75% or greater. And everyone who was 75% or less, you either printed out your golden letter and signed it and hand addressed all the envelopes. So we had people last night, we paid for postage, envelopes, stationary-

Frank Klesitz:

Okay. You're the only OP that I know that provides a marketing support for the agents. It's very rare in offices to give them marketing support.

Steven Gendel:

Yeah. We literally set up a night and we had 20 agents here, stuffing envelopes. But they had print out their letters and we literally paid for postage and sent out, I don't know how many thousands of letters went out last night to their different [crosstalk 00:51:24].

Frank Klesitz:

So your office paid for the postage?

Steven Gendel:

Oh, of course.

Frank Klesitz:

Oh my gosh, Steven. How much easier was it to get them to come and mail letters to a likely to sell list, their database to make call calls?

Steven Gendel:

Pizza works every time.

Frank Klesitz:

Oh, pizza?

Steven Gendel:

It was easy. Well, pizza and chat and talk about who you need to call and send out these letters, works every time.

Frank Klesitz:

And how many went out last night?

Steven Gendel:

We had 20 agents here. At the very least, each agent sent in a minimum 100 letters.

Frank Klesitz:

That's incredible. And they printed and they stuffed them from in the office?

Steven Gendel:

Yeah. We helped them print them out. So all they had to do was sign them and they just had to hand write their envelopes last night.

Frank Klesitz:

Is that the new call night, a letter night?

Steven Gendel:

Yeah. That's the new call... We called it the Golden Letter Event.

Frank Klesitz:

The Golden Letter Event. It's a letter night, not a call night.

Steven Gendel:

Well, it's a lot easier to do that because you can chit chat while you're stuffing envelopes.

Frank Klesitz:

And who wants to make calls, really?

Steven Gendel:

If you know the people, it's always easy to make a phone call if you know someone.

Frank Klesitz:

I disagree with you on that, Steven. I'll tell you, man. I know it's easy for you, but you can also say, "I'd rather be rejected by a stranger than someone I know."

Steven Gendel:

That's true. That's true. But it's funny, when you start calling people that the algorithm says you should be calling, they're always like, "Wow." Their memory gets to that [crosstalk 00:52:43] moment.

Frank Klesitz:

It is a little more exciting than just a random list.

Steven Gendel:

And their memory goes to the, "I can't believe you called. Your timing's perfect," or, "Hey, I was just thinking about moving. I can't believe..." It's so funny when you hear those reactions because inside I'm laughing.

Frank Klesitz:

Chris, how many agents are on your team?

Chris Watters:

In Austin, we have six, seven listing agents and about 15 buyer agents.

Frank Klesitz:

So take the buyer agents and the listing agents, say, "Hey guys, I want you to export your Gmail. I want you to export your Outlook. I want you to export all the leads you've been assigned to in the company's CRM." Right Chris? So it's their lists and it's probably only be a couple thousand per each. They all upload into Likely. They get their excited Likely predictive scores. Are they on the same splits no matter where leads come from or is it different? They get higher if it's their own list?

Chris Watters:

They're on the same split, but their splits do improve [crosstalk 00:53:40] as they hit some gross revenue numbers.

Frank Klesitz:

Give them more deals. Got it. Okay. Perfect. So you can give them leads, but, "Hey, you guys want to get some of your own leads, get up higher splits and do a letter night," Chris? I mean your office can handle it. You got the printers, you got the office. What do you think?

Chris Watters:

Yeah. It's funny you bring this up. It's very timely. Something we're in the middle of doing right now is revamping our 30 day ramp up for new agents. This is for Austin and all 20 markets we're in. And in that 30 day ramp up what we're doing is we're looking at using a tool that will extract all their contact records out of their social media profiles and their email provider. Put that into one simple list, invite them to a business page that we create, the company creates. For example, on Facebook, create a business page for the agent, and then send a link to everybody in the database saying, "Hey, go follow me on such and such platform."

Chris Watters:

And then as a business, we push on their page, various content and make their flyers and whatnot, and then also run a email campaign on their behalf to that database to stay top of mind. And then obviously, per the Vyril Marketing best practices, the people that engage, call them. Set a trigger in automatic to do activity for the agent to call them.

Frank Klesitz:

What if you threw in a predictive element to that? You think it's worth it?

Chris Watters:

A predictive to increase, basically-

Frank Klesitz:

Like, hey, here's also all those people. Here's the people that are 90 to 100 on the algorithm. They're likely to sell. Call them now.

Chris Watters:

Something I'm toggling back and forth between is, and literally I was just on the phone with the Likely.AI guy, Brad a couple months ago, is doing that, or so for example, with HubSpot, you can get an engagement score on HubSpot based off how engaged they are with your marketing campaign.

Frank Klesitz:

Oh, like opening the emails, clicking the links, going to the website?

Chris Watters:

Right.

Frank Klesitz:

I've been teaching that for years.

Chris Watters:

So basically, the idea we're talking between right now as we speak is, do we test the Likely.AI thing or do we take all of our agents' contacts, load them into the database, market to them-

Frank Klesitz:

Start the marketing.

Chris Watters:

... and then as the consumers [crosstalk 00:56:17] engage, and their score goes up, then call?

Frank Klesitz:

I think both of those answers are predictive analytics. I think you that's one way of doing it, which is the engagement of the database of the lead scoring, they call it or engagement score. And then you have a pending outside data for it.

Chris Watters:

For us we're serving 22 markets, so paying Likely.AI to do this is very expensive. So we're probably leaning towards the HubSpot route of just tracking lead score. And as it reaches a certain threshold, call the prospect.

Frank Klesitz:

Cool. Well, Steven, I won't take much more of your time. Thank you for the hour today, giving us your insight. Is there anything else you want to leave with the audience when it comes to using predictive analytics? Then maybe a couple nuggets they could use that they listened to this and said, "Wow, that's insightful. That brings me focus, brings me some clarity, brings me simplicity," right, Steven, all those things we talked about.

Steven Gendel:

Yep.

Frank Klesitz:

Direct mail. What else would they have?

Steven Gendel:

The one thing is don't do nothing with the data if you decide to go down this path. You've now given yourself an advantage over every other professional, which is, I now have data that tells me something. Do something with it. Most people don't implement once they get the data back, they're like, "Oh, that's nice." And they throw it aside and-

Frank Klesitz:

Well, because it's not that exciting. It's a spreadsheet.

Steven Gendel:

Yeah, exactly. But it tells me I'm only focusing on 678 people now. I'm not focusing on 3,200. It's a lot easier for me to target market, to call. If I literally wanted to call 678 people and I just said, I'm going to call 10 a day, it doesn't take that long to call them. I'm two and a half months into the process, Monday through Friday. So this is keep it simple, stupid to make a lot of money and build a big business and all of a sudden have all these listings that no one else has.

Frank Klesitz:

Keep it simple, stupid to make a lot of money, to build a big business, having something no one else has. Is that the title of the show, Chris? We'll work on it.

Steven Gendel:

Don't overthink it. [crosstalk 00:58:21].

Frank Klesitz:

Steven, thank you so much for your time today. If you guys want to listen to more of Listing Lead Show, go to [www.listingleadshow.com](http://www.listingleadshow.com). We have really great interviews guys. Chris and I, and I'll say this again, [crosstalk 00:58:32] We do not... What?

Chris Watters:

I said we have to obsess over this stuff.

Frank Klesitz:

Yeah. We geek out on this. We love it, it's our passion and we don't have a regular publication schedule because I want good guests. So, we're not trying to force a guest down every single day or week. We're only trying to find topics of interest to us, and we get the right guests and we publish it. So you can go down and listen to any of these shows and we're proud to publish them. So thanks for listening, and we'll see you all next time.