

# PPC, Sphere of Influence, & Paid Lead Providers w/ Kimo Quance

Frank Klesitz:

What's up, everybody? It's Frank Klesitz, your cohost here of The Listing Lead Show, with my cohost Chris Waters. Say hi, Chris.

Chris Watters:

Sup, guys?

Frank Klesitz:

Chris again. I hope you guys enjoy. If you've been listening to the show, it's always been a struggle to get Chris' audio working. Today he's coming through not his main microphone but on his AirPods, so hope it's good today. Before we get started, I want to let you know-

Chris Watters:

For the record, for everybody listening to this, I have used my microphone every single episode up until this point.

Frank Klesitz:

You have. We're going to work on your mic technique next time, Chris. You're doing well. You're going to hear about Kimo Quance in San Diego, California, where I'm originally from. I just moved to Tennessee.

Frank Klesitz:

But San Diego I'll tell you, and again I've used this joke a couple times, but I think there's more real estate licenses than drivers licenses in Southern California, is the joke.

Frank Klesitz:

And it's a very competitive market. It's a very, very, very competitive market to get listings in, let alone with a lot of entry of the iBuyers and whatnot in the market. Just like Phoenix, but even a higher price point, so probably even more competitive.

Frank Klesitz:

And Kimo is going to come on the show today and share with us what he's doing to get listings. The Listing Lead Show. What are you doing to get listings in San Diego? Kimo, welcome. Thanks for coming.

Kimo Quance:

Thank you, thank you. Appreciate you having me.

Frank Klesitz:

Give everyone a quick one to two minute rundown of your team, your production, and how it's structured. Just give use the lay of the land of kind of where you sit right now business-wise.

Kimo Quance:

Sure. Right now, I've been in real estate about eight years. Only started building a team maybe about two years ago. We're sitting at about 22 people on the team, 4 of them admin, the rest agents. I'm pretty much out of production as of just a few months ago. And this year we plan to do 100 million in volume, and that's for about 163 transactions.

Frank Klesitz:

Well first off, on behalf of Chris and I, congratulations of getting out of working out of production.

Kimo Quance:

Thank you, thank you.

Frank Klesitz:

How many years have you been working on that goal? Seriously, how long has it been since you said, "I want to stop going and listing appointments and working with sellers," to now you no longer do it. How long has that been?

Kimo Quance:

Dude, it actually wasn't as long as you may think. It was actually pretty quick. This summer it was a big thing. My wife is from the Dominican and so we wanted to go to the Dominican Republic for a month.

Kimo Quance:

I was basically forced to figure out how to have my business run and have people go on listings, because I was going on all the listing appointments with the agents up until basically June.

Frank Klesitz:

You kind of burned the boats and just left.

Kimo Quance:

Yeah. I was forced to figure it out, hope for the best, and so it forced me to do that. I was at a Sync event, mastermind, and I was talking to Chris Nevada in front of everybody. He's like, "Just stop going on the appointments, and have your agents do it." And it was kind of an "aha" moment. And then it was just-

Frank Klesitz:

And then you had a heart attack and a panic attack.

Kimo Quance:

Yeah, yeah. Exactly.

Frank Klesitz:

Being honest.

Kimo Quance:

And then it happened and I went out of town, went to the Dominican for a month, and my team actually did better with me gone and then going on the appointments. And that was definitely an “aha” just to kind of continue it from there. And it's worked out great.

Frank Klesitz:

I'm just curious, before we go into the listing leads.

Kimo Quance:

I recommend you go to the Dominican Republic for a month.

Frank Klesitz:

Is that what you'd recommend for something, to just leave? Serious, just so you know for the audience, when I was building Vyrat Marketing in 2012, I did the exactly the same thing.

Frank Klesitz:

I was at San Diego for an event and I canceled my return flight and said, "If I'm going to build this company, I've got to do it from here because I'm screwing up in the office." And that's what I did. And it's kind of like what you did, you just left. Would you recommend others the same?

Kimo Quance:

Well, I think especially now it's a lot easier obviously, with COVID. That's a positive thing I think out of it, is that we've moved the ball forward technology-wise to be able to run businesses from distances. That rhymed.

Frank Klesitz:

That rhymes. Did you hear that before or did you just make that up?

Kimo Quance:

I just made that up. That's got to be another podcast or something. Write that down.

Frank Klesitz:

I did. I am.

Kimo Quance:

And so I think it made it a lot easier to be able to just hop on Zoom if need be. But I had a little planning, because obviously I was out of town so I really worked with some of the top agents to really dial in their listing presentation.

Kimo Quance:

And just had two agents on the team who were the listing people on the team, so that way they took the place of what I was doing. I just dialed it in for them and they did a great job, and still are in closing listings.

Frank Klesitz:

Cool. That's great. Well, good for you, man. Well, congratulations. That's a goal for a lot of people, so now you can work on the business instead of in it type of thing. You have 22 agents, only four admin. That's great. You must be very productive doing 163 houses, 100 million.

Frank Klesitz:

And let's start with the very first question. What are your top three listing lead sources? Sit back and think, because I didn't ask you this before the interview. Top three in order. Number one, number two, and number three. How do you get your listings? What are they? Just give me the top three and then we'll spend the rest of the podcast going deeply in each of those three.

Kimo Quance:

As of today, so not how I got listings in the past, as in today and this year, our top is-

Frank Klesitz:

Currently.

Kimo Quance:

... PPC leads is number one. Number two, I would have to say referral/sphere/past client. And number three, I don't think there's a strong number three. I think there's some emerging ones and then it's kind of a mixture of some of the different referral sites I should say.

Kimo Quance:

I don't know. Referrals I'm talking about is actually a past client or friend, or someone giving you a referral. Whereas the third one is more like the referral kind of websites out there.

Frank Klesitz:

More portals and HomeLights and Zillows.

Kimo Quance:

Yeah. Those kind of things.

Frank Klesitz:

Lead providers. Lead providers. Lead providers that charge a referral fee. Let's put down number three as lead providers with a referral fee. And I just got to tell you, for number three I'm seeing a lot of the industry going that way in teams [inaudible 00:07:37].

Frank Klesitz:

And Chris, we can talk about that. Some teams just giving up and going all in on that, whether that's good or bad. Maybe we can have that conversation. Chris, how exciting. How exciting. Pay per click for sellers.

Chris Watters:

I can't wait to hear more.

Frank Klesitz:

I saw Chris get excited. He did. Yes, he did. Because we haven't had a guest that said their number one listing lead source is pay per click, Kimo.

Kimo Quance:

Why is that? I don't understand.

Frank Klesitz:

Because no one is doing it. Because no one else has said it.

Kimo Quance:

They're just buyer leads.

Frank Klesitz:

We haven't had a single person that say-

Kimo Quance:

They're buyer leads who actually have houses to sell, too. That's all it is. It's not groundbreaking.

Frank Klesitz:

And there's the secret.

Kimo Quance:

There's just actual people who already own houses, but then start off just being a buyer looking at houses for sale.

Frank Klesitz:

And that's the aha right there, is that I don't think anyone has thought of their buyer lead sources as their number one seller lead sources. Let's talk about this. Sound good?

Chris Watters:

That's fascinating. Kimo, a lot of people [crosstalk 00:08:34]-

Kimo Quance:

Why do you say it like that, Chris?

Chris Watters:

Well, just generally speaking, most people I know in the industry doing PPC no matter what market they're in, when you think about your buyer leads, best case scenario is 20% of your leads are buy/sell opportunities. And so I'm just curious, are there more than 20% of your gross leads coming in as buy/sell opportunities in San Diego? Is that a San Diego unique thing?

Kimo Quance:

For PPC, I don't do any seller leads. I only do buyer leads.

Frank Klesitz:

Let me clarify for the audience really quick. Let's just step back. What Kimo is saying is he's only running ads on Google. When you go to Google and you type in a phrase, at the very top of Google there are ads.

Frank Klesitz:

That's called pay per click, or it's now called Google Ads. It's also known as Google AdWords, but they rebranded it as Google Ads, everyone.

Frank Klesitz:

Someone types in for example, "I want to buy a home in Santee." Or "I want a home in a specific neighborhood." Usually the riches are in the niches in these keywords, and we're going to get into this, where someone is looking to buy a home on pay per click.

Frank Klesitz:

And pay per click is good because it's more search intent. They're actually looking for a home. They go to your website, they register, Kimo, to look for property. And that's a lead, your team follows up.

Frank Klesitz:

But they may also have a home to sell before they buy, and that's what we're getting at today. Sorry to step in there, but I just want to give some context. Keep going, Kimo.

Kimo Quance:

That's really it. I think another piece of it though, too, is my business is always run... I don't know about everybody else's business, but my business is always run anywhere between 60% and 68% listings. It's just something I focus on, and I don't know if that means I'm losing business on the other end and losing buyers.

Frank Klesitz:

Kimo, I didn't know this about you. That's crazy. You have your number one lead sources is a buyer lead source, but 68% of your business is listings.

Chris Watters:

That's wild.

Kimo Quance:

My whole career every year is between 60% and 68%.

Frank Klesitz:

I just don't think anyone... I think that's a psychological thing, because I'm sure people get listings from their buyer leads, but no one ever said it was the number one thing. I think he just has a different mindset toward the buyer leads than everyone else, Chris.

Chris Watters:

Kimo, let me ask you a couple questions just to get into the trenches for a minute. Out of those 160 some odd deals, roughly 80 to 90 of them are listings?

Kimo Quance:

Yeah. That's what we're going to do this year, so obviously there's some unknown for the next few months.

Chris Watters:

And then out of those 80 to 90, how many of them would you guess came from PPC, just roughly?

Kimo Quance:

I would say at least a third.

Chris Watters:

Call it 30 listings came from PPC. And how much are you spending on PPC per month, and how many leads is that getting you?

Kimo Quance:

PPC I'm spending currently about \$3,500 a month. Maybe four grand.

Chris Watters:

Pretty reasonable.

Frank Klesitz:

That's not much.

Chris Watters:

No.

Kimo Quance:

And we're getting 500 to 700. Somewhere around there, depending month to month.

Frank Klesitz:

Kimo, how long have you had your website with regard to the authority on the pages? One of the biggest things in pay per click-

Kimo Quance:

It's Sync.

Frank Klesitz:

... is the quality of the website.

Kimo Quance:

Yeah. These ones are basically Sync. I've been building out my Sierra site really since about COVID started, so it doesn't have the authority yet. But Sync does a good job in getting pay per click leads to us.

Frank Klesitz:

How long have you had your Sync site? And did they take it from someone else and sell it to you, because it has really good page rank or quality score?

Kimo Quance:

Not that I know of, but I've had it for about five years. Somewhere around there.

Frank Klesitz:

That's not bad. What I'm getting at everyone with pay per click, let me fill everyone in. You set up the website and you go bid on Google keywords. And the cost of those keywords and the cost of what Google charges you when you pay per click, for clicking on an ad, is how authoritative the website is, relevant the website is, how fast it loads.

Frank Klesitz:

There's all these criteria, and they give you a scale of one to ten. And if you're scoring an eight, or a nine, or a ten on your page rank I think they call it, or quality score, you generally get a cheaper price.

Frank Klesitz:

But if you go throw up a brand new website that doesn't have anyone linking to it without any content, and you just start doing PPC. Your quality score is less. That's one of the first things I asked with Kimo, is that if he's only spending \$3,500 a month and getting 5 to 700 leads. You've only have your website for five years. Is that right?

Chris Watters:

That means on those 5 to 700 leads, you're getting two to three listings per month. And I don't know what that conversion rate is, but that's good. And then I'm assuming there's a certain number of those 5 to 700 are converting to buyers. Can you tell us roughly what your buy side is that comes from PPC? How many deals a month?

Kimo Quance:

Gosh, buy side. It's one of our top sources, if not the top as well. I haven't done-

Frank Klesitz:

All right. I just typed in... Go ahead, Kimo. Sorry.



Kimo Quance:

Before I became an agent, I worked for a for-profit university, and so I was used to hitting the phones for eight hours a day. I did that for five years, and so when I got into real estate it was kind of a natural transition to just do what I already knew.

Kimo Quance:

I built my business on expired listings for the first couple years of getting into the business. And so the agents I bring in on my team, we're all ISAs. We hit the phones and keep hitting the phones.

Chris Watters:

Hold on. You just said a really big nugget right there. You only hire agents that have former inside sales experience?

Kimo Quance:

No, no, no. What I'm saying is that's what we do on our team. Our agents hit the phones each day.

Chris Watters:

The inside sales industry is huge. Most people don't know that if you go on LinkedIn, there's over two million people with the job title inside sales associate. And so it's a career in and of itself, and you know that better than anybody coming from that world.

Chris Watters:

And so one of the biggest challenges in the real estate industry, from my experience of surveying agents, is over 90% of agents say the one thing they hate more than anything is outbound prospecting. How do you overcome that with your agents? Or do you just hire people that inherently know how to do it? Talk to me about that.

Kimo Quance:

Not that they inherently know how to do it, but our team is built on that culture.

Chris Watters:

Does it feel like herding cats to get them to show up and make calls?

Kimo Quance:

Yeah, you have that. But we create competitions within the team that they have incentive to come in and hit the phones. You certainly have that situation where there's times you want them to hit the phones more and make more calls, and all of that. There's obviously positives and negatives.

Chris Watters:

Is there anything you do from a hoorah perspective to get people excited? Think about the movie Wolf of Wall Street. All the crazy shenanigans in that movie. If I worked in that type of environment, I'd want to go to work the next day and be excited about jumping on the phone. What do you do-

Kimo Quance:

We're certainly not throwing little people or anything. [crosstalk 00:16:31]-

Frank Klesitz:

[crosstalk 00:16:31] darts.

Chris Watters:

Come on, Frank. Got to be politically correct. Come on, now.

Frank Klesitz:

We've all seen the trailer on TV.

Chris Watters:

What are you doing to make it a fun environment so people show up?

Kimo Quance:

Yeah. We have a bell on each of our desks, so as soon as someone hits the bell, everybody else in the room starts cheering for them. If someone-

Chris Watters:

Are you like Tony Robbins on stage?

Kimo Quance:

No. And we use Workplace as our internal chat, which if people don't know it's similar to Facebook, but it's an internal work environment and chat and posting area for work environments, but it's made by Facebook so it looks like Facebook and is user friendly like Facebook.

Kimo Quance:

Anyways, if someone sets an appointment out in the field or whatever and they're off somewhere else, they'll post a GIF or whatever or GIF or whatever of a bell, and so everybody can celebrate them in the group chat. And so the team is just built around celebrating those wins and supporting each other.

Frank Klesitz:

I want to share here, too. And I had a conversation with Kimo about this. All the leads go directly to his agents. He doesn't have any ISAs. Is that right, Kimo?

Kimo Quance:

No ISAs.

Chris Watters:

What's your lead rotation schedule look like? Are they on phone shifts?

Kimo Quance:

No.

Chris Watters:

What's that look like? Is it Shark Tank style?

Kimo Quance:

Yeah. We have four different ponds. Depending on where the lead is at in the funnel, depends on what pond it goes to. And then the agent's individual track record or how new they are to the team, or experience or whatever, attitude, determines that access they have to what ponds. And then it goes in and it's a free for all.

Frank Klesitz:

Chris, before we go down this, I want to go back to pay per click. Kimo, I went and typed in homes for sale in Santee, California. Guess what you rank on that page, what position?

Kimo Quance:

Hopefully the top.

Frank Klesitz:

Number one.

Kimo Quance:

Beautiful.

Frank Klesitz:

You're number one. I'm going to read to the audience. [KimoQuance.com/Santee/California](http://KimoQuance.com/Santee/California). Has your phone number. Santee, California homes for sale, see all listings. View listing photos and use our detailed filters to find the perfect place. Advanced property search, instant MLS access. Find your dream home. Browse photos.

Frank Klesitz:

And then there's little links below it that says, "Homes for sale in Santee, town homes for sale, homes for sale under one million." Welcome to San Diego. And, "Condos for sale." Kimo, I owe you a couple dollars. How much did you just get charged to click the link?

Kimo Quance:

You clicked on it?

Frank Klesitz:

I did. How much? I think I might owe you a nice lunch, depending upon how much this stuff costs. It took me right to a property search. I'm on your website, and I'm seeing homes here. It took me right to a \$700,000 home, a \$700,000 home, \$670,000 home.

Frank Klesitz:

And I'm scrolling down, scrolling down. It looks like it's strategically taking me to homes right around the median price point. Is that about right in Santee?

Kimo Quance:

Sounds like some fixers. I'm just kidding. Yeah. That's about right. Mid-sixes.

Frank Klesitz:

No. But yeah, but it's true. No, it is a fixer. But it's showing me just kind of, it actually put in these parameters. This is interesting. Minimum \$300,000, max three million, active in Santee, and single-family residence.

Frank Klesitz:

It kind of sent me to a link with presorted filters. I'm going to click one, so I clicked one. Kimo. Kimo. I can't see the photos. It's not letting me see the photos. Chris, what's going on? Chris, explain to the audience what's happening.

Chris Watters:

That's a great question. I don't know. Why can't you see the photos?

Frank Klesitz:

Because it's asking me to continue my home search, to either log in with Facebook or Google, or put my email in.

Chris Watters:

Forced registration, baby.

Frank Klesitz:

Yeah. Forced registration. I can't see the pictures. I'll put my email in, and they have a really good TCPA consent, which is smart.

Kimo Quance:

It's also a post on Facebook.

Frank Klesitz:

I'm going to my first name and my last name in.

Kimo Quance:

On my website on Facebook there's something. Someone said, "I can't-"

Chris Watters:

Kimo.

Kimo Quance:

Go ahead.

Chris Watters:

How many agents have you added recently? Because if you do 160 some odd deals divided by 20 some odd people, that's eight transactions per agent. How many agents have you added recently? I'm assuming you've added a bunch recently.

Kimo Quance:

Yeah. I've added five or six in the last month and a half or two months, and this year 13.

Chris Watters:

Wow. 13 this year?

Kimo Quance:

Yeah. Goal is 18.

Chris Watters:

I would assume, I don't know, it sounds like you had seven, or eight, or nine lifers, if you will. And they're the ones that probably contributed the most to that productivity this year of 160.

Kimo Quance:

Sure. Yeah.

Chris Watters:

Is that accurate?

Kimo Quance:

Yeah. Like anything, you're going to get the... There's the 20% who's doing most of the business. That kind of thing.

Frank Klesitz:

That was your Sierra Interactive site, by the way behind that, Kimo. And it's really nice. Have you seen Sierra's websites, Chris?

Chris Watters:

I have. Actually, I'm a big-

Frank Klesitz:

They're well done.

Chris Watters:

... advocate of Sierra over Boom Town and Commission Inc. They're more SEO friendly, they'll customize the websites for you, they've got a built in dialer. Great lead back and lead management user interface.

Chris Watters:

And what's cool is it's a fraction of the price of BoomTown or Commission Inc, so I'm a big advocate of Sierra. And then if somebody wants to know a lesser known CRM that I've found, they only have about 100 teams on it across the US, is called Great Agent.

Chris Watters:

And it's very similar to Sierra. Very cost effective, built-in dialer. It includes BombBomb, except it's not BombBomb. They developed their own internal video text, which is cool. You don't have to pay for it. They have their own AI.

Chris Watters:

Anyways, I feel like a salesperson for CRMs here. Anyways, Kimo. Man, I'm really shocked regarding your results, because your average sales price. What's your average sales price in San Diego? It's huge, right? North of [crosstalk 00:23:03]-

Kimo Quance:

Right around six, \$625. No. Right around \$625, something like that.

Chris Watters:

\$625. Okay. And so 30 some odd deals out of PPC. And then 500 leads times 12 months, that's 6,000 leads. 6,000 leads generated, X number of buyer leads, X number of buyer closings, and roughly 30 listing side deals. And they all went to the agents.

Kimo Quance:

Yeah.

Chris Watters:

Fascinating.

Frank Klesitz:

Kimo, I opted on your website.

Kimo Quance:

All right. You're about to get texted and called.

Frank Klesitz:

I just did.

Kimo Quance:

Did you put in Donald Duck?

Frank Klesitz:

"Hi, Frank." I did it and I put Frank in. I actually want to move back to San Diego and buy a house for sale. I want you to sell me a condo downtown at The Mark. That's where I used to live [inaudible 00:23:52].

Kimo Quance:

Did you put your information in?

Frank Klesitz:

I did, yeah. I'm getting tests. It says, "Hi, Frank. This is Sean with the Kimo Quance Group. I'm actually just reaching out because I saw you signed up at one of our websites and looking for homes. Are you thinking about moving soon?"

"Yes, I want to buy a condo at The Mark downtown. Are there any for sale?"

Chris Watters:

Kimo. Kimo.

Kimo Quance:

Should I tell him you're... I shouldn't tell him. Let's see what happens.

Frank Klesitz:

Don't tell him.

Chris Watters:

Call him.

Frank Klesitz:

We're going to see what happens, Kimo. I'm texting him right now live on the show.

Kimo Quance:

What's that, Chris?

Chris Watters:

Would you say roughly 20% of gross leads are buy/sell? You've made the calls. Is it one out of five people have the house to sell whenever you talk to them?

Kimo Quance:

Yeah. I'd say that's probably about right.

Chris Watters:

I feel like that's-

Kimo Quance:

Yeah. Certainly there's more just buyers. Yeah, absolutely.

Chris Watters:

Okay. I'm thinking about conversion metrics with the Google AdWords. Nationally with PPC, typically conversion rates are 1%. 2%, some people say that but I don't know how accurate it is.

Chris Watters:

If you're generating 500 leads a month, 20% of those are potential sellers. That's roughly 100 leads. And so at a 1% to 2% conversion rate, you're getting one to two listing side deals out of those potential 100 opportunities. But you're actually getting two to three, so you're kind of blowing past the industry.

Frank Klesitz:

Well, which leads to the next obvious question, Chris.

Chris Watters:

Yeah. What are you saying? What are you saying [crosstalk 00:25:27]-

Frank Klesitz:

What's Sean going to do? He's following up with me. How do you take this buyer that doesn't even know how the hell you are, that found you off Google AdWords, and find out if they have a home to sell?

Chris Watters:

Does this feel like an interrogation yet, Kimo?

Kimo Quance:

No, you're fine. I can handle you guys.

Frank Klesitz:

At least it's true. Yeah. By the way, Sean says, "Oh, yeah. I know that building. My buddy bought there last year. Great place. It is. How many beds and what's your budget?" Kimo, I'm actually serious. I will actually buy a condo here.

Kimo Quance:

Let's rock and roll.

Frank Klesitz:

I'm a qualified buyer.

Kimo Quance:

I'm back in production now.

Frank Klesitz:

[crosstalk 00:26:04]. Seriously.

Kimo Quance:

I'm back in production mode right now.

Frank Klesitz:



No, tell us. How do you train your agents? How do you train your agents to sniff out the sellers in your buyer leads?

Kimo Quance:

It's really just us focusing on it, and making-

Chris Watters:

What's the script?

Kimo Quance:

What's the script?

Chris Watters:

Yeah. Talk to me about the script you train them on.

Kimo Quance:

Yeah. There's nothing groundbreaking when you talk about it. When you ask, it's just-

Chris Watters:

Is it LPMAMA or what?

Kimo Quance:

No, it's just asking people if they have a house to sell. "Is there something you have to sell in order to make this move happen?" The problem I think with most agents, is them just not asking the questions.

Chris Watters:

How do you hold the agents accountable to asking those questions? Are you actually listening to the recordings and giving them feedback?

Kimo Quance:

No.

Frank Klesitz:

[crosstalk 00:27:01] culture.

Kimo Quance:

I keep my door open and I do hear what my team is saying. In full disclosure, I definitely could be better with the accountability piece of things. Our team has been growing fast, so with that is obviously growing pains and there's things we definitely need to improve on, for sure.

Chris Watters:

Tell me about the role and responsibilities of those four W2 people that you've got in your organization.

Kimo Quance:

My assistant/listing manager. I have my closing manager, which is basically my TC, but she does more than that. She actually talks to clients and everything. Basically, the deal is in escrow, takes it to closing. And then I have two virtual assistants. One virtual assistant kind of manages the database. Looks at the database, makes sure people are being called.

Chris Watters:

You're lean.

Kimo Quance:

That kind of thing. And then I have one virtual assistant, which she's kind of a catch all. She does things like send GIFs to clients. Updates some of the lead providers that want updates and stuff. Just kind of a catch all for anything I don't want to do.

Chris Watters:

Who's the sales manager? Who's managing them from a sales perspective?

Kimo Quance:

Me right now.

Chris Watters:

I have a bold prediction for you, because I've been in your shoes before, when I had limited staff and then I ramped up my number of agents. And what happened to me is I obviously got out of the business, and I didn't come from the inside sales world like you did, so you'll probably do a substantially better job than I did.

Chris Watters:

But I didn't know what my job was when I got out of the business. What was my day to day activities supposed to me. And as I scaled up agent count, things that I recognized became important were lead shifts.

Chris Watters:

I tried the Shark Tank style thing and then everybody thought somebody would jump on, and nobody did. And then again, as agent count grew, the ability of our agents to ask the right questions, the quality if you will of the call if you were scoring the call. The quality of the call dropped from a sales perspective. They stopped asking the right questions. They talked themselves out of deals.

Chris Watters:

But when it was small, you had at the beginning of this year seven or eight people. The degree of quality control was very high. And so I'm really curious to see how the next 12 months transpire for you.

Chris Watters:

But the little nugget I would give you, because I went through exactly what you went through eight, nine years ago. The nugget I would give you is basically, your job now is being a sales manager. And daily listening to their calls and giving them feedback ASAP.

Chris Watters:

And then it's a function of you're essentially kind of an inside sales manager. And then understanding how many of those did they convert into appointments, and then looking at how many of those appointments converted into buyer reps and listing reps.

Chris Watters:

And then the second thing you're going to have to train them on as you scale up agent count, if you don't have this person already, is the outside sales component. Which is how do you meet a stranger and convert them into a client?

Chris Watters:

And that may seem obvious and some people may think, "You give them comps and you show them a house or whatever." And that's really not the process to convert a stranger into a client.

Chris Watters:

Anyways, I'm really curious to see how the next 12 months transpire. And then the advice I'd give you, because eight, nine years ago I was in your exact position. The thing that I figured out is I basically needed to be an inside sales manager, an outside sales manager, and a trainer, to help agents become subject matter experts specific to real estate.

Chris Watters:

How to run comps, how to evaluate the value of a property, deal with inspections and mortgage, and get the client to closing. That's ultimately what your job becomes, unless you hire a key leader to oversee those functions.

Kimo Quance:

Yeah. And with that, some of the things I am tweaking... You'd asked if I had ISAs. I am in the process of hiring a couple, and I do have an ad out for an ISA manager, which anybody who's listening looking for someone. They could be anywhere in the United States, so it could be a virtual thing.

Kimo Quance:

If anybody is listening, let me know. And so we're going to create basically a calling team within the team. And I'm going to do some testing as far as doing some warm hand offs that way, and have a little bit more control of some of the leads and what's going on. Making sure the messaging is the same each time, and those questions are being asked let you're talking about. That's actually in the process as we speak.

Chris Watters:

Man, I think that's super smart. I think people that run teams, they expect their agents to learn how to handle the phone and pipeline management. How to convert people face to face, and then also be subject matter experts.

Chris Watters:

And that's a lot of learn. Those are a lot of skills to develop. Your value proposition if you're running a team, is you're basically bankrolling their success. You're giving them opportunities, leads, training, and all these things, so you serve a very specific purpose in their career trajectory path.

Chris Watters:

And your goal has to be how fast can I get these agents to start closing deals? And the only way to accelerate how fast they close deals, is to take stuff off their plate. If you can take inside sales off their plate, and they're just focused on how to convert strangers face to face, they're going to close a lot more deals faster.

Chris Watters:

And then if you have somebody helping them facilitate showings or transaction coordinators. The more leverage ultimate you can give them, the faster they're going to close deals, the more deals they're going to close.

Chris Watters:

Obviously, they've got to be committed hustlers. Even slackers, you give them all the leverage in the world and they're not going to execute and get you a return on investment. But anyways, I'm going to get off my soapbox for a minute so we can move onto source number two.

Frank Klesitz:

Well, hang on here. Basically, let's cover this. Your Commissions Inc, that's Sync. [inaudible 00:33:52] Sync and then Sierra is doing a damn fine job of generating enough leads for you, at \$3,500 a month off those websites.

Frank Klesitz:

And don't be bashful. When you go to those websites, you do have a lot of content on there, Kimo. All your Vyrul videos are on there and your blogs. You have really stepped up your game of video. Just letting everyone know, you have a full time video person don't you, too, that helps you out?

Kimo Quance:

Oh, yeah. I forgot him. If he listens to this, he's going to be like, "What the heck, man?" [crosstalk 00:34:18]-

Frank Klesitz:

[crosstalk 00:34:17] real quick.

Kimo Quance:

I have a video guy. My video guy, I think I'm the only one probably in California with an Emmy winning videographer that works exclusively for my team. He won an Emmy recently. We're pumping out videos.

Frank Klesitz:

That's pretty cool.

Kimo Quance:

Yeah. We're pumping out a ton of videos, and he's been following me around, and we're doing weekly vlogs.

Frank Klesitz:

And how long have you been doing those videos and going on your websites, generating the pay per click?

Kimo Quance:

It could be years at least.

Frank Klesitz:

Okay. Everyone, did you guys hear that? Hang on. Remember earlier I asked about the page rank and the content? I'm not in your system, Kimo, but I'm sure that has a huge boost to getting ranked well, because Google sees the relevancy driving back from the pay per click to your website. And if you guys want to see what Kimo is doing for his videos, just go to Kimo Quance, Q-U-A-N-C-E, dot com.

Chris Watters:

Hey, I want to ask one more question. When you go into the back end of Commissions Inc or Sierra, and you look at leads coming in via Google, is it all 500 to 700 of those are Google AdWords, or are some of them organic?

Kimo Quance:

Some are organic, for sure. But obviously, we're not to that point where the majority are organic at all. No. But yeah, I don't know the exact split on what that'd be, but the majority are still paid. But we're definitely getting organic leads, for sure.

Chris Watters:

That is literally an incredible acquisition cost per client, if you're spending 3,500 gross. Unbelievable. Freaking amazing. Man, props to you, man. Seriously, that's freaking kick ass.

Kimo Quance:

I think we get too many leads sometimes. I don't know if that's... Well, you know what I mean? Sometimes you get too much and then the agents are not calling. They're too spread out, and sometimes you think, "Man, we should dial it back a little bit, and really work what we got."

Frank Klesitz:

Chris, I wrote something down really quick. You said LPMAMA to everyone and everyone is like, "What the hell is that?" Real quick, explain that acronym in 30 seconds or less.

Chris Watters:

Yeah. [inaudible 00:36:32] Coaching, a lot of people out there may have heard of them. Great coaching organization. We picked up on this script from them. LPMAMA stands for location, price, mortgage, do you have an agent, motivation, and book the appointment.

Chris Watters:

What's kind of fascinating, I'll share with everybody on here real quick, is most of the real estate brokerage world uses that script on the buy side as you're framework of questions. And something fascinating that happened to us over the past two years, is we eliminated the question about the mortgage.

Chris Watters:

And what we found is we could close more deals by not asking that damn mortgage question, and getting our agents face to face with people. And so our new script on the buy side eliminates that question, with the exception of relocation buyers.

Chris Watters:

If it's a buyer in another country, or excuse me, another state, we'll ask them about the mortgage because they're not going to be here for months. And we'll hook them up with a mortgage person.

Chris Watters:

But if they're calling on a for sale sign or they live local, we're getting face to face with them. Our agents will be more effective getting in front of people than just sitting behind their computer, scrolling up and down the CRM trying to figure out who to call.

Frank Klesitz:

Kimo, let's move on. I want to spend only a limited time on number two, because it is a consistent pattern with every single person we interview, Chris, that they all say past clients [inaudible 00:38:00] database.

Frank Klesitz:

And I think you can listen to any of them and hear a lot of the same patterns. Because I want to get into lead providers and who you like and how you handle them, because I think it's a little more interesting and a little more unique.

Frank Klesitz:

But let's just take 10 minutes here. Kimo, what are you doing to stay in touch with your database, and to get referrals and past client business?

Kimo Quance:

A little thing called Vyril.

Frank Klesitz:

Got to lead into that. Why don't you just tell everyone what that is? Just explain the concept behind it.

Kimo Quance:

It took me a little bit to sign up, and then once I signed up then I wished I did it earlier. Basically-

Chris Watters:

Hey, I think I have the best story about what not to do when it comes to how to get signed up for Vyrat. I won't go into that right now. I don't want to intercept your story. I'm sorry, but I'm just thinking about how Frank charged me \$5,000 to show me how to do Vyrat, and then I never implemented it. And then two years later, I signed up for Vyrat.

Frank Klesitz:

No, you single handedly zero cost my own acquisition cost and follow-up for you. Thank you.

Chris Watters:

Man, I want to know when I'm going to get a free account, Frank. I've been paying now for seven years. Come on.

Frank Klesitz:

Long time, long time.

Kimo Quance:

A couple videos go out-

Chris Watters:

Sorry. Keep going.

Kimo Quance:

... via email a month to your database. And it made it easy, but only because you guys do it, but it's a little easier on me as well, just because of the fact that I have a videographer.

Kimo Quance:

We knock out a video and then he sends it over to you guys. You guys put together a blog or a written copy regarding what the video is. I proof it, it goes out, we send out a couple of those a week. Has 24 touches on just those, and then you have the calls we do each year, and then we do-

Frank Klesitz:

A couple a month, but [crosstalk 00:39:52]-

Kimo Quance:

What's that?

Frank Klesitz:

A couple a month.

Kimo Quance:

A couple a month.

Chris Watters:

Hey, Kimo. The big breakthrough for me was when we actually called the people that were opening and responding to the emails. Was that the breakthrough for you, too, or do you guys get juice out of it from not even calling the people, and just sending?

Kimo Quance:

We could do a better job calling, but we still get juice people who'll reach out to me from the emails. I've hired agents because of the emails we sent out to my database just like, "Hey, a lot of people have jobs, whatever. You thought about getting into real estate or whatever? Let me know."

Kimo Quance:

I've recruited from it. Also, people just being in front of them, they'll email me questions about real estate. "I got so-and-so who just inherited a property. Can you help us?" Of course.

Kimo Quance:

I'm definitely with that. That's an easy 24 touches a year sending out those emails, plus some snail mail we do, and plus the calling. We're getting 30 to 40 touches a year.

Chris Watters:

What are you doing on the snail mail side?

Kimo Quance:

Quarterly, just doing from Vyril. They've helped me. I've never been really big on mailing.

Chris Watters:

Personal letter.

Kimo Quance:

Yeah. Just a personal letter, too. Those are to the ones like past clients, people who know me, trust me. It's not a big mail drop.

Frank Klesitz:

How many people are on your physical mailing list, Kimo?

Kimo Quance:

I think it's only a few hundred.

Chris Watters:

And Frank, you guys, I don't even think I take advantage of this. You guys do that for free, right?

Frank Klesitz:

Yeah. It's included in the program. The idea is that you got to have a 36 touch, so let's take all your emails, let's take all the digital points of contact. Let's send them two videos a month through email and let's throw those emails into Facebook, and boost the videos [inaudible 00:41:28] digitally as much as you can.



Frank Klesitz:

But there still is going to be a segment of your database that's the most valuable. For most people, that's their sphere or their past client list. And the consistent theme, and you hear this on the show, like Dan Beer who was on recently in your market email. Mails, physically using the mail, to communicate with your most valuable contacts that are worth paying a stamp for.

Frank Klesitz:

And there's lots of different mail out there. There's a really cool service. Dean Jackson, a marketing guru, has this thing called the world's most interesting postcard. Go check it out, the world's most interesting postcard. I've had agents that send that out once a month, and it is the world's most interesting postcard. It really is. It's super interesting.

Frank Klesitz:

[inaudible 00:42:11] send them a newsletter, but for what I recommend at Vyril from empirical evidence of [inaudible 00:42:17] polls, is a one page number 10 envelope personal letter. And we just type that up for you and we can mail it at cost, just to kind of round out the 36 touch plan. Good job, Kimo.

Kimo Quance:

That's one piece of things.

Frank Klesitz:

What else? What else do you do?

Kimo Quance:

And then also just staying in front of people. I don't think a lot of people really talk about it. It's just remarketing. Each time we put out a video, we're promoting that video to everyone around our area, to everyone in our database, so it shows up all over the place.

Kimo Quance:

When they're reading a news article it shows up, and with that I get so many comments all the time. People just say, "I see you everywhere." And they see my places I'm not. They just say, "I see you so much."

Kimo Quance:

And so just staying in front of people's mind and having that mind share is so important, to be able to get the referrals, so that way when they think of real estate they think of you.

Frank Klesitz:

Let me add to that really quick. Just because you're a client, Kimo, I know what you're doing. You take all of your emails, your Outlook, your Gmail, your CRM, all your contacts. And you obviously send them email marketing, and a small segment of people you also send a letter or direct mail.

Frank Klesitz:

But you also take that big huge humongo list of all these contacts, and you upload to Facebook. It's called a custom audience. Anyone listening to this probably knows what I'm talking about. And it matches the phone number, the email.

Frank Klesitz:

They have a user account, so when you post a video on your page, whether you basically click the boost button. Whatever. And you can spend five or 10 bucks to just make sure that let's put some money into the fact, that anybody that's in your database seed it on their feed.

Frank Klesitz:

And next thing you know, because Facebook has such huge reach, not only in Facebook but also off Facebook. Instagram and everything else. They see you everywhere, but it's a small audience that sees you everywhere, or the right audience. And they think you're spending all this money but you're not, right Kimo?

Kimo Quance:

Yes. But there's still money though.

Frank Klesitz:

Yeah. There's still money, but it's not what you think.

Chris Watters:

Hey, while we're on this subject of your database, I've got to give a plug for something that has been kind of gangbusters to accelerate the size of our database. When you hire real estate agents, you teach them. Call your sphere, aggregate all your emails, and all this stuff.

Chris Watters:

And I don't know about you, Kimo, but I can't get everybody to put their damn contacts in the freaking CRM, to set up [inaudible 00:44:48] Snapchat.

Chris Watters:

I recently download this tool, and it's a Gmail extension called CBX. And it integrates with our CRM, so it works on Sierra, it works on BoomTown, Follow Up Boss. Anyways, we gave this, it's on the Google Chrome Store.

Chris Watters:

It's called CBX, and I think they have a free version, by the way. I think there's a free version. If you want to be able to use this tool on ad marketing automation and stuff, I think it's 10 bucks a month.

Chris Watters:

Anyways, point is imagine your agents are in their email box. When the Google Chrome extension is open and they're going through their email, and they've got friends or people that aren't in the CRM, and they click on the box, the Chrome extension pops up and says, "Hey, this lead is not in your CRM. Do you want to add them to your CRM?"

Chris Watters:

And then it adds their first name, last name, phone number, email address. If you pay the 10 bucks, you can put them on a drip email campaign.

Chris Watters:

Anyways, that's been pretty gangbuster for us to accelerate how fast our database is growing. And getting these agents to actually put their people in there, because it's like a popup notification on your email.

Chris Watters:

Anyways, that's just a little plug. It's called CBX on the Google Chrome Store, and it integrates with your CRM. It's just literally push the button. Boom, you get the lead in your CRM. And then you can integrate I think.

Chris Watters:

Sorry, I'm on the tech bandwagon here. You can integrate your CRM with Vyril so that it automatically pushes all of your leads into Vyril. And then there's a bidirectional integration between Vyril and your CRM, so whenever somebody opens up an email, it gives you a to do activity in your CRM saying, "Hey, they opened up an email. Call them."

Chris Watters:

And so that's a bidirectional integration we're using. The integration tool is called Realsynch. That's how we integrate Vyril to our CRM, this bidirectional integration.

Chris Watters:

And then the tool I mentioned for Gmail, it's on the Google Chrome Store and it's called CBX, and there's a free version. If you want to be able to add the marketing automation stuff, like assign drip campaigns and whatnot, make phone calls out of the thing. I think it's 10 bucks a month. Anyways, those are two really cool tools to help accelerate the growth of your database.

Frank Klesitz:

Yeah. I want to add to that, Chris. Chris is sharing how to solve a constant business problem that probably goes forever in business. He's made it easy with technology, but before this technology existed... I want to tell the audience a little story. This is years ago when I first started Vyril.

Frank Klesitz:

I flew out to Myrtle Beach. And I'm going to try to tell this story the best I can to get the specifics right. I flew out to Myrtle Beach and I met an agent that had a team of 30 agents at the time, I believe, that each at the time were speaking to about 300 people a day.

Frank Klesitz:

They would all come into this call center and they'd get their lists, and he'd be standing in the center. And there was 30 agents in there pounding phones, making 30 contacts a day. Sound good?

Chris Watters:

Frank is talking about Century 21 legend.

Frank Klesitz:

Yeah. 900 people a day this office is speaking to, which is some insane number. Follow me? And I asked him. I'm like, "What are you doing to get their email addresses on the phone?"

Frank Klesitz:

And nothing. And it wasn't because he didn't want the email addresses. It's that none of them had computers on their prospecting desks. Because if you a computer on their prospecting desk, it slowed them down.

Frank Klesitz:

They were literally using a ruler, Chris, going down crossing off line by line for their call list. Because if you put a computer on the desk, it would slow them down. You follow me?

Frank Klesitz:

What he did is he printed off... Again, if I tell this story correctly from what I remember, he printed off reams of paper when you put something in the database, so when you met and you talked to somebody you'd say, "Oh, yeah. We want to keep you updated on what's going on with real estate.

Frank Klesitz:

We have this newsletter here in Myrtle Beach. It's full of all this cool stuff. What's your best email address?" And they would just before their prospecting sit for three hours, they would go grab a stack of those sheets of paper, and every contact they would have they would write the contact, the neighborhood they were interested. And all the tags with the individual in the database, and they'd write down the email.

Frank Klesitz:

And then at noon or 1:00 when they're done with their group prospecting, they would take those, I don't know, not really lead sheets, but sheets of paper of opt ins, and give them to his assistant. There's a stack of hundreds of these, and then the assistant put them into the database, because he didn't want the callers using a computer, the agents using a computer.

Frank Klesitz:

Is that interesting? And I don't remember the number, but I believe it comes back to about 300 emails a day from that one shift he was putting into his database. And these are documented homeowners, because they were prospecting homeowners.

Frank Klesitz:

That one little shift didn't cost any more money, just a little bit of leadership and guidance, added three times five, 1,500 permission based opt in emails a week. Did you guys catch that story?

Chris Watters:

Yeah. Frank, you know what's fascinating about what you said? The big aha that you said, and God, this is one of those things. I heard him tell me this, but I haven't implemented it and I just want to hit myself because I'm like, "Why haven't I done this?"

Chris Watters:

When I walk into my office, I see everybody's screen, my agents. And they're scrolling up and down their CRM trying to figure who to call. I'm just like, "Pick up the damn phone, call people." They're over analyzing the leads.

Chris Watters:

And so the biggest aha there is if you can just get your agents off the freaking CRM, and just give them a list of people to call, you're going to get-

Frank Klesitz:

Take away the computer.

Chris Watters:

Yeah. Take away the computer. You're going to get better results than having them sit in front of the CMR with all these predictive analytics around who to call, and who's recently [inaudible 00:50:47]. Just freaking call some people and shit will happen.

Frank Klesitz:

I guess the message there is get people. You are talking to people all day long, your agents are talking to people all day long. And build a culture around capturing information and making it very easy and aligned with human behavior, right Chris?

Chris Watters:

That's right.

Frank Klesitz:

Align it with human behavior so the damn contacts get in the database, and you've done that with technology with an add in. And I just kind of tell a story that showed the old school way of doing it.

Chris Watters:

Hey, fellas. Frank, guys, I promised my wife I was going to take her to dinner tonight.

Frank Klesitz:

Good for you, Chris. Go. Go.

Chris Watters:

The marriage alive and good. Frank, I know you're going to finish this out strong.

Frank Klesitz:

Yeah. I will.

Chris Watters:

Hey, Kimo. Man, it's been great catching up with you. Frank, I know you're going to go down lead source number three. And for those of you listening, I'm looking forward to our next episode. Bye, everybody.

Frank Klesitz:

See you, Chris.

Kimo Quance:

Take it easy.

Frank Klesitz:

Kimo, last lead source. Thank you for sharing all this, Kimo. Appreciate you, man.

Kimo Quance:

Absolutely.

Frank Klesitz:

Referrals. Oh, God. Chris's audio. Just everyone know Chris is not here. He buys this amazing audio setup, and every time the gain is off or the mic technique isn't right, or it's too close to his mouth. It's just I'm trying to run a podcast.

Frank Klesitz:

Anyways, hopefully it gets edited up nicely for you guys and is easy for you to listen to. Kimo, last lead source, lead providers. What do you mean by that? Who do you use, how does it work? Talk to me.

Kimo Quance:

Yeah. Lead providers are all those Opcitys. Why can't I think right now? The HomeLights, the referral exchanges.

Frank Klesitz:

HomeLight, Opcity.

Kimo Quance:

[inaudible 00:52:32]. Those kind of things. Yeah. They provide a lead.

Frank Klesitz:

And there's not much to that.

Kimo Quance:

And you pay a referral.

Frank Klesitz:

Yeah. They probably vet you out, you have to apply, you have to quality. And then they probably police you pretty hard that you're actually following up with the leads inside probably their CRM, right?

Kimo Quance:

Yeah. And so one of my admins updates that each week, so that way there's no deviation where one agent is doing a good job updating, someone else isn't. We have one person who updates all the platforms each week, so that way we continue to get everything updated and continue to get leads.

Frank Klesitz:

How many months do you get from referral sources like that?

Kimo Quance:

Gosh. I know I'm here, I should have the answer. I don't know exactly.

Frank Klesitz:

[crosstalk 00:53:29] spreadsheet to be updated. That's all right. How many deals? How many deals?

Kimo Quance:

It's funny. [crosstalk 00:53:32]. I can probably look. We do a handful. This year-

Frank Klesitz:

I'm assuming the conversion rate is probably pretty high-

Kimo Quance:

Yeah, for sure.

Frank Klesitz:

... from lead to listing, right?

Kimo Quance:

Yeah. This year, I'd have to say we've probably done 10 or something from that source. 10 listings.

Frank Klesitz:

10 deals?

Kimo Quance:

Yeah.

Frank Klesitz:

And typically, what's the range of the referral commission they want?

Kimo Quance:

Anywhere between 25% and 35%, depending on the price of the property, what lead source or what company it is. Which [crosstalk 00:54:11]-

Frank Klesitz:

Have you ever thought of going-

Kimo Quance:

... would want to complain about those things, and certainly you don't want to have to pay a referral fee on every deal you do. But anybody would take a referral if another agent across the country sent you a referral and wants a 25% referral fee. I'm going to take it all day. There's a whole nother argument about should we take them for the industry's sake, but it's some extras.

Frank Klesitz:

Well, I've got some thoughts on that, by the way. I would say that most agents kind of trying to pull themselves out of production, will probably spend somewhere between 10% to 20% to get the business.

Frank Klesitz:

Now, and your market is a little bit different. You have very high commissions, but if you have a \$30,000 commission in San Diego, you probably would spend three to \$6,000 to get it and that'd be okay, right Kimo?

Kimo Quance:

Sure. Yeah. Absolutely.

Frank Klesitz:

Sure. Yeah. I would say in most markets, your acquisition cost of a listing is probably somewhere between 10% to 20%. Other way of looking at that is your ROI is somewhere between 5X to 10X, so a 10% acquisition cost is 10X ROI, and a 20% acquisition cost is a five times ROI, is another way of looking at it.

Frank Klesitz:

Another way of looking at it is you're spending 10% of your gross commission income annually on lead generation, up to maybe 20%. Got it? Is a healthy range to be in.

Frank Klesitz:

Or again, this is if you're running more of a business model, not a producer model where it's you doing all the work and you're prospecting. You're not going to probably have any marketing costs, but you don't scale.

Frank Klesitz:

Here's the thing. When someone comes along and says, "I'll pay a 25% referral fee," take it all day long. Because there's no risk. If you're willing to spend 20% to get a deal, well that's because you have to take the risk. You're putting money out that the deal might not go through. It might not work.

Frank Klesitz:



But they're taking the risk and you only have to pay that extra marginal 5%, and the counter party takes all the risk. The lead party takes all the risk. And I think if you study risk premiums, that is a very cheap risk premium.

Kimo Quance:

Sure. Yeah. Absolutely.

Frank Klesitz:

And I think it's a good deal. 35 is pushing it, but if you get 20, maybe even 30, I'd take it. And there's a lot of teams now that are taking more and more of them, and specializing in that.

Frank Klesitz:

I don't think their whole business is based on that, because then you're kind of held hostage to a provider. You want to diversify out. But have you ever thought of going to banks and getting the bank licensed, and having their mortgage people send you the leads?

Kimo Quance:

I have not. I have not. Tell me more.

Frank Klesitz:

It's a trend. No, it's a trend. I was just curious. We were just talking about lead referrals. Calling up some regional banks and saying, "Hey, how many people come in here apply for a mortgage? Cool. Do you guys want 20% when they buy the house? Get the real estate license and send me the spreadsheets, and I'll work them like anything else."

Kimo Quance:

Yeah. They'll probably want to give you more, too. More than just the people just apply for a loan.

Frank Klesitz:

Yeah. And they're also a little more savvy, because people probably have been in the game once or twice are going to the bank for a loan. Guys like me that have bank relationships go to the bank first, not search online. And you probably get a little higher quality of a client, in my opinion, price point wise.

Frank Klesitz:

But enough about that. What else could you say to the audience as we wrap this up here about lead referral sources? How to get them set up. What would you recommend [crosstalk 00:57:52] important to them?

Kimo Quance:

I think there's a piece that I think goes to the agents who are thinking about whether they should be joining a team or not. These individual agents who are wanting to sign up on some of these referral sources, but they don't do a ton of business. You're getting in applying to be a part of those sources, next to some big dogs who are doing a lot of business and have the systems in place.

Kimo Quance:

And so if you're thinking of joining a team, that's another reason I think that people don't talk about. Because you'll be able to take part in and be a part of something bigger than yourself, and be able to make it up on the volume, if that makes sense.

Frank Klesitz:

Yeah. You join a team, you pay the referral fee, but you're shifting the risk to the team on the lead gen, and you make it up in volume.

Kimo Quance:

Yeah. And with these lead providers, you're part of their login and their team, so they'll get a bigger lion's share of the leads that are coming through there, than you would by yourself as a single agent selling 10 to 15 deals or whatever a year.

Frank Klesitz:

Kimo, if somebody has someone moving to San Diego, which there's a lot. I got in early in 2012 when I moved there, to kind of live the laptop lifestyle if you will of building my company in San Diego.

Frank Klesitz:

But since COVID, seems like the whole world [inaudible 00:59:18] San Diego because, "I want to live there now, because I don't have to live here. I can work from home and I'll live in paradise." If someone has one of those buyers, how do they get in contact with you so they can refer you business?

Kimo Quance:

Yeah. My direct email if you want to email to me directly, is K-I-M-O, so Kimo at the, so the, T-H-E, my last name, Quance, Q-U-A-N-C-E, Group dot com. My phone number is 619-566-1555. That'll reach me directly. If I don't answer, my assistant will answer and take your message, and I will get back to you.

Frank Klesitz:

That's cool, man.

Kimo Quance:

Feel free. If anybody has any questions or want to talk shop or anything I can do for you, please don't hesitate to reach out, and subscribe to my channel on YouTube. Would be cool. Kimo Quance on YouTube.

Frank Klesitz:

Yeah. Absolutely. Go check out his videos. You have an Emmy winning video producer helping you out. Kimo, your videos are great. Good job, man.

Kimo Quance:

Yeah. Thank you. Yeah. Thanks.

Frank Klesitz:

Thanks for coming on here. And I want to say for anyone who comes on here, when you listen to the show, people all across the country are so thankful for top producers like you coming on here, just giving so freely with all these insights. And it's going to come back to you, man.

Frank Klesitz:

Hopefully some people here listening give you a call, and maybe send some business your way, and you got listen to some other podcasts and hear some good stuff. But I tell you, the culture in real estate is really cool. [inaudible 01:00:43] jump in and sharing such good things, and Kimo, I want to thank you for that. That concludes our show for today. Kimo, thank you so much for being here.

Kimo Quance:

Thank you, sir. Appreciate it. Thank you so much.