

Yelp!, Agent Referrals, and Sphere/Past Client Listing Strategies w/ Seychelle Van Poole

Frank Klesitz:

So welcome back it's episode two with The Listing Lead Show. Thanks for listening. Make sure to listen to podcast one, our first episode with Steve LaMothe. That was a really good one. We've got a lot of solid comments about that substance. You're listening to, as we get this podcast, rock and rolling and go listen to episode one with Steve. But today we have an episode with say Seychelle. Seychelle, I'm going to introduce you here in a second. She's been a real estate agent for 17 years in Dallas. Last year, she sold 246 homes of which a significant number of are listings, 140, actually. This is why, Seychelle, you're on The Listing Lead Show. Well, I'm here. I'm Frank Klesitz with my co-host, Chris, and we're going to get to the bottom of how Seychelle's getting listings.

Frank Klesitz:

Because again, Chris, this is The Listing Lead Show, we talk about getting listings.

Chris Watters:

I can't wait until we tackle the beast that she's going to educate us on and how to slay it.

Frank Klesitz:

So there's actually three things you guys are going to learn today. We talked before the show and the majority of Seychelle's listings come from agent-to-agent referrals, Yelp, and events and giveaways with her clients. We're going to talk about that today. So let's get started. So Seychelle, let me ask you the most important question of the podcast. How it probably gets started every episode, Seychelle, what are you doing to get listings?

Seychelle Van Poole:

Well, that's a great question. Are we going to focus on that the whole show Frank, is that what we'll do?

Frank Klesitz:

The entire show.

Seychelle Van Poole:

Okay cool! You know, I think for listings, the most important thing for us to remember is what market you're in and having been in the business now almost 17 years, right? We've been through ups and downs and highs and lows and buyers and sellers markets. I think one of the biggest things you have to remember is where the seller is in the life cycle and what their motivation is. Right now we're in an extreme seller's market here in Dallas-Fort Worth. And so we have to understand when we're working with listings where their motivation is so that we can convert them at the highest level. I think that you can't talk about listening without that because that's going to be one of your most important pieces, but for us, it's really it's relationship based and it's marketing enhanced. If you look at how we do it.

Frank Klesitz:

Well, you've been in business for 17 years. So clearly you have a network of contacts, they're in a database of past clients and sphere that you can work. Before we get into those three things, I am curious, we're just coming off the heels of the giant Texas snow storm. How has that impacted people's motivation? I'm curious.

Seychelle Van Poole:

Well, so we're entering year two of COVID and I think it only just amplifies how people are feeling even more, right? We just had about 10 days where we all were either powerless or lacked working water or had gasolines rupture or didn't have internet and we're like literally iced into homes. So people had to spend a lot of time in their four walls deciding whether or not they like this place. For our deals under contract, it was like a slip and slide trying to keep those in place, pool pumps breaking and all of that. I know for all of you northerners listening, you're going to laugh and say, "you guys in Texas are ridiculous!" But that's like us sending New York a hundred days over a hundred degrees in the middle of summer without air conditioners, which I've lived through in New York.

Seychelle Van Poole:

There were a lot of people that died when that happened. I think we would just have to keep in mind, like, it's not normal for us. Keeping these deals together has been at the forefront of our mindset. It's an awesome opportunity if you're relationship-based to make care calls, to see what people need and to build a relationship. And if this is the last straw that broke the camel's back of not wanting to do one more thing in this house, which it is for a lot of our sellers. It's a great opportunity for us to get this fixed and move on, go find something else

Chris Watters:

I want to dive into Yelp. I'm sorry. The hair on my arms is like standing up. Tell me about Yelp!

Frank Klesitz:

Well, there's three things. You've definitely built a lot of agent-to-agent referrals. You said was your first pillar before the show, right? You said you get a lot of business from Yelp. You've slayed that dragon, which I want to hear more about. And you work your sphere very well after 17 years in the business and all of your care calls, if you will, to your your contacts. The size of your list that you've built over the years in Dallas, primarily working them with events and doing giveaways. So let's, let's start with Yelp since Chris is so interested.

Seychelle Van Poole:

Are you going to leave the show after we talk about Yelp? Is this just like Chris, like drops his mic and he leaves. He's like, "I got what I wanted. I'm out of here."

Frank Klesitz:

I'm going to look you up on Yelp right now.

Chris Watters:

Hey, while he's looking you up on Yelp. What's your org structure look like? Just so people have context around how you're able to sell 247 homes and 140 of those being listings.

Seychelle Van Poole:

So we have two full-time listing agents and a part-time listing agent that's training into full-time right now. So I'm back in the listing seat, taking listings right now, to help cross train and make sure agents have what they need. Normally I would be more in the business development, recruiting, lead-generation mode. We have a full-time listings manager and a virtual assistant that's behind them. And then on the buyer side, we have three buyers' agents, three market specialists, and a full-time transaction manager and a virtual assistant behind them and then marketing director. So what's that one, two, three, four, five admin. We just added ISA last year, which would make six. So six admin and one, two, three, four, five, six, eight agents.

Chris Watters:

So you said relationship-based, marketing enhanced. So did you pull up the Yelp profile?

Frank Klesitz:

I do. It's actually very interesting. I went to Yelp and typed in Dallas. I typed in real estate agent. And this is insane.

Seychelle Van Poole:

How many ads did you get sponsored?

Frank Klesitz:

Exactly. First off, they have three sponsored ads across the top, each with no reviews for the sponsored ad. Then when you scroll down there's one, two, three, four, five, six, seven, eight, nine, 10, there's 10 agents you have to go through of the sponsored results before you even get to the results. And you're currently ranked number three with the most reviews of 25. You have two competitors above you, one at nine and one at 10, which is strange. 25 in third position, organically on Yelp. And there's somebody who in one position and second position with less reviews, which doesn't make much sense.

Seychelle Van Poole:

They wrote that they rotate us up and down. We're usually number one or number two, and occasionally bumped to three, and then pop back up. What I would tell you though, is can you go see the unverified reviews? The reviews that they knock out? This is a part that drives me a little crazy about Yelp.

Frank Klesitz:

So this is me going into your profile and going down to the bottom and seeing the ones they're not going to allow. Let's take a look.

Seychelle Van Poole:

The naughty list, which is ridiculous, because these are actually verified claims. So annoying

Frank Klesitz:

78 other reviews, not currently recommended. Man, haters.

Seychelle Van Poole:

Yeah. So that's the part that drives me crazy about Yelp.

Frank Klesitz:

All right. So let's start here. Take us back to the beginning. When did you decide to start focusing on Yelp?

Seychelle Van Poole:

So Chris, 20% of our business last year came from Yelp.

Chris Watters:

So is that 28 listings and 28 buyers?

Seychelle Van Poole:

It's close to 50 deals. Yeah, it's almost well, basically 42 deals. Yeah.

Frank Klesitz:

That's amazing. With 25 reviews that are actually showing.

Seychelle Van Poole:

I know. Well, I think that when you look at SEO or you look at Google or Zillow or Realtor.com or whomever you want to play the game with, it's a long-term play. So it took us 18 months to get into the top three, and then we've had to continually play the game to get there. We found that you want to play a game that you can win. I find that I like people that do their due diligence upfront. I feel like getting a researched client means that you're going to have a more serious client and people that are on Yelp love Yelp. And they like to look at reviews. They like to do their own research. And so by time we get them, they've already vetted us through multiple of our platforms, whether it's on our Instagram and Facebook or our website or other, you know, Google anywhere else, they they've already checked where they're reaching out. That gives us an opportunity. If we're responding within 5-10 minutes or less, we have a really high conversion rate off of it. So I don't need 17,000 internet leads a year to convert the 42. If I look at it about 360 to convert the 42, that's not a bad game.

Frank Klesitz:

So you started this from scratch 18 months ago, when reviews have been around for a long time and you entered into a pretty competitive Yelp market to rank well.

Seychelle Van Poole:

We didn't start 18 months ago, but it took us 18 months to get into the top three. So we started this probably in 2015 or 16, then it took us 18 months to get there. And then we've strategically worked to stay there. If you look at our reviews and it's probably like 2016 that we started focusing on that as one of our pillars. I'm not paying for it. I'm not paying for ads on there.

Frank Klesitz:

You've sold probably a thousand houses since then.

Seychelle Van Poole:

Yeah.

Frank Klesitz:

Okay. And you have 25 reviews on Yelp. I know that's how few made it through.

Seychelle Van Poole:

We only ask people to do Yelp that are on it. So that's how hard their, our algorithm is to crack, or to get it through. Right. But when you do, you're rewarded.

Frank Klesitz:

So let's talk about this for the audience. Let's go deeper on Yelp. Let's say someone says, you know what? I want to go attack Yelp. I want to rank, like you did, Seychelle. Walk us through what they need to do.

Seychelle Van Poole:

I think the first thing is you want your client to go and write reviews for other businesses before they write the review for you. If they're not a Yelper, the second thing you want them to do is like, we only ask people to write a review for us. If they've either got a track record on it, or they're willing to go do the work. Because it's Yelp is immediately going to kick it out entirely if they've written no reviews for any other business. The other thing is you want them to go organically search for Realtor and then write the review, not just click on your link and go and write the review that way. That seems to kick it out as well. And the thing they started doing in the last year really drives me a little crazy. Ryan Graham out of Atlanta is also big on Yelp, but now, if I go, like "Frank, go in to my profile, I want you to click on my profile or on Van Poole Properties profile. And I want you to click "contact agent." And I want you to just submit, just write anything, "hi Seychelle" and submit. It's going to give you the option contact up to, I think it's like 10 or 11 other agents, same time.

Frank Klesitz:

So right now you have "request a virtual consultation" with your response time of 10 minutes with a 100% response rate. It says 12 locals recently requested a virtual consultation. I'm going to click request virtual consultations, it says "Wait! Share a few details so we can put you in touch with an agent." So I put in my zip code, it's going to go to other agents too? Are you kidding me? Okay. I'm selling a property. I'm selling single family. "Which of these services do you need? I need to know all your services." "What is your target price?" Man, this is one heck of a conversion form. "When do you want the transaction completed? As soon as possible? Anything else I should know?" Click next. And then oh, will look at this. "Would you like to hear from other recommended agents sponsored, comparing information with other agents can help you choose the one that's right for you?" Yes. Send us similar agents.

Seychelle Van Poole:

Just do it. Just do it. Let's just mess with them. Let's have some fun

Frank Klesitz:

When I put my information. Oh my goodness. I don't know. I forgot what I entered, it might be mine.

Seychelle Van Poole:

Hey, these could be future clients.

Frank Klesitz:

This is a great way.

Chris Watters:

Frank, was that an auto form by Yelp?

Frank Klesitz:

It's a form on Yelp. I mean, Yelp is basically saying like I'm clicking request a virtual consultation and then it puts me through a whole bunch of questions to qualify me and then I clicked send, but I'm not getting a virtual consultation. It's just generating a lead and you know, spitting out to a bunch of other people, other agents. Now I go to messages. And I guess I'm now able to start a conversation with you, but now, when that conversation starts, why I have to follow up right away is because it went to probably other people that are paying for that lead, man. Look at Yelp. That's interesting.

Seychelle Van Poole:

Yeah. So they're monetizing our form submissions. So you work really hard to get organically to the top and now they're selling your message. Kind of annoying.

Frank Klesitz:

I got to say something. I have an axe to grind. This is called being a surf on someone's land. It's called being platformed. If you're working everything on Zillow and you're working to rank well on Google and you're working to rank well on Yelp and you put all this energy and time, the king of that land could just make a change just like that and change how the leads are generated, how the algorithm works and your cutoff after all that work, because you're building someone else's platform, which ultimately goes back to what I talk about today is the phone numbers and mailing addresses and emails in your database. You don't have to worry about that. Do you Seychelle?

Seychelle Van Poole:

No.

Frank Klesitz:

You don't. So I digress. That's my soap box, Chris.

Chris Watters:

No, I agree. If you were doing like a SWOT analysis on your own business, the lack of predictability around Yelp can make it really difficult to have a sustainable business.

Seychelle Van Poole:

It is, which is why you can't make that your number one lead source.

Frank Klesitz:

Well, this is good. Here's what I got. So if somebody does want to use Yelp, they go sign up and they'd fill out the profile and make sure it's complete. You don't buy any advertising because they are going to sell you all their ads there, but you didn't do it.

Seychelle Van Poole:

Yep. And it's honestly, it's a waste of money. We did it for a year and I mean, unless you have a healthy number of reviews showing up, it's not going to do you any good.

Chris Watters:

Did anybody write a negative review? And if so, did you figure out how to get it taken down.

Seychelle Van Poole:

I don't know, on Google we have. I think we've had one negative review on Yelp.

Chris Watters:

And have you had any negative reviews where it was like really low, like one star?

Seychelle Van Poole:

I think we've had one that was a one-star.

Frank Klesitz:

Karen S. in Dallas. Yeah.

Seychelle Van Poole:

And you know what it was, it's actually former business partner who was embezzling money from other people that went and made that.

Frank Klesitz:

Yeah, you tend to have disgruntled employees leaving reviews.

Chris Watters:

Do you have any secrets on how to get re like negative reviews that are fake and phony removed?

Seychelle Van Poole:

No. I tried everything that I could to get that gone. Cause I knew who it was. I was like, okay, Karen.

Frank Klesitz:

So let's take a look here. So you asked your customers, your clients to write reviews for other businesses first and ideally they are current Yelp users only to maximize the chance that you'll be helping Yelp history.

Seychelle Van Poole:

And if they're not a Yelper, then send them to a different platform that they'll write a review, whether it's Facebook, Google, you know, wherever.

Frank Klesitz:

Yeah. And then you tell them to search real estate agent in Dallas and click on your profile that way and write it as opposed to going directly to your profile. That's savvy. That's great.

Seychelle Van Poole:

Well, I mean, you keep failing and you figure it out. I mean, but even with all that hard work, we're still in the top three with only 25 and the others have half of what we have.

Frank Klesitz:

How do you approach a client to ask them, like, are you a Yelp user, and ask them to do it?

Seychelle Van Poole:

Well, I think the best one is if it's a converted Yelp client, right? You found us and we want to help other people. So that's number one. Then I think if they aren't, we go and search their profile, we have one of our virtual assistants go and search what platforms they do use and which ones they have accounts on. Then we try to tailor our request to what they have. If we just find that they're really good online or they're really tech savvy, or you're really with it then--

Frank Klesitz:

Got it. So Seychelle's internet connection is a little off on the podcast today from the ice storm, she got a new router. So if you hear it going in and out, we still want to do the show. So bear with us, say Seychelle you're okay. No, no worries at all. This is good stuff.

Chris Watters:

I'm impressed with, I mean, in a city like Dallas, which has got 6 million people and gosh, tens of thousands of real estate agents, you're at the number three spot with only 25 reviews. I mean, that's pretty cool.

Seychelle Van Poole:

Well, I found like if I'm a team and I'm trying to compete with some of these groups that are brokerages, that house under one account, it's one account, but they have like 500 agents in their account. It's very hard for me to compete on like a Zillow or Realtor.com when they've got, 2,400 reviews and 500 agents. And we're sitting here with an entire team of 16 of us. So I think that we started looking at. What are platforms that we can pick that we can win and then let's go win at that.

Frank Klesitz:

That is very insightful, brilliant. Very insightful.

Chris Watters:

I'm surprised that there's not people with more Yelp reviews in Dallas, given the size of the market and the number of agents.

Seychelle Van Poole:

So pick a market, you can win. This for us was one that we felt like we could win and it's paid off. It's been very fruitful.

Chris Watters:

I mean, 40 plus deals is very, very lucrative.

Frank Klesitz:

Well, Chris, I got something interesting too. If I type in Dallas on Zillow, the number one agent has 145 Zillow reviews. I've seen 500. How many do you have Chris, on Zillow?

Chris Watters:

Think we're fast approaching 600.

Frank Klesitz:

Yeah. So the number one agent in Dallas, such a huge market only has 145 reviews on Zillow. Interesting. What about Google My Business. Do you do that?

Seychelle Van Poole:

We're just getting into the GLS on that. So actually I hope you'll do an episode on it and I can come in and listen. We obviously have our Google listing on there and its enhanced, but we're just digging a lot deeper on that.

Frank Klesitz:

My best advice for Google My Business. This is when somebody types your company name into Google or maybe types in real estate agents near me or your company in Google, and it shows up on the right hand side. It's actually like a blogging tool. So regularly posting things on your Google My Business page, like a blog. It's also really good. I don't know if it's still the case, but it's a really good for back links because Google actually links back to your site for SEO. I don't know if they still pass the juice on that or not. I've heard very good things about that. Regularly posting on your Google My Business, as well as getting as many people to write reviews or endorsements on there. So you could literally ask your employees to write how great you are or friends and family. It's not policed as hard as Yelp. So it's easier to build more reviews up on Google My Business. I've never had them one down, to be honest with you never happened on Google My Business.

Seychelle Van Poole:

Awesome. It's also easier to get them to take it down on Google, too.

Chris Watters:

What's your average price point in Dallas and then what's the price point of the client that you guys service on Yelp? Like how would you describe the Yelp consumers? Is it somebody at a higher price point?

Frank Klesitz:

I'm going to interrupt. Seychelle, I just had five real estate agents reach out to me on Yelp.

Seychelle Van Poole:

You should be like, "I was doing market research about Vyrat. Are you interested?"

Frank Klesitz:

My email's blowing up.

Seychelle Van Poole:

Send me what they're sending you. I'd love to know what they're sending you. See what my competition is doing.

Frank Klesitz:

It looks like I put in my San Diego address. It must've auto auto-filled. This says "Hi, Frank. It's an amazing time to sell in San Diego. I'd love to learn a little more about your home and tell you what you can expect to sell your home for. I'm with a couple of clients now. I'm going to give you a call this evening." Very nice. Let's take a look here. "Hi, Frank, what is your name? We can list the property for you. Call me Claudia."

Chris Watters:

Did she say what's your name? Hi Frank, what's your name?

Frank Klesitz:

She did. I mean, they clearly have my name. "Hi Frank. Thanks for reaching out. Is this a condo or a detached home? Dominic." So it begins. "Hi Frank. Thanks for reaching out. I'm a native San Diegoan, spent several years living downtown and know it well. I would love to sell your home. My commission begin at 4% and it goes up for there." Should be begins at 4%, and it goes up from there. "Tell me, why do you want to sell?" Man, look at that.

Chris Watters:

Right? Let me ask you something. The marketer in you, what do you think is the proper-

Seychelle Van Poole:

What's the proper response? Yeah. Great question.

Frank Klesitz:

What I would want to hear in my situation on being the receiving end of that, is I really wish they would have just Googled my name and done maybe three minutes of research. When you're doing B2B prospecting and you're trying to reach out to a high-value contact, you just don't Neanderthal your way through the phone calls. They usually say like, we factor in dialing time in B2B environments. We're going to give you three minutes of research. So a person pops up on your call list, all right, you got 180

seconds to Google them, go on LinkedIn, go on Facebook, type their name and type news. See where they work, see who they are.

Frank Klesitz:

When you craft your reachout, try some way to show like, "Hey, I saw you reached out. I happen to just look you up, because I like to know who I'm working with." Maybe congratulations on this, or I see this about you, tell me what we're looking for. I'm here to help, and I'm super fast and super on the spot with what you need to be of service. I think if it was that, along with maybe here's a little more about me with my reviews and my credibility and even so much more, like a little video, man. So I knew who this person is that I'm dealing with. So just only because money flows in differences and not similarities. If somebody reached out with a little video, Oh, that's kind of cool. I'd feel more comfortable. Now this person researched me. Here's who this person is, I'm not getting some canned auto responder on some drip campaign. You follow me? That would be for me. So that's my answer.

Seychelle Van Poole:

I think that's a great response. The thing I try to get to as quick as possible is a voice-to-voice, because I know if I can get them on the phone, I have a 10x better chance of converting them than if I just have to keep with them and all these other agents keep texting him.

Frank Klesitz:

No calls yet, so I'll let you know.

Seychelle Van Poole:

That's always, what I ask is like, "Hey, thanks for reaching out. I would love to get to know more about what you're looking for, what you're trying to accomplish. Is there a good number I can reach you out to get ahold of you? So we can discuss." I just go for the phone number right away and most of the time, because I'm the fastest to it, they'll give me their number because they haven't been bombarded by everybody else yet. So they'll give me their number and I get on the phone with them.

Frank Klesitz:

You literally had about one or two minutes before everyone, all the other five agents reached out to me. Oh my goodness.

Chris Watters:

Can I get another quick question for you? So if somebody listening to show or, shoot me or Seychelle, wanted to do some research on one of our perspective clients coming in through the Yelp, as an example, are there any tools out there to help us aggregate all the social media data? And before you answer that, when I got back from San Diego, we did a demo of TLO. I got denied. I got denied from Lexus Nexus. I got DataZapp. It was decent. Like the numbers match like 40, 50% of time, but no social media profiles. What else you got for me?

Frank Klesitz:

Well, let's put some context to what you just shared there, Chris real quick. When you're trying to find the phone numbers of homeowners, there's regulated databases that are regulated under the Fair Credit Reporting Act. And there's non-regulated databases. Chris called up the regulated databases that

have far superior numbers and they're like, nope. Right, Chris? So you went to an unregulated database. Got it? Make sure you understand the legalities of where you get your phone numbers and if you have permissible use to use them, that's very important. Chris checked out Lexus Nexus and TransUnion has a product called TLO XP. It stands for the last one. Meaning the last place you have to go to find the phone number, but you don't get it. That's like bounty hunters and legal firms and stuff like that.

Chris Watters:

Also, you're supposed to get social media links for a lead via TLO.

Frank Klesitz:

So I do have something for you by the way. So let's say that you are following up with a lead and so he wants somebody to go out there and take this email address, take this phone number, take this name and go to the internet and figure out everything you possibly can about this individual. I haven't used it for awhile, but I recommend, there's a service called Rapportive, R a P P O R T I V E, it's a Gmail add-in. And apparently it does that. Then I'm sure there's competitors for it. So if you type in Rapportive alternative and you go fishing in that realm, you'll find a bunch of that.

Seychelle Van Poole:

Taking notes. Thank you very much.

Seychelle Van Poole:

The other thing we were talking about Yelp, the other thing that I haven't figured out yet is if you can use any sort of an AI auto responder in there, I haven't figured out a way to do that in Yelp. At this point, we obviously have an AI bot responder for our website, but we don't have one for Yelp. So I don't know if there's any way to hack that, to automate that better, but we don't have that. So it's a manual.

Frank Klesitz:

When the online leads come in, the best reach out is personal and that requires pain, a human being. It requires you being Johnny on the spot. Chris, I want to give you one more to check out as we're on that conversation that I also know good things about, but I think they just upgraded to getting warranted in regulated data. It's Pipil. P I P L.com. It'd be able to run the person's name through that and we'll pull in all, whoever they are online into one page. So you have some research on the person.

Frank Klesitz:

P I P L.com. I believe they have a product called People Search and I think they even have an API that will actually pull it in automatically. Wouldn't that be cool for your CRM, Chris? So there you go guys. So that's enough about Yelp. Plus, we talked a little bit about that stuff there. So Seychelle, thanks for sharing your Yelp tips. Let's move on. So Yelp is a significant part of your business. The second significant part of your listing business is agent-to-agent referrals. Now you have to do this. This is crazy agent-to-agent referrals, usually is some out-of-state agents know somebody who wants to move to Dallas. So they refer a buyer to you, but you're giving listings from agent-to-agent referrals. How does that work?

Seychelle Van Poole:

Well, if you think about it, you need to know what your migration patterns look like. Right? Texas from the 2000 census to the 2040 census is set to grow at a 3.2 multiple of the rest of the country, as far as

population growth goes. Well, that population has to come from somewhere, I'm not having 12 children. Last time I checked. So, we have migration. If we have migration the odds are that we have people that are going to be moving up because their homes are worth more migrating out and we have people migrating in. So what we're looking at is companies. We look at companies that are moving and we look at where they're coming from and where they're going to. We had a lot of clients move here with Toyota a couple of years ago. We knew that if you're moving a ton of people from California to Texas, where there are no mountains or oceans, there's a chance that those people are not going to stay.

Seychelle Van Poole:

So we worked really hard with agents in Torrance, California, which is where they were moving from to build relationships on the buy side. But we also worked really hard with agents then when we knew they would be going back, we kept farming those relationships because we know they would leave again. Another example of that would be, we know that we have Bell Helicopter, that's leaving here and going farther south. We know we have Space X, it's leaving here and moving jobs to Austin. So then you work on those relationships to try to figure out where your migration patterns are going. I think the easiest way to do that is if you're learning based or you like to give back, one of the best things that I like to do is focus on teaching. I know if I put it on my calendar to teach somewhere in the country via Zoom or in person once a week, and I'm targeting it in areas where the migratory patterns are, there's a strong likelihood that when a client needs to sell, they're going to call us.

Seychelle Van Poole:

How we stay in front of them is we either put them on marketing videos and drip campaigns for agents instead of for clients, right? We have agent drips. When they send us a referral, we started three and a half years ago, created a Raving Fans program, where I go out and Tony, our marketing director, and I go out and build relationships with local entrepreneurs here in the DFW metroplex that have cool products or cool stores. We strategically buy from them in their off season to help their company with cashflow, and we buy really cool gifts. Then we ship those gifts to our raving fans, of referring agents and clients, once a quarter for a year, they send us a referral. It's meant to delight and surprise and be something cool and fun to remind them that we're in Dallas.

Seychelle Van Poole:

I mean, it's basically, we think of it as Stitch Fix, but for an agent, right. It shows up and it's all cool and packaged and bright and fun. It is something that they remember and it's memorable and you get mind share.

Frank Klesitz:

What's Stitch Fix?

Seychelle Van Poole:

Stitch Fix, Frank, is like for women basically have a personal shopper, but like, think about it this way. How we came up with that, like the Raving Fans program was, if I go to Nordstrom's, and I like some new shoes and a new outfit, like I don't take it out of my car when I get to the office and bring it in or parade it around on Zoom of like "Look what I got! I went shopping and I got these things!" but when, when like a BarkBox or a Stitch Fix, or the Athleisure boxes or whatever it is, those come, you notice that

it's a surprise. You don't know what's in the box and people want to share in the experience to discover what you're getting.

Frank Klesitz:

How many of these do you send out a month?

Seychelle Van Poole:

We send it quarterly. When we first started, we were sending out 100 a quarter and we're up to 246 right now.

Frank Klesitz:

So you send out 240 boxes of stuff every quarter to agents that refer you.

Seychelle Van Poole:

They get a subscription for once a year, they get a whole year subscription. On quarter three, if we haven't had a referral from them, we tell them like, "Oh no, you're one quarter away from the box ending." And then we get to the last one. It's like, "Oh, no. Think of somebody so we can renew you for another year."

Frank Klesitz:

Oh. So many questions. Let's unpack this.

Chris Watters:

Hold on, Frank. I'm kind of curious of. I've heard rumors that KW Command has some kind of functionality within it to help agents understand the migration patterns is that what's helping give you the insight?

Seychelle Van Poole:

That is super helpful, because right now I can go in and see, if I'm looking at that, Tucson and Scottsdale, Arizona are really big, Los Angeles is really big, Detroit and New Jersey. They are big on migrating veterans from people leaving Dallas to go to those states. I can also reverse it and see who's moving here, too. So if I'm focusing on buyers or sellers, I can actually see if people are moving out or moving in. The other cool part though, If you're not with Keller Williams, you can go to your local Business Chamber of Commerce or Economic Chamber of Commerce as well and ask them they have all of the migratory patterns, too.

Frank Klesitz:

That was my next question, Chris.

Seychelle Van Poole:

Yeah. Or you could just join Keller Williams. That's fine too. Whichever you prefer. We're fine with that. We'd love to have you.

Frank Klesitz:

Keller Williams has a CRM called Command that plugs into the transaction information and tells you the migratory patterns, both in and out of your city or state. You're going out and building relationships with the agents in those markets either where they're sending or they're going. Got it. And then you reach out to probably for your case, other market centers, other KW offices there, or other contacts to teach Zoom events on some type of agent training, so people like you.

Seychelle Van Poole:

Yep. That's exactly right. We put them into our database and we drip on them and remind them of it.

Frank Klesitz:

Everyone that shows up to those Zoom meetings, you put them on a drip campaign of more helpful stuff to remind them that you're there for their referrals in Dallas, and you pay them.

Chris Watters:

How many people do you get to show up for a Zoom, a training session in that market? What are you teaching and what's your point of leverage to get people to show up?

Seychelle Van Poole:

Those are excellent questions, Chris. We started last year, but we launched a podcast with Keller Williams International and Partnership called Empire Building. It's actually not Keller Williams specific, it's on building a big business, but even more importantly, building a bigger life. What's the point of building a big business if your life doesn't reflect amazing, awesome things in it. Through that, we've built out. We're almost at a year of recording, so we've got close to 50 episodes that have launched at this point, close to 60 that had been recorded. So I've got basically 60 awesome content classes that I can pick from at any point in time. I've got probably six or seven different topics that I've grown over the years.

Seychelle Van Poole:

We created custom presentations for that instead of an hour, 30 minutes to an hour class could be a two to three hour course. I'm going to ask the question when I'm talking to those migratory patterns, I'm going to say, what are your pain points right now in your market? Do you need tools for your agents? Meaning like, is this tactical where we need to talk about how do I go get more business? How do I build a team? How do I build culture or create leverage in my life? Or is it like a wealth building conversation? Or are we having a topic about how do you balance with life and create the balance between being a real estate professional and grow your business at the same time?

Seychelle Van Poole:

What is it that your pain points are for your specific market? We're going to tailor it to that. I prefer my classes to be interactive because for me, just presenting and staring at a bunch of blank screens drives me crazy. So I always ask that we have an interactive class and we're going to like really engaged and have a dialogue so that they get something out of it. I hopefully get something out of it too, and learn from them. Classes are typically an hour to two hours long. I would say on the low end, I've had 15 people show up and on the high end, we've had Zooms with, probably, I think the biggest is 1,000 but most of them are probably 100-200.

Chris Watters:

What's the biggest, baddest topic you've taught that consistently gets hundreds of people to show up?

Seychelle Van Poole:

The two that I get asked the most to teach are, "how to dominate as the hyper-local expert?"

Chris Watters:

How to dominate as the hyper-local expert.

Seychelle Van Poole:

The other one is "Blessed Not Stressed: How to build a social media strategy that work for you instead of you working for it."

Seychelle Van Poole:

Those are the two biggest ones I get asked. We have a ton of other ones, but those are the two ones that they always want.

Chris Watters:

Is there a certain type of avatar that goes to one class versus the other? Like if you think about the type of people that show up?

Seychelle Van Poole:

Oh, for sure. I mean, you're "dominate as a hyper-local expert," those are all of your high Ds. I would say you're "blessed, not stressed" I get a lot of high Is on the DISC. So I would say those are probably your two different personality types that show up.

Frank Klesitz:

Seychelle, two questions. How often do you teach these? And who's booking these for you and promoting them to get people on them?

Seychelle Van Poole:

I teach at least once a month, usually twice a month. At this point, when I first was getting my name out there, I actually just made a commitment that I would teach somewhere in the country once a week. That was a lot harder to do when I had to physically travel there. Man, Zoom has really helped a lot with that with leverage. Then what we do is, we have a pre-made flyer and bio and headshot already ready to go. So that's plug and play. The agreement that the other market center does is that they really push hard to promote it. We're not going to charge anything, but if they want to make a donation to either their local office nonprofit or KW Cares for the class, that's what we would recommend.

Frank Klesitz:

Very nice. How long have you been doing this?

Seychelle Van Poole:

I've been teaching since 2009.

Frank Klesitz:

How many agents around the country have opted into your email list?

Seychelle Van Poole:

We're close to 20,000 at this point.

Frank Klesitz:

That's great. That's how you get agent-to-agent referrals everyone. Chris, any secrets there?

Chris Watters:

One thing that just crossed my mind, I'm not with Keller Williams, but the one thing I do appreciate is how the market centers help people that are trying to build a team or expand a team or to get people to show up for things like your trainings, for example. That's really cool. I mean, 20,000 people that have opted in, that's no joke. That's no joke.

Seychelle Van Poole:

It is. Well, the other thing, Chris, you bring up a great point, which is, whatever brokerage you're at, I'm broker agnostic when it comes to teaching. That's not really what it's about. I will tell you, in Keller Williams, ongoing education and learning is something that's a part of the culture, right? Supporting each other and really helping each other grow, sharing, giving back, we all are in this together, right? So there's no like super secret sauce. I give you the information. You still have to go do 90% of the work. Like, we can give somebody the tools and information to go get more listings, but ultimately they still have to go do it. What's the harm in giving somebody the first 10%? They still have to go do 90% of the work.

Seychelle Van Poole:

So, I think that that's something that is really, in my experience in teaching in brokerages across the country, I actually got kicked out by Century 21 worldwide, and banned from teaching in their market centers because they thought, or in their offices, because they thought I was trying to recruit their agents. I wasn't, I was just trying to build relationships and help people grow. You have to pay attention to that. If that's something that you're trying to accomplish, you just got to recognize what environment you want to put yourself in. That's not a negative thing about Century 21. I just want to make sure everyone knows that I love C21 agents. They're great. I just thought it was interesting.

Chris Watters:

If I'm not mistaken, I heard rumors that the way Gary Keller built the business back in the 80s was hosting these classes, in-person classes that were brokerage agnostic. For every 100 people he had show up, he would get a certain percentage of those to join Keller Williams.

Seychelle Van Poole:

That's right. His idea has always been if I help enough other people get what they want, I'll have more than enough of what I want. When you kind of build a company based on the philosophy of abundance and helping other people, it's going to come back and that's just always been his strategy. For us at Keller Williams, that really resonates.

Frank Klesitz:

So let's move on to the third pillar. So we talked about Yelp and how you're dominating Dallas on really at the top of three positions, which is remarkable in such a large market, with only 25 reviews we discussed-

Seychelle Van Poole:

Well, 25 reviews. It's like a dig, Frank. You're like "with only 25."

Frank Klesitz:

Well, no! It's just people think like, Oh, I have to get all these reviews. The reality is there are agents I've seen out there with like four or five, 600. But in the Dallas market, especially with your insight of picking a platform, you can compete on. Zillow's not out of reach for probably people listening to this podcast. I mean, there was one with 140. It's not terrible to get up there as well.

Seychelle Van Poole:

If you scroll down on that Zillow, though, there are some 500 reviews, a thousand reviews in that top 10. That's very hard to compete with, with somebody who's brand new into real estate or five years into real estate. Who hasn't focused on it. That's going to take you years to get up there, especially if you don't have a huge team. I like to compete with where I can win. I like focusing on what I enjoy and what I know instead of trying to become a Jack of all trades and a master of none. So I learned probably five years ago, it took me way too long. I'm sure you guys are way smarter than I am and learn faster, but like I need to pick a really narrow scope kind of like this podcast, which is brilliant. I need to go real deep and real narrow on that and let me win on that. I'll slowly build on top of it instead, just trying to leave each conference with 90 to do things. And I'm going to try to go do all 90 and none of them are going to be done well.

Frank Klesitz:

Your second system is the agent referrals. I thought that was brilliant with analyzing migration patterns and then reaching out to build a relationships with brokerages in that market. You have it easier than most because you're in the Keller Williams network, doing two classes a month through Zoom and all of those attendees, with the topics you shared to go into another segment of your database, where you send out newsletters and helpful information to stay in touch to them, to refer me. By the way, I just had an email come in from Yelp. The person who emailed me is actually a client of mine who comes over to my house regularly. This goes back to what I said earlier, so the message should be, "Hey, what's up Frank? Like what can we get together for a beer?" Like that would be direct message, but no, it's canned. "Hi Frank, first of all, I hope you and your family are well, thank you for contacting me. I understand you are requesting a professional assistance to sell your property and the 92101 area. I love that area." Oh, do you?

Frank Klesitz:

"I do everything that you're asking for, which is nothing and more, I take nothing for granted. I believe that you would benefit the most from my services because I am more than a Realtor. I'm a marketer. And that's what you want to know to get maximum exposure." Yeah. Yeah. "I would love to do a Zoom call," et cetera, et cetera. "Look forward to meeting with you." Yeah. I mean, literally he comes over to my house and we hang out.

Frank Klesitz:

It just goes back to, how would you follow up with these leads? It's hard, but you have to do some research. So that's all, I don't know. I digress. Let's move on to, after all these agents blow me up, right?

Chris Watters:

One quick thing. There's something I think we keep passing over. To get 25 reviews on Yelp, you've got to get a hundred reviews.

Frank Klesitz:

A hundred reviews. You have 75 that never even got accepted after you worked your butt off to them.

Frank Klesitz:

And then when you actually get the lead, they sell it off to everyone else.

Seychelle Van Poole:

That was disappointing when that started happening. But I know where I can win. I know that if we're fast and we're very quick to get your contact information on the phone, you're not going to pick up the rest of the phone calls. So if I can get you on the phone, we're good to go. It's speed to lead on that. Which it is most things. But I think by the time someone's contacting you on Yelp, they're further down the funnel than a lot of people that are just clicking on a Facebook ad. That would be my bet that I would make.

Frank Klesitz:

Yeah, so third part here. Let's talk about, you've built probably over 17 years in the business, a significant past client database, as well as people who know you in Dallas area. And you said that the way that you really work your database and there's probably a lot of things you do, but the real key building block of that are events and giveaways. So what do you do to get listings from that third pillar? The people that you know in your past clients tell us.

Frank Klesitz:

So the question is a third pillar past clients fears, and you do a lot of giveaways and events. Tell us how you get listings from your, your past clients and your centers of influence.

Seychelle Van Poole:

That's a great question. So for listings, the giveaways have been really instrumental because we have over the last 10 years done four events a year. When I say that, I want to encourage you. If you're not doing any client events, start with one and then slowly build two, three, and four. If you're going to do that, otherwise it feels like this person that you haven't seen in years, and all of a sudden I'm like barfing all of this engagement on you. It feels really intense, so, start with one and slowly build up on top of that. The giveaways really are an extension of that, which is with COVID. We couldn't do in person. What we realized was the accidental genius was with a giveaway, it gives us a reason to engage with our audience more with something that's fun and out of the box.

Seychelle Van Poole:

We have a relaxed and renovate we're doing right now, which is the relaxed part, is we're giving away a weekend at a Broken Bow cabin, Broken Bow's a lake not too far from us, so it's drivable and it's a beautiful new build at this cabin that will hold 10 people. It's a free weekend, three nights, four days there. So for anybody who is looking to buy or sell, they're going to be entered into that weekend. We're giving that away on the 17th. I think right now we're sitting at 12 referrals in so far for that one giveaway. Now one giveaway costs us \$1,500 versus an event usually costs us \$15,000. But we can do that more regularly. So I'm totally digging the way that's working. I think the other thing with the listing side is with the renovate.

Seychelle Van Poole:

The second part of that conversation we can have as we reached out to design studios like Crate and Barrel, Williams-Sonoma, West Elm, Pottery Barn, all those guys and set up our designer account. If our clients are looking to renovate and stay, we can actually help them with designer discount orders for them as a concierge. It allows us to have the conversation around if you're considering renovating, have you thought about just selling and going and buying another home? It's helping us to set appointments, but I think really the value you have with the listing is you have to be in a relationship and standing in front of them when they're ready to go. The more things that you can layer in for communication and a reason to call your client, because without the call, people don't get a chance to have the dialogue. Chris, you might agree with me on that, but it's all about the conversation. Between the giveaways and then very informative, fact-based market updates that we send out, those two things are pairing the high social, want to talk to you with the person that's really looking for the facts and statistics to make a decision. You rinse and repeat that. So rinse and repeat at eight to 10 times a year.

Frank Klesitz:

So I want to ask more questions about what exactly this Relax and Renovate thing is, but let me, let me go a little step back to this. How many past clients do you have on your list?

Seychelle Van Poole:

We have 2,500 past clients.

Frank Klesitz:

That's amazing. Then how many people in your sphere do you market to?

Seychelle Van Poole:

We only market to a total of a sphere and past client database of 3,600. I don't have like 19,000 people in my database that I'm marketing to that are in our tight list.

Frank Klesitz:

Well, you have 3,600 people that you transact your business with, or you'd say hi to, let's say if you're out and about. How long did it take you to put that list together with the correct mailing address, email address, contact information?

Seychelle Van Poole:

I think that's an awesome assumption that we have at all perfect. I would say we're probably at any given day, probably 65 to 70% there, but it's never perfect. I always tell our agents, like the best thing

you could ever do is go back through your phone, call everybody in your phone, get all their contact information and get that into the database. If you just did that for a month, the amount of business you would have would be insane.

Chris Watters:

I want to share a quick little nugget. So I found a Gmail extension for Chrome and it basically like getting your agents when they join to like extract all of their contacts and get them to put into the primary CRM is a daunting process and it does work. I got this Gmail extension and it integrates with our CRM. I think it integrates with like pretty much all of them like BoomTown, Firepoint, Sierra, yada yada, yada, anyways, it's this little control panel and it populates on the right-hand side of your Gmail window when you open up an email from like a friend or something, if that lead is not automatically in your CRM database, you can quickly add it with like three clicks. For anybody listening that spends a hundred dollars on leads or \$200 or, heck even marketing to database, whatever, costs money.

Chris Watters:

The tool is called CBX. You can look it up on the Google Chrome store. There's a free version. Doesn't cost anything. If you want to be able to incorporate drip emails and stuff, where, for example, you get an email from a friend or somebody that's not in your database, you add the lead and then you can assign tags and you can assign drip emails and a bunch of other stuff. It's basically like a quick little control panel into your CRM. We saw our new leads added to our database skyrocket when we gave this tool to our agents.

Frank Klesitz:

Awesome. What is CBX?

Frank Klesitz:

Hold on. RealSynch. I got it. Go check out RealSynch, R E A L S Y N C H at the top. It says click here for CBX. It's a free Gmail login.

Speaker 7:

You can download it from the Google Chrome store. It's approved by the Google Chrome store and the freebie version is quite sufficient. Then if you want to get all of the bells and whistles like initiating drip emails and stuff really quickly, I think it's like 10 bucks a month. It's super cheap.

Frank Klesitz:

Awesome. Back to your events, thanks Chris. Back to your events, Seychelle, you said giveaways and for-client events, give the audience different types of events that have worked really well for you to hold and different type of giveaways that have worked well for you.

Seychelle Van Poole:

On the event side, I think it's easier to do that when we are able to do it in person obviously. But essentially the goal of the events, when we do them, you'll kind of notice, it's always like begin with the end in mind. So with our events, the biggest goal that I have is for our events to create a conversation. I'm always figuring, trying to figure out how, when we do an event that it's literally leveraging our event into our client's conversation with somebody else. So in addition to wanting to get referrals and reviews

and connectivity of the event, I want it to have an additional last. So the first one that we did, and this was like 10 years ago, now it's a very popular event, but it wasn't as well-known then, was our bundt cake and pie giveaway at Thanksgiving.

Seychelle Van Poole:

We started that 10 years ago with 45, our first year, which we'd never done before. So I was like, I don't know is that good? Is that bad? I think we had one referral out of it. I was like, I guess that'll pay for it, but that was pretty abysmal. Over the last 10 years, we've gotten better and better and better and better at it. We've stuck with that and really fine-tuned it. Last year we had 37 referrals, 750 pies given away.

Frank Klesitz:

Do they they'll come to you to get the pie?

Seychelle Van Poole:

Yeah, you come to me. I am not coming to you. I say that with love, you come to me.

Frank Klesitz:

No, that's a really popular thing around the holidays.

Seychelle Van Poole:

The reason why I liked it, the reason why we created it was because I wanted to insert my dessert, which is delicious and yummy right into somebody else's conversation at Thanksgiving. I wanted my branding all over it, walking into their Thanksgiving meal. That's what I wanted to do. I want to find where a client is going to be walking into a place that people that already know, like, trust and love them. Then I want to start a conversation and if I can't be there at all of these different meals, how could I do that? So now we have clients that literally bank on their Thanksgiving dessert coming from us. So they don't have to cook that and they can focus on something else and they know what they want to order.

Seychelle Van Poole:

We are like the single biggest central market sale, like sale day for the entire bakery for one of the stores for the entire year. We're the largest purchaser of Nothing Bundt Cakes in DFW. It's kind of cool that we get to help small businesses and that we get to help people. At the same time we get to insert ourselves into other people's conversation. Our branding is all over that sucker. The other one we do in the fall is we do a pumpkin patch, which is really designed to get the kids all cute in their Halloween costumes and get our photos all over Instagram, which is really helpful. The State of Texas Fair is in Dallas. So we do like state fair food and a carnival and paint, you know, face painting with like Cirque de Solei face painters and like bounce houses and fun stuff.

Seychelle Van Poole:

The kids get to go trick or treating in their costumes and we have a professional photographer to take their pictures. And again, it was, how do I get you taking photos from our event, posting them, thanks to us right on your Instagram and social media. So that one's been more of like an awareness than a review. We focus really heavily on getting reviews, we focus really heavily on getting our social media

out there. In the spring we do a portraits in the park, which we've done for seven years. We do it at a builder's model home. We hire professional photographers to take family portraits or engagement pictures, or new business head shots, or baby photos or whatever you want. We'll take pictures of your dog. I don't care, whatever you want. You get a free mini photo session.

Seychelle Van Poole:

Again, it's like, if someone's walking through your house and they're like, "Oh, I love that family picture of you." I want someone to say, "Well, thanks. My Realtor gave that to me." It's inserting myself into somebody else's conversation in their home when I can't be there. We started that, I think our first year we had 40 families. We've really grown that. We try to keep that one tighter. I think our biggest year has been 200, 250. We sold the \$1.2 million model house we were at. The last one we did, which was 2019, we didn't do 2020, for obvious reasons. It's usually in spring and COVID, so we'll ramp that one back up. I love the idea of portraits on the porch, which a couple of agents have done around the country. But our geographic area, I mean, DFW is the size of the state of Connecticut. So that's logistically a really difficult one for us.

Frank Klesitz:

The last question, we'll start wrapping this up. You said some giveaways too.

Seychelle Van Poole:

Yeah, the giveaways. So we've got Relaxed and Renovate. We have coming up, dinner and a movie where we're doing a Green Egg grill and then a blow up movie screen and projector. We have a Yeti cooler and a tent. We've got a bounce house. It's basically, what are the things that you might really love to have that you don't want to pay for? If I've got two events this year, that for sure I know are still going to be dicey. If I could allocate that budget to a monthly stipend of giveaways instead, how could that work? I think the key on the events that we've realized and on the giveaways that are really make it worthwhile is the number of times you contact someone. So for an event you need to contact them up to seven times prior to the event.

Seychelle Van Poole:

Then on the back end twice, either a thanks for coming or we missed you. You do that four times, that's 28 touches. So we found that by just sending out a direct mail or sending out an email once or sending out something one time, that's not going to get you the results you want. You literally have to contact them up to seven times, texts, email, direct mail, phone, carrier pigeon, whatever you want, social media video, um, ask for the referral, tell them why that's important to you and then ask again and again and again in a nice but professional manner. That's how you're going to get the results on those. If you just go do it one time, you're not going to get those results.

Frank Klesitz:

So let's break down your listings. We started the show off, about 140 listings last year. I think somewhere in there. What percent came from Yelp, what percent came from agent-to-agent referrals and what percent came from the strategy you just shared with us, with the list of 3,600,

Seychelle Van Poole:

So Yelp at 20%, agent referrals is 47%, and then the rest is repeat client and events. It's about 30%.

Frank Klesitz:

Well thank you for sharing so many good nuggets. Chris, what else does the audience want to know? Any other questions you want to ask her?

Chris Watters:

So on the past client marketing stuff, think you nailed it. I had very similar experiences in terms of past client events being the best way to like scale the high number of contacts to go through your database and increase it. It creates a reason for a call. I'm trying to think of if there's anything you missed. The big nugget I heard was the client appreciation events. Obviously like COVID kind of threw a wrench in things, but I think all that will be coming back in the next couple of months.

Frank Klesitz:

I think the pie giveaway, you can certainly do or really any giveaway. We're going to give stuff away, six feet apart, outside.

Seychelle Van Poole:

We did it last year because it was still kind of dicey. We just had them go directly to Central Market Nothing Bundt Cake, and they already had their name, their dessert. They already had their list in the order ready, and they literally just got to pick it up. And Central Market kind of loved it because they were like, "Oh, now everybody's shopping in the store." So we had for 300 pie orders, but then the 300 people also shopped in our store.

Frank Klesitz:

Seychelle, this is good stuff.

Seychelle Van Poole:

I'm going to throw a question back to you. Hearing some of the things that we are doing, what would you do differently or what would you recommend to get even more out of it?

Frank Klesitz:

I think there is a lot of money you could raise to help zero-cost some of these expenses by all these businesses that you're including to include them on the marketing to your database. It sounds like you set up a lot of relationships with businesses that give cool stuff for your agent referral boxes that you send out every quarter and you bring a lot of businesses and you bring a lot of people together in the community. I think you're really in a good spot to actually ask them for money, to help cover the expenses. Even taking your marketing person a little bit farther and saying, how could you help that business get an email out to their database to promote it? So I think you have some really amazing opportunity there.

Frank Klesitz:

I mean, Chris you're in Austin, how much advertising sponsorship money do you collect per month from various businesses? Like the ones say Seychelle was discussing today.

Speaker 7:

Just the Austin group gets about 30 grand a month.

Frank Klesitz:

Seychelle, imagine if you got 30 grand a month from these businesses.

Seychelle Van Poole:

Awesome. Yeah, that'd be awesome.

Frank Klesitz:

You're really close to that. Maybe that's a conversation with Chris afterwards. Chris, I think just for what it's worth for the audience, you offer some training on that? Don't you?

Chris Watters:

I'm not like full blown coach or trainer or teacher or anything like that. I've been through a lot of amazing coaching and training programs out there and they're all amazing. Over the years I've had a lot of people ask me like how I can help them and grow their business and whatnot. Depending on what their problem is, I might refer them to one or another coaching company. The thing that I found is a lot of the coaching programs I personally went through, a lot of them are, some of them, are really catered to, for example, lead generation. Some of them are really catered to lead conversion. Some of them are really catered to like just the operational side of your business.

Chris Watters:

The one area I saw kind of a hole and I saw this hole because I met somebody outside of the real estate industry that was an executive leadership coach. I started working with him and it really opened up my eyes to what it actually means to be the CEO of your business. A CEO is thinking about creative and strategic things to improve the business that are out of the box. About 10 years ago I had a guy I met that owned a bunch of these big RV dealerships. I said, "Man, I see your TV ads all the time. You've got to spend a fortune on TV." And he said, "I don't pay a single dollar for them."

Chris Watters:

He said, "The company we finance the RVs with, they give us co-op marketing dollars, the warranty companies give us co-op marketing dollars, the manufacturers give us co-op marketing dollars." I kind of went down this rabbit hole of like thinking about how many people are impacted by the sale of a home. I came up with a list of 26 different types of local businesses that are likely to be impacted when a real estate transaction occurs. So speaking of Yelp, I started going on Yelp and just like calling businesses, uh, for example, countertop companies, tile companies, just all the different people in the home services industry. I started hitting up the ones that were advertising on Yelp and other websites like HomeAdvisor, et cetera.

Chris Watters:

I told him, I said, "Hey, I noticed you're advertising online. I'd like to talk to you about doing some joint marketing together where we can perhaps scrub leads and then hand them off to you and recommend them and be an ambassador for your business. It started off small, obviously in the beginning, like everything. It was financial advisor, homeowner's insurance person and a mortgage company, title company. I had a roofing company. Depending on where you're located in the United States, like from a

repair perspective, in Texas we have hailstorms and stuff like that all the time. So our roofs seem to get replaced all the time. I've heard of people in other parts of the United States where a radon gas is a thing.

Chris Watters:

So anyways, to Frank's point, I think a massive, almost unquantifiable value that you could drive for their local businesses is being an ambassador for them. You see this all the time on Instagram, like people are promoting products, right? Instagram people with big followings. If you've got a database of sounds like tens of thousands of people between agents and past clients, that's a really high value list. I mean, those are kind of equivalent to followers on Instagram. You could easily create some kind of brand ambassador package for them. So I teach this three-month class, it's called The CEO Masterclass. One of the modules is about the brand ambassador program where you are the ambassador for their local businesses. You do collaborative marketing with these other local businesses.

Frank Klesitz:

I think that's where you have a lot of opportunities Seychelle. Look into how you could get these businesses to send an email out to their entire databases promoting your stuff. Second thing is I would look into maybe starting to bring them together in some way to mastermind them, just like Gary Keller in the world you run in, but you do it many businesses. Do a little more research on how to pitch them, to asking for some money to help participate in your marketing spend, which drives business for them. You could just pass along gift cards or gift certificates to their businesses, to your customers, and track response for the advertising spend. Those are some tips I would think about. That's all the time we have for today, guys. Thank you so much, Seychelle, for all your insights.

Seychelle Van Poole:

Thanks, you guys. Y'all are amazing.