

# The Medical Student Niche for Listing Leads

Frank Klesitz:

So welcome back everyone. This is Frank Klesitz, your co-host of The Listing Lead Show, where we figure out what the top agents around the country are doing to get listings, and going on appointments and taking listings in this really hot market that we're dealing with right now at the time of this recording, and because we're heading into the fall after Labor Day in September. My co-host is Chris Watters, who's running one of the top real estate teams in the country, especially in Texas out of Austin. Chris, say hi.

Chris Watters:

What's up guys? Welcome back to the show.

Frank Klesitz:

We have a different one for you today. We've been interviewing some of these huge giant teams of what to do in any instance. Today you're going to meet Mikki, all right? And she's going to tell us what she's doing to getting listings in Charleston. Mikki, we'll get right to the point, what are the top three things you're doing to get listings? What are we going to talk about in the show? What is the number one thing you do right now to get listings to sell houses? Tell us. Tell us the first-

Chris Watters:

Hey Mikki, hang on Mikki. What we have to do is we've got to heckle Frank for all the background noise after he heckled us for how good our microphones are. He's got his nanny in there in the background making noise, doing dishes, cooking him chicken.

Mikki Ramey:

I know. We're all coming over for dinner, Frank. That would be awesome.

Frank Klesitz:

Yeah. I spend been a lot of my time on these shows just trying to get good audio, and I'm always the one that screws it up. So, I'm now no longer outside the kitchen. So, what's your number one lead source, Mikki? What's your number one way to get listings and then you'll tell us number two and three. Just get all three done upfront, and then we'll go all deep in all three today. What's your top one?

Mikki Ramey:

Okay. Well my number one lead source is actually reviews. So, I work really hard with every single client to make sure they post reviews on Zillow, or we're posting reviews on Google. So, I get a lot of "come list me" calls just from people Googling top realtors in Charleston, South Carolina and they find me and they read that I am not a crazy person. I'm very normal, nice, have a good business plan, and get their houses sold, so that's the number one source. And then second, I would definitely say is our medical community.

Mikki Ramey:

So, I work really closely with a lot of physicians and nurses, dentists, those folks in our area, and I work hard to try to get their business. Before COVID, I would go in and give in-person lectures in our medical school and just talk about the importance of home ownership. And when they're ready to leave their medical training, then we'll get "come list me" calls from that, so that's a big source. And then the last is just-

Frank Klesitz:

That's very unique, I'm excited to talk about that.

Mikki Ramey:

Yeah. And then the last is repeat and referral business. We just treat our buyers really well. If you love on your buyers, then you're going to eventually have listings if you've been in the business long enough.

Frank Klesitz:

Okay. Let's start here. I just typed in best realtor in Charleston. You show up?

Mikki Ramey:

God, I hope I come up.

Frank Klesitz:

Let's send it out, I'm typing it right now Mikki.

Mikki Ramey:

You're doing it?

Frank Klesitz:

Yup.

Mikki Ramey:

That pressure is on.

Frank Klesitz:

The number one organic result is "The 10 Best Real Estate Agents in Charleston" on Yelp. Number two is Zillow.com. Number three is Property Shark, "The 20 Best Realtors in Charleston on Social Media." Number four is U.S. News "Who is the top real estate agent in South Carolina?" Yeah, pretty competitive. So, you're telling me people find you by typing this in, is that right?

Mikki Ramey:

They do. They do. Most people go to Zillow in our area, that's just a really popular lead source in our market. And then we've got people that move here, we're a very popular second homes area so people from out of state from California, from Texas, from Tennessee, from your areas, they'll type in Zillow, find an agent and we pop up at the top usually. And people will-

Frank Klesitz:

So they go to Zillow, they're not going to Google. I'm sorry, would you say they're going to Zillow to find you, or are they going to Google to find you? Do you know?

Mikki Ramey:

So, we have over 500 positive reviews on Zillow, and that's probably our biggest capture for business.

Frank Klesitz:

Let's take a look. Yeah, you're number one. Wow, look at you. You are number one on Zillow, Mikki, when you type in Charleston.

Mikki Ramey:

It's pretty cool.

Frank Klesitz:

That is really cool. 545 total reviews, 256 local. That's great. And then Jeff Cook is below you, has 1,300, but he ranks lower. He has more reviews, but he's in the number two position, why is that?

Mikki Ramey:

That is a great question.

Frank Klesitz:

No, really. I mean, if you type it in right now someone has more than double your reviews, but they are in number two position on Zillow reviews.

Mikki Ramey:

I don't know I'll find out, I don't know why that is.

Frank Klesitz:

No, it's good, you want to be number one.

Mikki Ramey:

I'll take it.

Frank Klesitz:

So, give the audience a little background, how long have you been selling real estate?

Mikki Ramey:

So, I got into real estate in 2004 in Florida, I was initially licensed, but didn't really do a whole lot. I had a one small child then, and then I got into real estate more, I started my real estate brokerage in the awesome year to start a real estate business in 2008. So, I started a company then, and I was actually a teacher and a high school guidance counselor before I got into real estate. So, crushing it financially was going to be pretty easy moving from the education industry. So, in real estate in 2008 everybody was getting out, 2009 came, the market was falling apart and I was actually making money, making more in

my second year than I did teaching. So, everybody's like, "Oh, this is horrible." And I'm like, "Oh, I'm rich."

Frank Klesitz:

This is great.

Mikki Ramey:

"This is fantastic."

Chris Watters:

That's awesome.

Frank Klesitz:

No, that's fine. No, that's a good perspective.

Chris Watters:

That's awesome.

Mikki Ramey:

Yeah, it's all about perspective.

Frank Klesitz:

My mom was a fifth grade band teacher for 30 years, she taught fifth graders band, like bands, like clarinet, flute. 30 years, fifth grade band teacher. That's my mom, so I get you.

Mikki Ramey:

How is her hearing?

Frank Klesitz:

Good, but I know that the pay wasn't very much and I know if my mom went into real estate and saw her commission check, even one would be like, "Whoa, this is amazing." So I can relate to that Mikki.

Mikki Ramey:

Yeah.

Frank Klesitz:

All right. So you've been doing it since then, when did you take online reviews seriously with Zillow? What year?

Mikki Ramey:

So, I actually had one of the agents in my company in around 2012 I think it was, she started doing some Zillow advertising and was like, "Oh, this is pretty cool. You should try it out." So I started going in, and that was back when Zillow was early on, and it was really cheap for getting business. You could pay \$500

a month and get really awesome leads and a good flow of them. Things have changed since then, it's a lot more expensive, but I had another agent at my company get me started.

Mikki Ramey:

And from there, I realized how powerful the reviews were, so as soon as Zillow offered the opportunity for clients to review you, I took advantage of it. And I had all the agents on my team, every time we closed post a review, post a review, our transaction coordinator helps us make sure that people go in and post reviews. So, we are very adamant about giving great service and making sure everybody gives us a review.

Chris Watters:

Do you incentivize staff or the agents to get a review written online? Or is there any downside if they don't get a review? What's the enforcement mechanism besides telling them over and over you have to get a review?

Mikki Ramey:

Yeah, that's a good question. We recently started offering some incentives, like some money toward our clients like Amazon gift cards if they write reviews on three sites for us. So, we started doing that and see people just appreciate it. We've never had issues with people writing a review which is awesome, but we just started saying, "Hey, let's reward people for this." Because everybody was doing it on one site like Zillow and that's pretty easy, but then we wanted to up our Google Review game so then we've started getting people to post there, as well. And then Realtor.com, so if we get people to post in those three places there's an incentive for that.

Chris Watters:

How much money do you pay the consumer if they write a review on all three websites?

Mikki Ramey:

We get them a \$50 gift card.

Chris Watters:

And is that a powerful enough incentive to get them to write in all three?

Mikki Ramey:

Well, I don't want to sound snobby if I'm doing this, but most of them say, "We don't need money, we loved working with you. It was so awesome. We'll do this." And so it's a blessing for us to be able to give them that.

Frank Klesitz:

Chris, have you ever heard of the promise? Have you ever heard of that space? Mikki is that familiar to you at all? Have you ever heard that?

Chris Watters:

When you ask them at the beginning when you meet them if you meet expectations will they make a promise to write a review and refer someone to you?

Frank Klesitz:

Yeah that type of concept. I guess what I'm getting at here Mikki is when do you start the expectation that you're going to ask for a review? If you Google the promise it's something around the space, start at your very first appointment on the listing presentation. You basically say there's a script of I'm expecting a review at the very end, when do you bring up the expectation or the asking for a review in the customer journey?

Mikki Ramey:

I mean, we bring it up from the beginning.

Frank Klesitz:

There you go.

Mikki Ramey:

So, when I go on a listing presentation-

Frank Klesitz:

I'm not surprised.

Mikki Ramey:

I bring in a presentation that shows some of our reviews on it so people are seeing that upfront. Most people came to me because they saw the review, so I feel like they want to be part of that, they want to be part of that experience where okay, I love this company, I love this team, I want to write a great review, too. And then on the bottom of my email signature we always have a link to all my reviews, and we just are constantly asking our clients what else can we do for you? Here's this, we've checked this off the list, what else can we do for you?

Chris Watters:

It sounds like the silver bullet is the verbal communication throughout the customer journey to get the review, and obviously doing a great job for them. What's the total number of transactions you'll get as a result of people finding you in the organic search results due to your online reviews? What kind of transactions will you get?

Mikki Ramey:

I looked, we do about 100. I have a smaller team and then a larger team, and so we'll do about 100 transactions a year and about a third of those are from reviews.

Frank Klesitz:

All right. So you set this up, you let them know if I provide good service obviously a new listing presentation, look at all the reviews that we have you probably found me through my reviews I'd love to read a review from you too and people get it, right? And then you probably bring up throughout the transaction how are things going? Is there anything we need to improve? And your whole team is just oriented to getting the review, it's a culture thing to do really well which is good. When do you actually ask them to write it? Do you ask them a couple days before closing? Because usually if you ask

afterwards and they're moving and they forget to do it, can you tell me how you pin him down to ask them and when?

Mikki Ramey:

We do it at the closing, or not really at the closing right after they've closed. We love serving you, my last call is always... We do a lot of power of attorney closings now where our clients aren't at closing that happened a lot during COVID. So my call to my clients they have signed virtually or they've had an attorney sign for them, so I always call the listings and say, "Oh my gosh, have you seen your money in your account?" And that is the highlight, they see the cash that they've gotten on the listing in their account and they're like, "Yes, I got it."

Frank Klesitz:

Mikki, I've never heard that, that's brilliant. In all my years it's always been before or after closing, you call them the moment the money is wired in the account?

Mikki Ramey:

Yes.

Frank Klesitz:

That's great.

Mikki Ramey:

I'm like, "Do you see your money? Please tell me that you see your money." And they're like, "We got it."

Frank Klesitz:

Yes I do. I got it, the money is here.

Mikki Ramey:

Yeah. And then we're all celebrating and then I'm like, "I loved working with you, thank you so much. We're going to send you some links to write reviews, please do this and call me if you're ever in the city again if they've moved out."

Frank Klesitz:

I love.

Mikki Ramey:

I have found I once had a negative comment from somebody that closed power of attorney, and the attorney talk to them, but I didn't talk to them until the next day and my client got really upset with me. And so from now on I'm like nope, I'm calling and say, "Okay, everything's fine." And then I call a couple hours later, and I say, "Do you see the money in your account?"

Frank Klesitz:

That's great. Yep. So I love. The script is did you get the money? Do you see it? Great, it's time for review. Awesome.

Chris Watters:

Have you used any software to remind people to write a review?

Mikki Ramey:

Yes. We have Follow Up Boss, and in on our Follow Up Boss account when we move somebody from an under contract buyer to a closed buyer, or an under contract seller to closed seller there is a link that automatically sends to them that sends them a review.

Frank Klesitz:

Great. So when you're on the phone and they get that link I'm assuming it says, "Hey, would you please not only write it here on Zillow, but could you also write it where else? Google, with Google My Business, right?

Mikki Ramey:

Google and Realtor.com.

Frank Klesitz:

And Realtor.com, those are the three that you're doubling down on?

Mikki Ramey:

Yes.

Frank Klesitz:

What happens if they don't write it right away? Do you have a system to call and follow up? How far do you go before you say, "Yeah, we're not going to get one?"

Mikki Ramey:

We do. We'll call and we'll set up follow up on Follow Up Boss for a week, a couple days later and just say, "Hey I just resent you those links for a review, we would love for you to write one." And we don't get it every single time, but it is pretty darn close.

Frank Klesitz:

Good. Are they filling all three?

Mikki Ramey:

Yes, since we started doing the Amazon gift card it helps with doing all three. We have people consistently do one, and I would say we're almost at 100%.

Frank Klesitz:

But the Amazon has already helped with all three?



Mikki Ramey:

Yeah.

Frank Klesitz:

Do they just copy and paste one review to all the other sites or are they writing custom ones?

Mikki Ramey:

No, they just copy them.

Frank Klesitz:

Copy paste.

Mikki Ramey:

And we tell them please just do the same review, make it as easy as possible.

Frank Klesitz:

Easy peasy. Just curious just to get our view complete, who monitors they were actually posted and then sends out the gift card? Do you have staff for that?

Mikki Ramey:

Yes. So that would be our admin that does that.

Chris Watters:

Is there a certain type of client that you get from online reviews? Is it a higher end client? Is it somebody on the water? What's the avatar of the type of person that's looking you up and finding you through online reviews?

Mikki Ramey:

Yeah, it is everybody. I mean, we'll get first time home buyer, neighborhood sales, and then we'll get people that have luxury property. So I don't really know that I've seen a consistency with the type of person that brings in, because everybody wants to work with someone. I mean, I look for reviews if I'm ordering pizza.

Frank Klesitz:

One of the things that we did is I created leavecattyareview.com, because my wife's in real estate. So if you go to leavecattyareview.com you can pull it up, and you can say, "We'll give you \$25, if you go post on Google My Business, and if you go post on the Better Business Bureau. We go after the Better Business Bureau, and Yelp even though Yelp is terrible. No difference if you skip through, I should probably just X Yelp.

Mikki Ramey:

I don't do Yelp, I'm [crosstalk 00:17:37]-

Frank Klesitz:

Yeah, it's a hard thing to get and it's only worthwhile if someone's an existing Yelper with history on there. You may want to look into that Mikki, go buy a leave Mikki a review or something that, just one central website, everyone can use it, it drives to you, and gives the instructions to leave reviews and that's worked really well for us.

Mikki Ramey:

That's a great idea.

Frank Klesitz:

Mm-hmm (affirmative).

Mikki Ramey:

Okay.

Frank Klesitz:

Yeah, pretty cool. Well, let me ask you this, is there any other ways that you use those 500 some reviews in your business to help you out other than people find you online to get listings? Oh, you bring them at the listing presentation obviously, right?

Mikki Ramey:

Yes.

Frank Klesitz:

But what else? What other ways that you use them, creative ways that the audience could take away about using reviews in the marketing?

Mikki Ramey:

Yeah, we post reviews on social media. And I try it a lot to create just some interest and some confidence in our team members, because a lot of people will want to work with a team lead and that's how I run and operate, but I don't show buyers I work as our listing agent. So people will see me and they'll want to work with me, but I'm trying to get reviews for our buyer agents and for other people on the team and we post those on social media to just try to add just some confidence in working with other team members too.

Frank Klesitz:

Got it. So they're mentioning the names of the other team members have worked with them, not just your name 500 times?

Mikki Ramey:

Oh, yeah. No, those 500 some reviews are not just about me for sure.

Frank Klesitz:

Cool. All right. Well, I don't have having more questions and reviews, it's just focus and getting them and over time Chris, how many does your team have on Zillow?

Chris Watters:

I think we're very similar to Mikki, somewhere between five and 600 on Zillow, and then I think we have 500 on Google. It's tricky, right? Just as Mikki stated, getting them to write it on all three platforms. I don't think I have anybody writing in all three, but I'm definitely going to take your idea Mikki and give it a shot. We're sending out gift cards to clients now to write just one review, so I love the idea of asking the right three for that gift card.

Frank Klesitz:

Chris go create leave Chris a review or something that .com. So it's really simple, and it just has here's the instructions, here's how to get your rewards, here's the link do this and I found that really, really helpful. All right. So let's move on. Lead source number two, medical profession. Interesting, that's a nice little niche. Okay. Tell us really briefly how you ended up in that, what window opened for you to even pursue that?

Mikki Ramey:

Well, I really my life. I got married to my husband when I was 22 and he was a medical student. So at 22 we were married, and then we were in Charleston four years while he was in medical school. Then we moved to another location for his residency, then we moved to another location for his fellowship, then we moved back to Charleston for him to be in practice. So I moved to five different houses in 10 years, and I was like wow, the medical profession has some crazy analytics with how they move.

Frank Klesitz:

It's probably fairly predictable too.

Mikki Ramey:

It's very predictable, so that's how I got into it. I thought, well, we can help medical students buy something when they move here if they have a spouse that has an income. Students can't really get approved for a mortgage, so that's in a group medical resident actually have an income and that's where I started my business. So the first couple of years in real estate my first year, I sent out this flyer, a picture of me and my husband and he was wearing his medical jacket and looked like a doctor in the picture and I was with him. I sent out this one page flyer to all the incoming medical residents in Charleston, and-

Frank Klesitz:

How did you get that list?

Mikki Ramey:

Do what?

Frank Klesitz:

How did you get that list?

Mikki Ramey:

Well, it is public information on the website for... Or no, that is something different. No, what I did back then was I sent my flyer to all the coordinators for each individual residency. So I took the flyer around, I

took a box of chocolate to people, I was low budget in the beginning. Everybody's like, "Oh you're married to a doctor-"

Frank Klesitz:

Well there can't be that many coordinators of residency, I mean, how many medical schools are in Charleston?

Mikki Ramey:

No, there are 16.

Frank Klesitz:

In Charleston?

Mikki Ramey:

16 residency coordinators that represented 130 incoming residents.

Frank Klesitz:

How many schools is it?

Mikki Ramey:

It was one medical school and they each have-

Frank Klesitz:

One medical school, but there's 16 residency managers dealing with the 150 new doctors coming in?

Mikki Ramey:

Correct.

Frank Klesitz:

And you on the website got their information?

Mikki Ramey:

So I just knew, my husband went to medical school there so I knew where these people worked so I literally walked around to each office and said, "Here's a flyer. Here's what it looks like. Here's a packet full, I think you have 30 people coming in." I gave them a stamped non-addressed envelope and they would address them all and mail them out to all those 130 incoming medical residents.

Frank Klesitz:

No, hold on. That's so brilliant Mikki. You walked around-

Mikki Ramey:

It was with my life, that's what I do.

Frank Klesitz:

Chris, talk about affiliate marketing, and how proud Dan Kenny would be of the endorsed letter.

Chris Watters:

That's impressive.

Frank Klesitz:

Oh my goodness. So you got 16 affiliates to mail your letter out to their list of incoming residents?

Mikki Ramey:

Yes.

Chris Watters:

That's incredible. That's amazing.

Frank Klesitz:

For two marketers to hear that we're just like that's really cool Mikki.

Mikki Ramey:

It cost me 16 boxes of chocolate and stamps for all of that, and I got four sales from it [crosstalk 00:23:52].

Frank Klesitz:

So you walked with like 30 envelopes saying please address these and mail them to all the residents?

Mikki Ramey:

Yes.

Frank Klesitz:

And they're just like, "Oh, okay. Thanks for the chocolate."

Mikki Ramey:

It's a thing, it's actually a thing. People have done it before me, so I was well, I know that realtors did it when we were at that point of medicine in residency, they would send stuff to us and I'm like well, I'm going to do that. I'm married to a doctor, I know what all of this is about, and how hard it is.

Frank Klesitz:

Chris we need to unlearn what we've learned, and go back to such foundational principles of what Mikki just shared. I love that.

Mikki Ramey:

Well, now it's not a letter, now they just email everything and I send a video which is nice. So I'll just do a video, "Hey, I've been working with medical folks for the last 15 years, and I would love to serve your family when you move to Charleston."

Frank Klesitz:

That is just brilliant, and then I guess they just call you at that point.

Mikki Ramey:

And then they reach out. And I tell them if you want to rent or if you want to buy it doesn't matter, call me I want to walk you through this. I've been married in medicine for 25 years now, and I just know what you're going through so call me. And you can buy something or not, I'm going to tell you what life is like.

Frank Klesitz:

What about the HR department that's bringing in the bigwigs to come into the medical facility?

Mikki Ramey:

Yes, I have done that too. And I got burnt out on that a little bit just because we do interview or excuse me, we'll do community tours is what I call it for doctors that they're interviewing at the local hospital. So I would do that, I drive them around when they're interviewing, and people would accept or they would not accept and I just got burnt out on it. I did do that for a while and got some good clients from it, but I like the not driving people around and showing them the city and then they ended up taking a job somewhere else.

Chris Watters:

I want to ask a quick question.

Frank Klesitz:

Chris microphone closer.

Chris Watters:

Mikki knowing what now about how to go after the medical industry to acquire customers, knowing what now what would you have done differently going back in time to accelerate how fast you got clients in that industry?

Mikki Ramey:

That is a good question. I mean, it sounds funny, but back when I did this it was pre them, emailing things out to in coming, it was literally the packet that they would have to mail out. And I just did a one page flyer, I probably would have put a lot more community information in that flyer, in the packet that I mailed to them. I literally mailed them a one pager about me, but now I've upped the game on that. I send videos so people feel like they know me, I'll talk to them and say reach out to me, reach out to my husband, we're here to be a support to you as you transition into your medical residency here in Charleston. So I've improved on that. If I had the capability of sending video back then I would have done it, but I don't know if we were even doing that in 2008.

Frank Klesitz:

Yeah, the flip phone came out in '09 and I was just playing with the idea of Vyril Marketing.

Mikki Ramey:

Yeah.

Frank Klesitz:

It was very new then, yeah.

Mikki Ramey:

But the videos are really great, and you connect with people on a different level which Frank I'm sure-

Frank Klesitz:

And plus they go check out your video blog and see everything about who you are online, which probably helps too because it feel like they met you before, right?

Mikki Ramey:

Yeah.

Frank Klesitz:

What I want to ask you too is obviously this is The Listing Lead Show where we try to talk about listings.

Mikki Ramey:

Right.

Frank Klesitz:

Someone's going to be thinking these are all buyers, but we want to be clear they're going to have to sell when they're done with residency because they move out, right?

Mikki Ramey:

Yes, they do.

Frank Klesitz:

Got it.

Mikki Ramey:

So it's a two for. So what you do is you help them coming in buying, and... Well, that's actually really three transactions if you can help them buy when they come in, then you can help them sell in three to five years or all their residency. So they move out in three to five years, and then they oftentimes move to another medical training facility so you're doing a referral. So you're doing buy sign, three to five years later you're listing, and doing a referral to the new city.

Frank Klesitz:

So just for anyone that just has no idea how doctors are trained in America, just walk them through what residency and fellowship and just what that means. So you start in college?

Mikki Ramey:

Yes.

Frank Klesitz:

You graduate college with a degree, explain to everyone.

Mikki Ramey:

So you have to go to a four year college, then you get accepted to medical school which is another four years of your life, and then at the end of your fourth year of medical school you will be matched with a residency program. So then your residency training you can be an internal medicine doctor, you can be a pediatrician, you can be an ear, nose and throat doctor, you can be a surgeon, you can go to all these different types of residencies. So those last from three to five years, then after you do that you can do more training if you want. You can do another-

Frank Klesitz:

Which is a fellowship.

Mikki Ramey:

Two to three years as a fellowship. And then after that they cut you off of training and then you're a real doctor at that point.

Frank Klesitz:

And then you probably move to wherever hospital or whatever you're going to do. So you're usually moving right after into residency all those times for the most part, aren't you Mikki?

Mikki Ramey:

Yes. So medicine moves you, you don't get to choose who you interview and you move wherever they take you.

Chris Watters:

Man, that is a lot of schooling. That's a lot.

Mikki Ramey:

It is. My husband did nine years of schooling, he did four of medical school, three of residency, two of fellowship.

Chris Watters:

Jeez Louise.

Frank Klesitz:

Yeah, my sister is 30, she's an anesthesiologist in Bellevue in Manhattan and she's gone through the whole process and she's just ending her fellowship. She's been in school ever since, she's like 30/31.

Mikki Ramey:

Yup. He finished school at 32, and started when he was 20. Well, started after college and [crosstalk 00:30:14].



Frank Klesitz:

Is there anything else you want to share about... I just think you're building relationships with the people in charge of the residence coming in at the hospital.

Mikki Ramey:

Yeah.

Frank Klesitz:

Which people have to find their in and find that list and do exactly what you did.

Mikki Ramey:

Right.

Frank Klesitz:

And then you probably have a very specific list I would think in your database of these are all the residents. Are you doing anything special to stay in touch with that list segment in your list of the doctors throughout these years?

Mikki Ramey:

So we use Follow Up Boss, and with that we have a connection to YLOPO. If they buy with us that's great, if they buy with another realtor in the market that's okay too, we'll try to find them on various websites for residency pages. And if we can locate who they are and find out through the tax records if their home owners, then we're able to send them listing alerts through YLOPO. So we'll find all these medical residents and I mean, this takes a lot of work. It's a lot of-

Frank Klesitz:

Wait a minute. So you get the list of all the residents, and you're looking up who's a homeowner?

Mikki Ramey:

Yes.

Frank Klesitz:

So you take their name and do a search on the tax record to see if they own a home?

Mikki Ramey:

Yes.

Frank Klesitz:

Chris make sure when we buy houses we buy them in nameless trusts because we have the Mikki's out there, right?

Mikki Ramey:

I don't know, but I'm so hopeful.

Chris Watters:

Mikki is so smart.

Frank Klesitz:

This is great.

Mikki Ramey:

Well, I just do this. Like I said I want to be helpful, I get who's a homeowner, I send them YLOPO seller alert so they know how much the value of their homes is.

Frank Klesitz:

Are you dressed, like are you leveraging your husband in his doctor uniform in all the marketing when you market to the residence? Like how hard are you going on the marketing in positioning yourself looking like the doctor realtor?

Mikki Ramey:

Well, we'll talk about it in a minute I keep my Dr Moves website. We own a referral company called drmoves.com so we leverage that more than him looking like a doctor now.

Frank Klesitz:

Got it. You're kind of operating this as a separate referral entity from your main businesses, as separate brand and image.

Mikki Ramey:

Yes, we do. It's a separate company from [crosstalk 00:32:25]-

Frank Klesitz:

Let's look at it and share, what is it?

Mikki Ramey:

Drmoves.com.

Frank Klesitz:

And what is that?

Mikki Ramey:

It is a website that physicians, and physician assistants, all medical people can go on and they can find where mortgage lenders give them 100% financing in some cases. So they can find great-

Frank Klesitz:

Specifically if you're a doctor?

Mikki Ramey:

Yes.

Frank Klesitz:

There's programs for that?

Mikki Ramey:

Yes there are.

Frank Klesitz:

Wow.

Mikki Ramey:

So we advertise those people that offer those products for medical personnel so that, and then we advertise realtors throughout the country that have specific experience in working with physicians.

Frank Klesitz:

Wow. That's incredible. Thanks for sharing that.

Mikki Ramey:

Yeah.

Frank Klesitz:

I mean do you have a coaching program? I have to ask, do you train agents on that business?

Mikki Ramey:

I don't do a coaching program, I just interview people that say-

Frank Klesitz:

You might after this interview.

Mikki Ramey:

They'll call me and they'll say-

Frank Klesitz:

You might have one

Mikki Ramey:

Yeah? I mean, I love it it's so fun for me to talk about how we help the medical community here and it's very easy to translate into other medical-

Frank Klesitz:

And it's very stable, I don't think that's going anywhere ever.

Mikki Ramey:

No, God I hope we always have doctors.

Frank Klesitz:

It just reminds me of good marketing is always the riches are in the niches, and when you're trying to compete you want to attack on a narrow front. And that is such a narrow front and a niche that I don't think a Zillow or Opendoor is going to win against you on something like that because the relationship from the residence manager sharing that with you. And I'm assuming that's how you get the list of the residents as you run the trust and they share that with you.

Mikki Ramey:

No, I go and look on various websites and see if I can find names. I mean, it takes a lot of digging so I'll look at medical school websites and try to find information.

Frank Klesitz:

Oh, because they'll put the residents up on the websites and you just manually [crosstalk 00:34:21] that way.

Mikki Ramey:

Yes. It's a lot of work.

Frank Klesitz:

Good for you. And then you look up their name on the tax record to see if they own a house.

Mikki Ramey:

Bingo.

Frank Klesitz:

Oh that's great.

Chris Watters:

So can somebody sign up on Dr Knows as a referral partner to get doctor leads through your website?

Mikki Ramey:

Well, we do. We actually connect agents to the website and different areas, and then we'll connect them with a realtor. So we don't have realtors in every area in every medical community in the country yet, maybe we will that's our goal. It's drmoves.com has taken a back-burner to our real estate company, we're hoping maybe at some point somebody might buy it who wants to really give time to it, but it's hard to... My husband's a full time physician, I run a full time real estate team, it's hard to give the time that Dr Moves needs to it.

Chris Watters:

Mikki, what would you do to reach out to all of the people across the U.S? What would you do to reach out to them to get in front of these residents? The future doctors and residents.

Mikki Ramey:

So I mean, really if we connect with agents that are familiar with the plan that we do that helps. I'm not really [crosstalk 00:35:43].

Chris Watters:

Let's say you had an unlimited marketing budget, how would you go drive traffic to this Dr Knows website to get really high quality prospective future doctors to go on there and find a realtor?

Mikki Ramey:

We would reach out to the coordinators in the medical universities like we've done here. So we would do that and say, "Hey, give out our website Dr Moves to your incoming medical residents. Give out this website to people coming in." So it really helps to give that information to the people at the medical university that are in charge of hiring people.

Chris Watters:

So if you had an unlimited budget, you would have an inside sales team on the phone all day, and then you would send them some chocolate covered strawberries.

Mikki Ramey:

Yes.

Frank Klesitz:

And ask them to mail on it. Here's another question I want to ask too, is so Chris we're trying to find contractors for flips and stuff that we're doing and the Department of Labor I found lists all the licensed contractors. Every single one have a license and you can't quite download it, but it's pretty easy to put a VA in there and just copy and pasting and get it all. And then I can start reaching out to all the contractors saying here's the job will you bid it? Got it? So it's a really easy way to find contractors.

Frank Klesitz:

Here's my question, could you do the same thing, is there a public website that if you're a physician, you're a doctor, if you have your medical license, is that public information where you can buy that list or go to a government website and manually build it?

Mikki Ramey:

My husband might know the answer to that one, I'm not sure.

Frank Klesitz:

Because you could easily have someone look up tax records that way at scale and do an outbound email, text campaigns saying, "Hey, if you ever want to move there's a lot of realtors and we specialize in doctors, come check this out." What do you think Chris?

Mikki Ramey:

I mean, some of the hospitals will have an inventory of physicians that kind of thing, so you could do it on the hospital level maybe.

Frank Klesitz:

Yeah. And they're probably all homeowners too, you just don't know their home address.

Chris Watters:

Frank, you could scrape all the hospital websites across the country and build a rolodex, you could probably pull their email addresses.

Frank Klesitz:

Oh, easily.

Chris Watters:

Potentially their cellphone numbers.

Frank Klesitz:

I will tell that if the audience is listening to this just from a personal perspective, Mikki what you're doing of typing in someone's name to the county assessor's website or the register of deeds to find out what their home addresses, that is how you do high level executive prospect. If you're trying to get into the owner of some fortune company, or you're trying to sell something that someone's really high up in an organization, you find out what their home address is by typing it in and chances are they put the home in their own name. And there's their home address, and then the beauty of there is just a nice FedEx package right to the house and it's how you get through. And that's really cool that I hear that because that's one of my secret weapons in my own marketing that I use.

Mikki Ramey:

Yes. Tax records are such a helpful tool.

Frank Klesitz:

Yeah, absolutely. Is there anything else you want to share with the audience of just opening their minds a bit on... I'm just taking away building relationships with people that bring in the residents, and using them to promote you to those residents that you're available as a realtor, and they probably need you. And then holding on to those relationships throughout the whole residency, fellowship, employment journey.

Mikki Ramey:

And then I mean, it's a lifelong relationship. We're in a second homes market, and these are doctors so I try to help them when they are the broke medical student. And then if you're in real estate long enough, they become physicians and they're ready to buy a second home in Charleston.

Frank Klesitz:

I'm just curious, sorry. I really want to know, mortgage qualification for a doctor on an expensive home with student loan debt do these loan programs ignore that? The student loan debt, because it's hundreds of thousands of dollars from these doctors.

Mikki Ramey:

Yes, it is. That is a great question because some of these doctors will come out of medical school with two and \$300,000 of student loan debt. So there are certain banks and mortgage companies that provide physician loans and it's 100% financing within certain period of your training usually, or maybe your seven years or less in practice or some of them. They do not count your student loan debt against you.

Frank Klesitz:

Oh my goodness. See everyone listening to this, that's the message you put to the residency person of saying, "Hey, yeah I want you to tell everyone I'm a realtor, that I can help them and I specialize in this." But these residents don't know about these loan programs and they're probably a little fearful of what their student loan debts are going to be on the loans. Well, they probably don't know about this can we get it out? I would assume that's a huge message Mikki.

Mikki Ramey:

It is. We partner with and some local loan guys here that are top doctor loan people, they focus on doctor loans and-

Frank Klesitz:

Mikki, I'm going to call my sister and tell her about these programs. I didn't know about it.

Mikki Ramey:

She might be like, "I knew about it. Yeah, I knew that."

Frank Klesitz:

She needs to figure how to buy a condo in Manhattan so she can walk to work.

Mikki Ramey:

Oh, gosh.

Frank Klesitz:

I know.

Mikki Ramey:

Maybe Manhattan prices are better.

Frank Klesitz:

Because she works in [crosstalk 00:40:53] Manhattan at Bellevue.

Chris Watters:

Hey, I interviewed somebody recently that's a broker in Manhattan, and he said a really great building to buy in right now is the Trump buildings.

Frank Klesitz:

Oh by the way, she's on the opposite end of the political spectrum of that and I'm literally going to email her and tell her [crosstalk 00:41:11] the listings.

Chris Watters:

No I'm being dead serious. What this broker told me is Trump buildings are trading 20% below market value, and some of the buildings are rebranding their name and as soon as they take Trump off of it, the value goes back back up so it's an interesting flip play.

Frank Klesitz:

I can totally see that. Dude, we're going to make an offer on a Trump condo.

Chris Watters:

Only if they're willing to change the name though.

Frank Klesitz:

Oh, that's funny.

Chris Watters:

They got to change the name to get the price back up.

Frank Klesitz:

I don't know if they'll do that one on the main one downtown, I don't see that one happening.

Chris Watters:

I was in Vegas this past weekend and I saw the Trump Hotel and I was just wondering I'm like, "I wonder how this hotel is doing." It looks pretty busy so...

Frank Klesitz:

All right. So medical students that was great Mikki, thank you for sharing that.

Chris Watters:

Sure.

Frank Klesitz:

Let's move on to the third thing you're doing to get great listings and you said that's your sphere?

Mikki Ramey:

It is. So just over the years my goal is to just... I have four children, so I say see my database like it's a hungry toddler or a teenager. I have teenagers now, they're even hungrier. So we just get names, email addresses, phone numbers, follow up with people. These are past clients, these are internet leads, all kinds of people, but we just stay in touch with them and for getting listings the YLOPO seller alerts are just golden. Before I did YLOPO I would use our MLS, and I would set people up once they bought a home, I'd set them up to receive monthly alerts of homes that are active, under contract, and closed in their neighborhood.



Mikki Ramey:

And they'd get that once a month, so when it's time for them to sell they would say, "Hey, thanks for sending me these alerts over the last several years come and list my house." So that's nice, but YLOPO makes it really nice so you just put in the address and it sends them a home valuation on a monthly basis.

Frank Klesitz:

Are they integrated with Homebot?

Mikki Ramey:

Yeah, Homebot that's what it is.

Frank Klesitz:

It's a Homebot thing, isn't it?

Mikki Ramey:

It is Homebot through YLOPO. Mm-hmm (affirmative).

Frank Klesitz:

And then your lender actually pitches it on Homebot I believe?

Mikki Ramey:

Yes.

Frank Klesitz:

And Homebot is pretty cheap, I think that's probably one of the better from what I hear, home valuation type of drips once a month, right?

Mikki Ramey:

Yeah.

Frank Klesitz:

It was market snapshot for a long time with [Toproduce 00:43:31] do you guys remember that?

Mikki Ramey:

Oh, yeah.

Chris Watters:

Yep. Oh, yeah.

Frank Klesitz:

Okay, so they get that, what else do you do to stay in touch with your lists? Is there any other touch plans, or parties, or drip emails, or anything else instead of that one?

Mikki Ramey:

I mean, we used to do client parties before COVID, I don't know that I'll do one this year, but we have a client party once a year usually to reconnect with people, send them an invitation but that combined with just our drip campaign. I have an inside sales associate and she does a great job following up with our new leads, and also our closed leads just checking in seeing if they need names of contractors, things like that. The way I've really built my listing business is just by serving buyers over the years. The buyers if you take a good care of them they become listings.

Frank Klesitz:

They call you themselves.

Mikki Ramey:

Yeah.

Frank Klesitz:

Chris, every person we interview we always try to get the cool stuff of them, but they always give us these boring-

Chris Watters:

Sexy and cool stuff.

Frank Klesitz:

Boring [crosstalk 00:44:30] database. Every single time let me tell you.

Mikki Ramey:

Yeah.

Frank Klesitz:

Yeah, and I think if you're watching these shows, you're listening rather, you're picking up on that consistent theme.

Chris Watters:

The last couple episodes we've talked to some juggernaut teams, and they're spending millions of dollars and no matter what production level you're at, or how much money you're spending, the one consistent message is feed the database. And ultimately you're spending all this money to feed the database, and there are more affordable and more reasonable ways to do it beyond spending a fortune on [crosstalk 00:45:07].

Frank Klesitz:

Chris when you're recruiting agents that are in the business, how many don't have a CRM?

Chris Watters:

The ones I'm recruiting? Like 99.9% of them.

Frank Klesitz:

How is it even possible? What are they doing? Posted notes?

Chris Watters:

I mean, so-

Frank Klesitz:

No really, I'm really curious at this level of our game how do you even run a business?

Chris Watters:

My philosophy when it comes to recruiting agents for the team-centric model where you're paying for leads, and you're giving them tech, and you're training and mentoring them, is I think the sweet spot is finding somebody six months to two years in the business. And so they might have the freebie CRM version at their brokerage, but they're just so green, they have so much to learn, and most of them don't understand the concept of feeding a database and building a database and how important it is. So it's just the nature of the type of agents we're trying to recruit. I think most people that are successful, that are selling a couple dozen homes a year, I think probably 80 to 90% of them have CRMs.

Frank Klesitz:

Yeah, but the people that you talk to you just have never even thought about just putting people into a system and having some type of systematic long term touch plan.

Chris Watters:

I mean, for most people getting in real estate, they just don't even think that's something they need to do.

Frank Klesitz:

When did you learn that was something you had to do Mikki?

Mikki Ramey:

That's crazy. I mean, I remember when I didn't have many people in my database and before I started buying leads, and we would always buy pumpkins every year that was one of our old school. We would take pumpkins to all of our previous clients this time the year because the market slows down, and then my pumpkin list grew very long and I was delivering 150 pumpkins at one point, and I was like, "Okay, it's time to get a database and get off this [crosstalk 00:47:00]-"

Frank Klesitz:

You were driving to them or they come to you?

Mikki Ramey:

Oh, we had three agents and some high schoolers I would hire-

Frank Klesitz:

So you were driving to them?

Mikki Ramey:

Yeah.

Frank Klesitz:

Oh, boy.

Mikki Ramey:

We would drop it off with a little note and stuff like that. And you know that our market slows a little bit at this point in the year, so it was great, it was October at the beginning, we would wish people happy Halloween, that kind of thing, but that's when I knew. When that pumpkin list and my drive time got a lot, I was like, "Oh, gosh. I need to get Top Producer," is what I started with so, yeah.

Frank Klesitz:

I remember Top Producer. Man they're just still around, has it ever come up when-

Chris Watters:

I think they are, yeah.

Mikki Ramey:

Yes, it is still around. I keep my old Top Producer list just in case I need to go back and reference it.

Frank Klesitz:

Got it. So when did you actually put your CRM in place? 2008? 2009?

Mikki Ramey:

Oh, gosh, no, it was passed then. In 2008 and nine I probably did... I did four sales my first year in 2007 in Charleston, and then I did 10 sales the next year. So it was maybe 2010 when I started using Top Producer, or maybe '11.

Frank Klesitz:

What's the number one objection you're getting? Number one concern, number one pain point in the listing presentation that you're overcoming to get your listing?

Mikki Ramey:

Where do I move? If I sell the house where do I move?

Chris Watters:

How are you solving that Mikki?

Mikki Ramey:

I just did a viral video on it today, believe it or not.

Chris Watters:

Perfect.

Mikki Ramey:

Yeah. So I love investment property, so my number one go to is to tell people let's just look for a less expensive home than you wanted to buy, having move in that six months like Frank is probably-

Chris Watters:

Oh, man.

Frank Klesitz:

Yeah, that's good.

Mikki Ramey:

He's probably in that right now, he may have... Yeah, so you sit in it, and then that is going to be your investment property. You live in it six months while you scout out the market, you find your dream home, you buy it, and then you rent out the place that you've been living in. So I present-

Frank Klesitz:

Chris go to mikkiramey.com. Type it in.

Chris Watters:

Is it a Healthy-Realty.com?

Frank Klesitz:

Now everyone knows the link, it's mikkiramey.com. And that's her video, a strategy for sellers worried about buying. You look great Mikki.

Mikki Ramey:

Yeah.

Frank Klesitz:

What camera are you using?

Mikki Ramey:

A Logitech.

Frank Klesitz:

What?

Mikki Ramey:

A Logitech.

Frank Klesitz:

You're on the webcam?

Mikki Ramey:

Yeah.

Frank Klesitz:

Your webcam looks great. You're just getting better and better.

Chris Watters:

Thanks, Frank. I don't look great too? I see how it is.

Frank Klesitz:

I'm not looking at yours. It just looks good, it looks very well done.

Chris Watters:

No, I'm kidding.

Frank Klesitz:

So you guys want to see the videos that Mikki gets out.

Chris Watters:

You're going to have to go get your PhD and go to residency to have a chance with Mikki Frank.

Frank Klesitz:

Mikkiramey.com, look at her videos that's what she sends out. It's good stuff.

Chris Watters:

I'm just kidding, totally joking.

Frank Klesitz:

And I think do you send those up before your listings too to win them? Does anyone go to your video blog beforehand? Look at it?

Mikki Ramey:

No, but I should. That's good. No, I should send that-

Frank Klesitz:

Yeah, you should. So look, you're showing up with like... I'll never forget, I want to tell a very brief story. If anyone knows Jay Abraham and he's a big marketing guru.

Mikki Ramey:

Yeah.

Frank Klesitz:

If you're listening to the podcasts you probably have some idea who this guy is. He has a ream of paper Mikki, that he sends his prospective clients before the appointment, ream of paper of letters of recommendation. And you can probably Google Jay Abraham recommendation letters or success stories, and you'll find a PDF in the Google results of a thousand letters of recommendation. So I want you to imagine the thud factor of before an appointment of showing up in the mail this ream of paper of what people say about you, and you have the equivalent of that with your Zillow reviews. You follow me?

Mikki Ramey:

Yeah.

Frank Klesitz:

But it's not just the ream of paper that shows up, it's a box of books. It's here's all the books, and white papers, and all the knowledge and recorded seminars and workshops and you can just binge for thousands of hours on me before our appointment. You follow me?

Mikki Ramey:

Yeah.

Frank Klesitz:

And those two things he says add to the price elasticity like you wouldn't believe of what someone will pay for him in addition to an extremely involved questionnaire that someone else helps them fill out before the appointment. And you can actually google it, it's called the Jay Abraham Monster Questionnaire it's 200 and some questions. But the way he is able to get his appointments is between the thud, the reviews and all of the published knowledge and a very involved needs analysis and questionnaire. Price is no longer an option on the appointment if you have those three things before it, and you have the reviews-

Chris Watters:

Frank, is there a place you can get a list of that or get a PDF file of that massive binder of papers that Jay Abraham sends over?

Frank Klesitz:

Yeah it's all on Google, type it in right now.

Chris Watters:

Not the questionnaire, the-

Frank Klesitz:

Yeah, the Jay Abraham's success stories PDF. There it is, 423 actual case studies. The document is called 900 case studies. It says, "The Abraham file measurable and tangible results, 423 actual case studies, success stories, endorsements, testimonials, first hand accounts, and second hand biographical chronologicals of how various proteges, clients, center attendees, and book buyers improved their sales,

grew their business, increased the profits and cash flow." Oh my God. And dude, this is 1391 pages. It's on right on Google, on Google it's the first result.

Chris Watters:

Oh my God.

Mikki Ramey:

Light reading.

Frank Klesitz:

So imagine before an appointment that shows up at your doorstep with a box of books, and someone calls you to say, "Before you speak with Jay I need three hours on the phone with you to do a needs analysis so he's fully prepared." You're like, "Whoa!"

Mikki Ramey:

Wow.

Frank Klesitz:

And the reason I share that is the equivalent of that is no link to your reviews, right? Making use of that before every appointment. Send them your blog, attach your books.

Mikki Ramey:

Okay, I will do that.

Frank Klesitz:

And then maybe, I'm just throwing this out there, maybe your assistant calls and says, "Hey before Mikki comes out we want to do a full needs analysis and some stuff. Maybe you send a runner out to get photos, maybe you get some measurements, do some things to really do a good needs analysis, ask questions before the appointment. Which adds the price elasticity of someone to spend money with you so when you show up you're just totally positioned, and you have all the information you need to console the seller. You're not just showing up blind of like, "Hey, I'm here." "Who are you again?" Right? Which you don't do, but it's a lot of people they do that.

Mikki Ramey:

That is awesome. I will do that, and then in addition if they're on the fence I will have them delivered nothing but cake, just a cake or some cupcakes from this store that is life changing cupcakes and then that's it. I always get it after cupcakes.

Frank Klesitz:

Cupcakes. Oh yeah, sure.

Mikki Ramey:

It's true.



Frank Klesitz:

But it's true. I will tell you I went to Jay Abraham's office for a consultation, and I will tell you what really stood out to me is they had all the possible drinks that you wanted. So whatever you wanted to drink non-alcoholic, but there's all these beverages. It was a nice little touch. It made me feel very nice so that's good, you got that. Anyways Chris, you like the Jay Abraham story?

Chris Watters:

It was good man, I'm going to go look that up. I mean, I actually pulled up the PDF there, it's pretty ridiculous.

Frank Klesitz:

Yeah it's right there, it's stupid. It's absolutely ridiculous.

Chris Watters:

And the monster questionnaire I just googled.

Frank Klesitz:

And like I said, then obviously if you google Jay Abraham thank you, once you opt into his list for Jay Abraham on the thank you page it says, "Hey thanks for opting into my newsletter, but I decided to give away all of my knowledge." Really because it's being stolen and truly no one's buying it in the economy, but you can download free PDFs of all of his books, all of his seminars on the thank you page. Just google Jay Abraham thank and you'll get the thank you page as the first search result, and all of his intellectual property is there for free to download.

Frank Klesitz:

So there's all this positioning going on in addition to an assistant calling, I mean, who is very involved kind of... I'll use a nurse doctor relationship, right? You see the nurse right first before you see a doctor?

Mikki Ramey:

Yeah.

Frank Klesitz:

You always speak to the nurse first before the interview. Anyways, that's enough about that, I just thought that was interesting Mikki about your reviews and sharing your video blog.

Mikki Ramey:

[crosstalk 00:55:56] She's going to start calling. I like it.

Frank Klesitz:

So let's wrap up. Anything else you could share with the audience that has been helpful for you to get listings?

Mikki Ramey:

Those things that we talked about are really important, I've gotten to the point where some of my team members I'm training them to go on listing appointments and so that's fun. A lot of agencies will just keep listings for the lead agent, and I like to see my team succeed. I've had a lot of turnover and I'm sure that's a struggle with all teams, so the more I've been in business the more I think I just want our clients to be happy and feel cared for, and above that-

Frank Klesitz:

And they do, and you have the reviews for it.

Mikki Ramey:

Yeah, and I want my team to feel like we're a family. So I don't want them to feel like I'm hoarding this or that, I want to give them all the success that they want. So that's a new thing that I've started doing, I'm teaching my team members to get out on listing appointments, and do that too.

Frank Klesitz:

A little nerve wracking, isn't it?

Mikki Ramey:

It is.

Frank Klesitz:

Yeah. Chris, when was the moment you decided you're not doing listing appointments anymore after all the money you're dropping on marketing, and you're sending out someone else and you had a panic attack? When was that and how did you deal with it?

Chris Watters:

It was June of 2013, and Tony Robbins says you're either going to make change because it's so painful you're forced to, or the opportunity for gain is so great you're compelled to make change. And for me, it was that moment of pain. I think I'd gone on 267 listing appointments by the end of June, and if I saw-

Frank Klesitz:

It's crazy how you even know that number from 2013, that must have been so painful.

Chris Watters:

Dude, I remember I was popping Xanax because I would literally start having panic attacks and freaking out in my head because my cell phone's ringing the entire listing appointment, I don't even know the names of the clients, I have so many listings, I've got so many deals under contract, I can't keep them together. If I saw the inside of another closet and heard another seller tell me how great it was, I was going to shoot myself. I was done man, I was mentally toast, and literally I told my inside sales guys, "I can't go on another appointment. We got to find somebody. I'm done, my brain is done."

Frank Klesitz:

Well, there you go. What a great answer Chris.

Mikki Ramey:

I love that he knows the date, he's like, "June."

Frank Klesitz:

He does know the date and the exact number of appointments he gave up on.

Mikki Ramey:

It was [inaudible 00:58:44].

Chris Watters:

It was the end of June, 2013. Oh, it was painful.

Frank Klesitz:

Well, good for you Mikki. So you're starting to scale up where someone else goes in the appointments and you're staying behind?

Mikki Ramey:

Yes, I'm getting there. I mean, I've done it with buyers so listings I mean, I should be able to be somewhere, right?

Frank Klesitz:

Invite some of those agents in your next videos, do it with them so [crosstalk 00:59:05]-

Chris Watters:

Mikki, this is a plug for something I do, but I don't do it to make money. I have this, it's the only thing I teach, it's a class called the CEO Masterclass. And it's all about recruiting and selecting talent and your ramp up of agents and dials into the selection process. Some of the origins or inspiration of a lot of this stuff came as a result of something I read about seven, eight, maybe nine years ago, in a book called The Rare Finds.

Chris Watters:

And specific to agent turnover there were a couple things I had to realize is one, if you're implementing the team model in your business, you serve a very specific time period in an agent's career trajectory path, and you have to understand that a certain point your value proposition diminishes and they could move on, especially if they're not going to get into a leadership role. So that was one point I had to figure out the hard way by giving up, I changed the commission splits to try to keep people and that was a huge mistake.

Chris Watters:

And then the second thing I realized is real estate agents that are producing at a high level selling dozens of homes per year they're rare finds, and when you get to that point as an individual, or as an agent, you take for granted what you're doing. And in fact, you're hungry for more, you're like, "How do I do more?" And then you compare yourself to people and you're like, "I'm not doing that much," but the truth is you are fine if you're doing a couple of dozen transactions. And so there's the book The Rare Find by George Anders was fantastic, he goes into a couple different types of organizations that hire elite level talent that have to perform at 5-10X what the average industry player does.

Chris Watters:

And so what we talk about in the SEO masterclass is that most of us believe the selection process occurs during the interview, but in fact, the selection process is when you see them taking action in the first 90 days. And so there's very key things you're looking for in those first 90 days, the first one is very behavioral how do they treat other people? That's ultimately what's going to drive the mindset of your fellow agents. So you're looking for those people that are complimentary of others, high fiving and opening the door.

Chris Watters:

From a distance as a leader, you pay attention to these behavioral things that drive that positive mindset to make people want to show up. And then in second month, you start figuring out who's coachable. Are they coming back to you trying something after they didn't even try what you told them to do? And in month three it's their commitment level, you start seeing who starts falling off. So anyways, we have the CEO Masterclass Mikki, you should totally check that out. I'm happy to send you a link for it.

Frank Klesitz:

How many agents a month do you on board to your classes Chris?

Chris Watters:

I just don't have a lot of time to do it, so I only do one class a month.

Frank Klesitz:

No, not for CEO Masterclass, I'm saying how many agents for your team in Austin do you take through onboarding to get them training guidance [crosstalk 01:02:10]?

Chris Watters:

Yes. So we onboard five to seven agents every month like clockwork, and on day one we tell them that we are going to do everything humanly possible to make you succeed, but we are looking for a very select type of individual. And on average, only one out of three people end up making it at the end of 90 days. And for some people it scares the shit out of them and they go away, and for some people they raise up to the challenge. But it's in those first 90 days where we identify who's going to actually make it, and my average listing agent is selling between 90 and 120 homes. Each one of them, it's not a fluke they're each selling 90 to 120.

Chris Watters:

And there's a lot of pieces to that, right? It's inside sales and marketing, and they have to support with leverage. But anyways, finding elite level talent is prospecting, you've got to devote a lot of time to it. And you've got to treat it like a funnel, the lead generation game where you fill the top of the funnel with hundreds of leads, and then only a few drop out at the bottom, is very similar when it comes to talent. And everybody complains and says my agents it's like herding cats, and it's everybody complains about these issues, but they're not spending enough time actually prospecting and talking to prospective agents to join their team so that they're coming from a mindset of abundance versus scarcity trying to fill a seat.

Frank Klesitz:

Chris, we should do a whole episode where it's just a monologue with you, and I think it'd be brilliant. I think you're going to be my next guests, let's just do me and Chris.

Mikki Ramey:

I'm listening.

Frank Klesitz:

I know Mikki, I'm listening too.

Mikki Ramey:

I'm just taking it all in.

Frank Klesitz:

Yeah.

Chris Watters:

Mikki, what's funny is Frank reached out to me, I guess, I don't know it was four years ago maybe. Was three, four years ago? And Frank said, "Dude, I want to just ask you questions for three days, and let's turn it into a book." And so Mikki, as we sat on the beach on Coronado near Frank's house, I think for eight, nine, 10 hours on Friday, eight, nine, 10 hours on Saturday, another eight, nine, 10 hours on Sunday. And you hear in the recording Frank snoring on the third day at nine o'clock and I'll say, "Frank, are you awake?"

Frank Klesitz:

I fell asleep during the recordings. And the best is he sent me the transcripts where it's like, "Is Frank snoring? Frank, Frank, are you sleep?" "Huh? No, I'm not."

Chris Watters:

That's was funny, but hey that was how a book came about.

Frank Klesitz:

But if you guys are listening to this, if you want to hear the outcome of three days with me drilling Chris on everything and that was business ones, you can go buy a copy of The Million Dollar Real Estate Team. Chris went from making no money to netting, after all expenses, \$1 million in three years and I helped write a book about it.

Chris Watters:

I did.

Mikki Ramey:

That's awesome.

Chris Watters:

If anybody, and I don't want to plug this isn't all about me, and for anybody that's listening to the show I don't think I've ever pushed anything, but I'm happy to give out the book for free. All I ask is for you to cover shipping. The book cost me \$5 to \$6 to print, it's like 200 and some odd pages so it cost me \$5 to \$6 to print, but I'll pay for the book you just got to pay for the shipping depending on wherever you live. Yeah, so we set up a website for people to get the free copy, it's really a long domain it's [milliondollarrealestateteam.com](http://milliondollarrealestateteam.com), [milliondollarrealestateteam.com](http://milliondollarrealestateteam.com), and it's just a landing page where you can get the book for free. You just put in your first name, email address, your shipping address, you got to put in a credit card to get the book, pay for the shipping. I think it's \$6 for shipping or something, I don't know \$7 or \$8 something like that. I don't know, it's whatever-

Frank Klesitz:

If you guys are getting emails promotions when we launched the show, there's a link in there as well.

Mikki Ramey:

That's awesome.

Frank Klesitz:

Mikki, I won't take anymore of your time. Thank you for coming on here. Thank you for sharing your top three lead sources.

Mikki Ramey:

Yeah.

Frank Klesitz:

Reviews and how you get them, doctors, really residents and working them through their whole journey, and then working your database.

Mikki Ramey:

Yeah.

Frank Klesitz:

Thank you for sharing. If anyone has any business for Mikki in Charleston, reach out to Mikki she'll be easy to find on Zillow. Easy to find with Google Reviews, I'm sure she's available.

Mikki Ramey:

That's right.

Frank Klesitz:

So hopefully maybe some people will refer some business to you Mikki. And I'm sure you might have some people pinging you on Facebook or reaching out to you, what's this is doctor thing you got going on? I made it easy, could you get me involved in what's the website again?

Mikki Ramey:

Yeah, you can go to [drmoves.com](http://drmoves.com). [Drmoves.com](http://drmoves.com).

Frank Klesitz:

Mikki, I see a coaching company in your future just on that. I see it, I can visualize it.

Mikki Ramey:

That would be fun. I've got lots of secrets that I can divulge.

Frank Klesitz:

Well, thanks for coming on here Mikki, we appreciate your time. And everyone thank you so much for listening. We'll see you on the next show.

Mikki Ramey:

All right.

Chris Watters:

Thanks, Mikki.