

Frank Klesitz:

For about 12 years, all I've been doing and thinking about is generating leads or converting them into clients. That's it. That's it. That's all I think about. And, we've done it in real estate. We've worked with thousands of real estate agents, and right now, it's about 500 of... the most performing real estate agents in the country are clients of our firm. We have about 52 employees at Vyril, and we interview people on a webcam to help them make videos to stay in touch with their list.

Frank Klesitz:

But, there's more to it than that. There's a marketing strategy of how the whole thing works, and I want to take that basic premise and give it to you guys today in mortgage of how you can ramp up your game. How can you get more people that need to refinance, which should be kind of easy now, but maybe not so much in the future, but either need to refinance or want to buy or sell their home, reaching out to you from your database, your past clients, your centers of influence, all the leads you've been working, everybody in your CRM, everybody in your Gmail and your Outlook? Let's start getting business from that list that you guys have, and writing that business. But also, if you find somebody that needs to buy or sell a house, great. Now you have the ultimate excuse to get an appointment with an agent to start building a relationship of an agent that can basically ethically and legally suggest you as a mortgage person to write loans. Fair enough?

Frank Klesitz:

So, the whole goal of today is to get some of your own direct business from your own database. Not going to Zillow. Not buying a bunch of leads. Not buying a bunch of cold leads. There's a bunch of companies that will do that. That's not what today is about. Today is about how do we get business from your own database, and how do we leverage the fact that you've started a blog and you're starting to communicate with your own list to get appointments with other productive real estate agents in the city that may want to co-market with you to your list, do a first-time home buyer workshop online, stuff like that. We're going to talk about those things. But also, hopefully you generate some business from your own database that you can bring a potential seller or buyer to an agent. You guys digging it?

Frank Klesitz:

So, I want to help you get business from your list today. I want to help you build relationships with agents. And not by showing up with donuts and saying, "I'm doing a really good job writing your loan," said every other mortgage person. I want you guys to show up as, "I can help you with your business. I can help you get business and grow your business." That's kind of the reason you talk to an agent, then you just happen to write the loan because you build a relationship. You guys follow me on that?

Frank Klesitz:

So, I have a syllabus for today, so there's actually a plan for the workshop today, believe it or not. I'm proud of myself. Now, I'd like to go through all 13 of these things with you today. Sound good? So, I won't leave these on the screen the whole time. You can just go literally into the meeting request you guys accepted and you can follow the 13 on your screen. But I want you to walk away today with a, "Man, I have a marketing plan to get business sweet. Frank outlined it step by step of what I have to do." So, you guys ready? Give a thumbs up? All right.

Frank Klesitz:

So, I'm going to use this as you come to me, you work for me, you're one of my loan officers. I'll use that language. And you're saying, "All right, I've got to write some business. What do I do?" So, the very first thing I want you to do... Man, I would say this to you... and also think about what you would say, probably because you guys are all pretty successful, to one of your loan officers. You follow me? Because I need you to write down the names of 20 real estate agents that you're going to go earn the business from in the coming months. You have to start with 20 is plenty, 20 names, 20's about right, of real estate agents that you're going to write down their names and you're going to go work to get a relationship with them.

Frank Klesitz:

So, how do you do that? Well, the very first thing I want you to do is go look through your past files, go look at anybody who's referred you business, go look at anyone you sent business, go look at any real estate agents that you happen to know that you wish you had a deeper relationship with, and start writing down their names, of anyone that you've ever worked with, any real estate agents that you know, that the relationship needs to go deeper because there's probably some referral business with that. Now, when I say referral, I mean RESPA compliant, legal referral business, but I won't keep hedging on my words that way. You guys know what I'm talking about. Right?

Frank Klesitz:

Well, there's probably business there. Now, once you go through your existing relationships and you write down a few names of people you've worked with, then I want you to head over to Zillow. Once you go over to Zillow, you're just going to click agent finder. There you go. Some of these names look familiar?

Dean:

Yes.

Frank Klesitz:

Good. All right? So, I want you to go through here, and again, you don't necessarily have to go after the number one top person in the market, but you can certainly scroll through here and start writing down some of these names, because these are probably some of the more productive agents in the area. Right, Dean?

Dean:

Mm-hmm (affirmative).

Frank Klesitz:

Of who do you think that maybe you have a relationship or an in with that you might want to go and start reaching out to. Yes, they all have current mortgage relationships, but they're all going to screw up. They're all going to mess up a transaction, right? Or, the agent's going to get a little off put of how much money the mortgage person is making, not helping them out in some way, by returning the business in some favor that's not necessarily writing checks and an MSA agreement. All right?

Frank Klesitz:

I want to show you how easy it is to find names of these agents. Sound good? So, there's the names. Now, the challenge is, after you go through here, you're probably wondering, "How do I get their actual contact information?" Really simple. Just Google their name and type in mobile next to it or cell, or Google their name and type in email to it, and I'm pretty sure in the Google search results you'll find their mobile phone or their cell number. It's pretty easy to find. Also, you could go use Spokeo. Sign up for a version of Spokeo, it's like \$38 a month. Or, I'm also a big fan of Skip Genie, S-K-I-P Genie. It's maybe a little better, a little more expensive.

Frank Klesitz:

But, these are services that you type in someone's name or you type in maybe their name and their address, and it really does a pretty good job of finding their mobile phone number and their contact information using public records. Sound good?

Dean:

PeopleSmart's another one that works as well.

Frank Klesitz:

Oh, there's a whole bunch. Yeah, PeopleSmart. There's a bunch of them. But I just want to show you, it's not that hard to come up with a list of 20 agents. Showed you how to do it, the person that you know, get their email, get their phone number, you know who they are, good to go. I'll give you one other option. Go to the title company, or go to your broker. They may have a subscription to a service like TrendGraphics. Another product is called BrokerMetrics. And ShowingTime has a tool like this where it's a veneer on the MLS. It allows you to sort the production and basically how many homes all the agents on the MLS sell. So, you can see all the people who are not doing anything, which is most people, all the way up to four deals a year, 10 deals a year, 20 deals a year, 100 deals a year, whatever on the MLS.

Frank Klesitz:

And if you get that information, that's another way you can kind of figure out, based upon production, maybe who you want to reach out to. Now, you guys can't get those. You have to be a broker to access those. Title company, or call around to some of your relationships. You'll be surprised how many more forward-thinking brokers pay for those subscriptions. Again, it's called TrendGraphics, BrokerMetrics, or ShowingTime has a recruiting product for agents. And you're able to slice and dice the MLS that way. Sound good? All right.

Frank Klesitz:

I will give you one more option. There's a really cool service out there called PropStream. It's what I use for our real estate investing. What this allows you to do is this kind of allows you to sort, slice and dice real estate information, foreclosures, property records, whatnot, something like this. But you can actually pull a list of all the homes that sold in the past 12 months, six months, whatever, and it'll give you the agent name tied to it. So, I can actually figure out which agents are actually moving houses, and I can pull that information for \$100 a month through PropStream. Okay?

Frank Klesitz:

So, I just want to show you that it is possible to build a target list of agents you want to know. Chet Holmes that wrote the book The Ultimate Sales Machine. It's a really good book. Highly recommended.

It talks about having your dream 100 in business. What are your target 100 accounts? I want you guys to have your target 20 accounts. Fair enough, so they're written down, good to go? Great. Let's keep moving along. All right? That's step number one.

Frank Klesitz:

Now, the way that we're going to get an appointment with these guys is we have to show up with either leads, like buyer or seller leads for them, sound good? And then maybe say, "Hi, I write the loan," to getting in. Or, you have to reach out to them saying, "I can help you get leads." It's all leads. Got it? So, either I have a lead, or I can help you get leads. Are we clear on this? The way that we're going to reach out to all of these agents is either, "I have a lead," or, "I can get you leads." That's the only conversation to be had. Fair enough? At least as the tip of the spear to get you in for the appointment. Sound good?

Frank Klesitz:

So, we're going to spend the next two through 13 at solving those two problems for you. So, your lowest cost per leads, is point number two, is sending initial reconnect email to your database. So, follow me on this. The fastest way to spike response is to basically get a message out to everyone that you know that's personal and timely and relevant. So, here's what you have to do. I'll give you some sources. Okay? I want you to plug your cellphone into your computer, and there's probably a way, depending upon your cellphone, to export all the contacts that are in the address book on your cellphone to your desktop. All right? So, we have spreadsheet number one, on your desktop.

Frank Klesitz:

Number two: your Gmail, or your Outlook. You can go into your Gmail or your Outlook, go into the address book, export everyone from your Outlook, export everyone from your Gmail, put it on your desktop. Sound good? You probably have a CRM. There's a gazillion of them out there. It doesn't matter which one you're using. You might have three of them. Okay? Go into all of them, go into the CRM that you use where you keep all your mortgage clients and your leads. Maybe you have some lead generation program you're paying for that the leads are in that system. Maybe you have a CRM over here in that system. You know over the years, you try these little different things, and you never really bring them all together in one unless you're lucky. Go log into all those, and export it all. Dump it all in the spreadsheet sitting on your desktop. Got it?

Frank Klesitz:

There's also probably been a time, whether you're doing it now or in the past, where maybe you have a Constant Contact newsletter with your past clients in the sphere. Maybe you use MailChimp, you have something sitting in there. Go log in there, go grab all those people as well. You guys hanging in there with me? So, basically, we're going into all of your databases of any contacts that you have and we're dumping them all into various spreadsheets sitting on your desktop. Sound good?

Frank Klesitz:

All right. "Frank, now what? Well, you're going to sign up for a service called NeverBounce. All right? We have this for you at Vyrat. It's one of the things that we do for you. But it allows you to scrub these lists, because most of these emails aren't going to go through. They're really old and crappy, right? So, what you're going to do is you're going to take those lists, follow these instructions. You're going to upload each of those lists to NeverBounce, and then you're going to download your clean lists. That's it. And now, all the emails that download to the clean list will be actually deliverable. You guys digging? Okay?

Frank Klesitz:

Then what you're going to do is you're going to go over to a service like MyEmma. That's what we use at Vyrat Marketing. There's a bunch of these. You can use MailChimp, Constant Contact, Vertical Response. Pick your poison, what you want to use. But our tool, the brand of hammer we use, is Emma. And we like it because it's a little more expensive, and they keep all the riff raff out so that our emails stay deliverable. Okay, so here's the pricing. But you're going to take all those contacts and you're going to dump them in here. And when you dump them in here after they've been cleaned through NeverBounce, it's going to automatically de-duplicate them all. So, now, you have a de-duplicated clean list of everyone you know your entire life. You guys digging that? All right.

Frank Klesitz:

So, now the question is, what do we send out? Now, I'll tell you, there's a guy who's done a hell of a job of this, who I just met. I'm going to give him a shout out. Andrew Pollock with LeadPops. He's done a nice job. He's trying to earn my business to build funnels. But he's put together a really nice funnel. See this? So, you can click here. See how it asks you all these questions? See how it pops up really nicely? If you go to Quicken Loans or you go to LendingTree, the forms that they have set up to capture those leads are scientifically optimized. You guys catch this?

Frank Klesitz:

So, he models those and he creates those same types of forms. Isn't this great? So, I would love... Wouldn't it be great if we went to your database, and we sent out some type of email where people could go back and fill out a form like this? Let me give you an example. Mortgage. Let's see here. Yeah, LoanDepot. Perfect. I'm sure that cost them a lot of money what I just did there. Right? Okay, perfect. Type of loan. See this? Continue. Continue. Great. Yep. Yep. Fill out your information. This gets submitted. They have a team of hundreds of people with a dialer making a million calls a day, and everyone gets called 10 times a day. They do 50 times in a week. I've been to LoanDepot's inside sales team. That's how they follow up with these things. Sound good?

Frank Klesitz:

So, some type of form. So, we get the setup for you. We get you a form like this set up, follow me? That's really process as well, like all the big guys. And then we write an email that sounds something like this. Dean, I'll use you. So, subject line is, "Excited to reconnect with you." "Dear friends, clients, colleagues, I wanted to write you because we've done business together, helped you write a loan, we've done a refinance. We're connected on social media. We haven't talked to each other in some time. I want to let you know that I'm still in the mortgage business. It's not secret that the real estate market is taking off. Rates are at all-time lows because the fed is just pumping a bunch of money into the system indirectly by buying all these bonds, unless you've been living under a rock." Right?

Frank Klesitz:

So, you can actually get mortgages around these rates, depending upon your FICO score and whatnot, yada yada. But, if you are actually considering refinancing or you're considering buying a home, you've got to go in strong when you're a buyer. There's just so many offers on a house. You've really got to go in strong. "So, if you're curious to know what you can get for a loan, you can click here and find out, and my system will spit out maybe what you can qualify for. But also, I want you to know you can talk to me. Here's my phone number as well. I also have a really, really cool loan program. It's called a bridge loan." It's something like a Homeward or Knock puts out, where basically you can buy before you sell, so you

can make an all cash offer on your next house. So, if you have a service like that, that's huge right now, by the way, just so you know. "Talk to me about that, because I can hopefully give you... your offer will be treated preferentially, if you go out and you're in a competitive buying situation on a home."

Frank Klesitz:

"Anyways, I wanted to let you know you can do that, but I'm also starting this cool little video blog of what's going here in South Florida with regard to real estate, because what you hear in the national news isn't necessarily what you hear locally. So, from time to time I'm going to publish a couple helpful, insightful videos answering some questions about real estate, maybe interviewing some local businesses or realtors in the community, so you stay in the know when it comes to what the heck's going on with the real estate prices and developments here in South Florida. Anyways, I want to thank you for reading all this. Let me know if you have any questions about mortgages. I'm here. Appreciate you. Dean." Sound good?

Frank Klesitz:

So, Dean, you're going to write that up. Got it? A nice, friendly email is going to go out, and you're going to press send to all of your contacts just like that. All right? Now, Alba, I want you to think if you made a video, a little email like that, think some type of message like that might get a little bit of a response for you?

Alba:

I haven't recently done something like that, but I need to, though.

Frank Klesitz:

Easy peasy. It's just, you've got to sit down and do it. Right?

Alba:

Right.

Frank Klesitz:

So, that's called a reconnect message. That's one of the very first things we do for you at Vyril, is rounding up all your contacts, clean it, get a reconnect message out. And it'll probably drive some response. It'll drive some leads to your form. You'll probably get some replies, and hopefully you get some business. Sound good? So, something very simple... well, not necessarily simple, but pretty straightforward that you can get done by leaving here. So, the list of 20 agents, all their personal contact information, and we've got a reconnect email out to your list. Got it? All right. Let's start rocking and rolling.

Frank Klesitz:

So, now, we have all these people loaded up in your database, and we sent them a reconnect message. We've got to get in the habit of growing the database, growing the list, capturing contact information, so we can keep building this asset that we send communications to, to build trust as well as response. So, I want to tell you a story. There was a client of ours out in Myrtle Beach, one of the top selling real estate agents in the country. In order to be on his team, so for example, it would be a loan officer at his place, if he was in mortgages, you have to speak to 30 people a day. So, he gets them the numbers, he gets

them a dialer, and if you're on his floor, you speak to 30 people a day, probably before about 1:00. Got it?

Frank Klesitz:

Now, he has 30, let's say in your case, loan officers. That means his 30 loan officers speak to 900 people a day. Got it? Crazy. All right? By the way, they're all independent contractors, so there's no risk to him. He's just in there as a leader leading them. Okay? He gives them numbers, gives them a CRM, gives them the scripts, music pumping, jumping up and down, Wolf of Wall Street stuff. All right?

Frank Klesitz:

Now, I asked him, I'm like, "Greg, what are you doing? Are people asking for the email address on these phone calls to stay in touch?" He's like, "No, they're not. I've got to do that." I'm like, "Yeah." Put together a little reward system. Put together a little dollar bonus. Put it in one of your KPIs on the dials contacts lead sheet, emails gotten. But they've got to slow down on the phone call and say, "By the way, we publish this newsletter about important updates on what's going on in the Myrtle Beach market with regard to home prices and mortgages and whatnot. What's your best email address? I want you to receive that. It's important." Sound good? Boom. They gave you the email address over the phone.

Frank Klesitz:

Now, imagine if you train 30 people and speak to 900 people a day to do that. Got it? Permission-based hundreds of email addresses confirmed are going into his database every single day. Hundreds. Hundreds. He has over 100,000 verbally opted in permission-based homeowner emails in his list, and they've all come in just from making that shift of leading and holding accountable the people that are on the phones asking for an email address and going in the database.

Frank Klesitz:

So, all I want to say here is, everyone else, Dean, you guys probably talk to a lot of people. Right? You probably have lots of conversations. That's nice. That's your income. We also want to build wealth. The database is wealth. And the way that you build wealth, the way you build an asset, something that pays you, that's wealth, assets, is building and constantly adding to a contact list of people that have given you permission to stay in touch, so we're consistently adding people to that list to get reconnected with.

Frank Klesitz:

So, I just want to challenge you, when you're on conversations, and having conversations with people, making sure you're asking for contact information to put them on your newsletter that you're going to start here in a minute, and you can do that just by... Remember, you can do it over the phone. You don't have to pay for leads online or buy them. You can just do it from the existing phone conversations that you're having. Sound good? All right, we're rocking and rolling. Any questions, Dean, so far?

Dean:

I'm good.

Frank Klesitz:

All good?

Dean:

Mm-hmm (affirmative), all good.

Frank Klesitz:

All right, man. So, let's keep going here. So, now we have some agents that we're going to try to work our way into a relationship with. We've got this whole database we've reconnected with. We sent an email out, and it's sitting there ready to receive more communication. And we have actually some awareness to keep adding people to the database. Now, what are we going to send these people? We've got to create some type of platform, some type of publication, some type of newsletter to consistently stay in touch with people. Lots of ways to do this.

Frank Klesitz:

The way that I think is best is going to be starting a video blog. It looks something like this, where somebody can go and watch all these little videos on everything they want to know about mortgages or real estate, where you are laying down the knowledge and becoming the expert on everything you can possibly want to know about all the different loan programs and qualification factors and ins and outs of every single loan. Sound good?

Frank Klesitz:

And again, just the fact that you have this, and the fact that there will be no one who will even watch the videos, you know what I mean, is really going to set you apart. Let me play one for you really quick.

Video:

Hi, it's Patrick [inaudible 00:21:29], the VA loan guy. Today we're going to talk about the US government just increased the conforming loan limits across the board on all loans. All right, so today we're going to talk about the increased-

Frank Klesitz:

Just like that. Got it? So, I want you to start something like this. And this is what we do for you at Vyrat. We build this up. But you need to have some type of platform, where people can see all your stuff, where they can go kind of get to know you, spend time with you online, to see what makes you unique of who you are. Got it? So, you guys kind of get that. So, what I'm just showing you here is I don't have to go into too much depth into this. I'm going to recommend you start some type of real estate video blog that is a centralized place to put a bunch of educational messages, educational videos, Q&A type videos, or they can be interview videos of the people in the community, that you're going to send out links to people, you're going to email out links, you're going to post links on social media, that drive people back to the website, where people can spend time with you and get to know you. Sound good?

Frank Klesitz:

So, here's the question. "Frank, what do I actually publish? What are the topics that I put out that people want to know the answers to?" Okay? Well, I'm going to give you a couple of answers on how to pick a really good topic. So, the very first, best topic is you really have to do some active listening of what questions people are asking you all the time on the phone. So, when you're talking to people for a mortgage or you're talking to agents that have nuanced questions or anything about a mortgage, you have to just write those darn questions down. Those are the questions the market wants to know, and it



gets you off your high horse of wanting to talk about all these interesting things to you, but it's way over the head of the market. You have to answer and supply the demand of what people are actually asking. Got it?

Frank Klesitz:

So, just listening to what questions people are asking and answering those is the best. Sound good? Now you're going, "Okay, I can't think of anything. That's too hard, Frank." Got it. Here's number two. Just go into your calendar over the past week, or take a look at all your sent emails, what conversations you have with people, and I'm sure you were laying down some knowledge in some way, and professional services, and see if that jogs your memory a little bit of any conversations you had with people, or any appointments that you've had, or maybe some questions that you can possibly answer for your blog. Got it?

Frank Klesitz:

I'll give you a third answer. "Frank, I haven't had any conversations, I haven't spoke with anyone, and no one asks me anything." I'm sorry. All right? That's the first thing I would say. And then I would say, "Okay, you're not hopeless. I have another option for you here." We're going to go over here to YouTube, all right? And, what I'm going to do here, just so it doesn't bias my results, I'm going to turn on an incognito window, so you get maybe the same results from my cookies for yours. I'm going to type in, I don't know, home loans. So, this is everything people are searching for with regard to home loans. So, if you publish a video that basically is on the topic of any of these things, these are the top search phrases from the Google auto complete that people want to know about home loans. Sound good? Apparently, home loans for nurses and teachers is a hot thing. Got it?

Frank Klesitz:

I don't know. Let's talk about fix and flip loans. I don't know. Something like that. Home mortgage. Look at that. So, you can type in any topic, and it'll automatically give you a bunch of ideas and keyword phrases of what people are searching for, for stuff you can publish. Voila. You guys like that? There you go. There's your topics. All right?

Frank Klesitz:

So, that's the fastest way I can give you as far as what are some good topics to actually send your database. So, now it's time to actually record a video. "Ah. How do I do that?" Okay. I'm going to show you. So, we use a product called Riverside. Okay? And we send you this Riverside link. So, what this does is it records the video right to your hard drive so it's lossless, and you look amazing. Got it? So, we can take you, and these are all the companies that use this, and we can create amazing audio quality, video quality, as long as we just get your webcam set up, which we'll talk about here in a second.

Frank Klesitz:

So, you look and sound great. And it's kind of like a Zoom meeting, where you see us, and we see you, and we make sure you're positioned well, we make sure you're framed well, we make sure your lighting in your video looks good, and we plan out your topic. And we actually have a conversation with you just like this, to walk you through the video so you're really comfortable and it turns out really nice. Sound good?

Frank Klesitz:

So, we schedule a time, we send you our Riverside link. We're able to put together and do a whole great interview. We've got to make sure you look and sound good. So, one of the first things you need is a good webcam. The webcam I'm using right now, I think it looks great, is the Logitech C920. It's about \$70. I'll pull it up for you. This is the webcam that we use. Very standard. Sound good?

Frank Klesitz:

Now, as far as a microphone, we'll send you a microphone. There's a couple options that we can use. But I'm actually using a headset. And just to give you the difference, this is what you would sound like on your webcam. Do you guys hear the difference? It's not as good, right? So, it would probably be better if you had some type of a microphone. So, this is what I sound like when I'm mic'd up. Big difference, right?

Frank Klesitz:

So, the microphone that we recommend is the Yeti Nano. We don't send this one to you at Vyril. We send you a little bit different one, depending upon your computer. But if there was one that you were going to get, I recommend this. It's a nice, simple, small little microphone that sits right in front of you, and that's going to pick up beautiful audio. It's right in front of you when you're speaking. It's right off camera, so you don't have a nasty headset like what I'm... It looks like I'm playing Call of Duty all day on this headset. All right? But you have a nice little microphone here. It just sits right in front of you. You don't need the whole arm. This is overkill. You don't need this whole thing. You don't need all that. It just sits right here in front of you, and you're great. Okay?

Frank Klesitz:

Now, the next thing you need is some lights. All right? So, if I were to turn off all my lights... I'll turn off... I have a light here. I have a light here. I have a back light. Let me turn that off. Okay. I look all right, but I don't look as good. Do you follow me? Especially it doesn't look that strong. So, I've got a couple of lights. I have a light on the back behind me that helps me separate from the background. So, hey. Hey. Right? I've got another light over my computer monitor. And I have a big ring light over here. Now, I let them reset. I probably come across as looking better. Got it?

Frank Klesitz:

So, where do you go get a good light? Well, I recommend Elgato. All right? Now, this is what professional gamers use. So, follow me on this. But you can get a whole setup. If you want to get crazy, here's this whole crazy setup you can get. And, you get the sound stuff and the switcher. But all you need is... These are the lights that I want you to have right here. See that? They're nice, little flat lights that just plug into the side of your computer monitor, or of your computer, and they illuminate you really well, and gets a copy of some of those. You can play around here, and if you want to pick up your audio game and your video game, go down the rabbit hole if you want. Elgato has a whole bunch of stuff that specializes in how do you look really good broadcasting from your computer. Got it?

Frank Klesitz:

So, we look good, we sound good, we're lit good. You're on Riverside with us. It's going right to your hard drive, and it's lossless. We're coaching you through. You have a good topic. You can't go wrong. All right? One appointment a month, knock out two videos. That's the plan. One appointment in your calendar. Knock out two educational videos every single month. Sound good? They go up on YouTube.

They go up on your video blog. And they get emailed out to your database as something helpful that you're just staying in touch with. That's the name of the game. All right?

Frank Klesitz:

So, let's keep going here. So, we've got to have some type of nurture system. We've got to have some type of newsletter or a way to consistently inform and position yourself as an expert, getting people to see you online, coming across as a pro, and that's consistently going out to the people that you initially reconnected with and all of the new people that you're meeting. You're just missing out on so much business if you're not consistently staying in touch. I don't have to beat that drum, do I? I think you guys get it. That's why you guys are here. I'm just showing you... Yeah, go do that. And it's simple. You just might need some help to execute it, like I said. That's where Vyril comes in, or anyone comes in. But, this works out great. Okay?

Frank Klesitz:

So, here we go. You have one appointment a month. You're recording two quick videos. You're sending those out. All right? Well, that's nice, Frank. Here's all these free videos I'm sending to everyone. Need some business. How do I get some business? Well, there's a good book I recommend. It's called Jab, Jab, Right Hook, which I think is good because Hugh over here was... We were boxing before. Hugh hit me in the face, and I hit him in the face for the first time boxing or kickboxing together. He took me to a boxing gym for the first time. I had a heart attack the first time I walked in there. So, this is what it's called. It's called Jab, Jab, Right Hook.

Dean:

[inaudible 00:31:15] natural kill.

Frank Klesitz:

Yeah. So, the idea is the jab distracts, the jab lightens them up. "Hey, here's this jab." And then, boom, you knock him out with the right hook. So, the jab are your videos. The jab are these nice little education videos where you're giving and you're giving and you're giving, and you're jabbing and you're jabbing and you're jabbing, and you're trying to educate and inform. But then you come on in with the right hook. Boom, knock him out. That's going to be your direct offer message. That's going to be asking for the business. You clear on that? You can't just be landing right hooks all the time. You can't just be jabbing all the time. You've got to do both. Got it?

Frank Klesitz:

And that's what I'm talking about here, which is number six. We've got to spike response from your database with monthly lead generation emails. Sound good? These are simple, plain text messages that go out with some type of offer to get some type of response or some type of opt in. I'm going to give you one, is the one I just shared with you, of get a free rate quote. Sound good? Another one is, "Come register for my first time home buyer workshop." Another one is, "Come register for my seller workshop that I'm hosting with another realtor." Sound good? Another one could be, "See if you qualify to buy before you sell with a bridge loan." These are powerful things. "Get an instant offer on your home. I have relationships with investors. Would you like an instant offer on your home?" "Hey, find out what your home is worth. Are you curious to know what your home is worth? Go here and opt in for that."

Frank Klesitz:

But we can write these very simple emails that go out to your database to let people know that if they want something of value, to either call you or just go to the website and opt in to get it. I recommend about one of those a month. All right? Now, I'm going to give you a direct offer that is going to do really well for you guys, if you were really comfortable doing, if you want the phone to ring. So, someone calls me and says, "Frank, I have no business." I'm like, "Okay, I got you. This is what I do. I know how to get you business." I'm like, "I need my phone to ring. Get my phone to ring. Make the phone ring again." I'm like, "All right, I know how to do that. All right." I'm like, well, here's the deal. Do you want the phone to ring a lot, or do you want the phone to ring a little? I'm like, "I want the phone to ring a lot." Okay. That means it's going to be most probably unqualified calls as opposed to qualified calls, but you're down with the phone ringing a lot, right? Great. Know exactly how to do that. All right?

Frank Klesitz:

You say, "Well, Frank, how do I do that?" Well, we're going to do a giveaway, all right? I want to give away maybe a Traeger grill, something under \$500 tops. A Traeger grill. We're going to give away a YETI cooler. We're going to give away something fun for the summer. Go buy it. All right? And then you're going to send an email out to your database that goes something like this. Sound good? I'm going to see if I can find it. This is just one of many potential offers you can send out to get the phone to ring. Basically, what it is, is that if you want to enter yourself in the drawing to win this, all you have to do is just call me. That's it. And when you call me, you get entered. You send this out. Maybe you can go advanced and run on a Facebook page. The phone just rings. You pick it up and you talk to people, saying, "Great, you're entered, but while I got you on the phone, looking to buy or sell a house," or you talk mortgages. Sound good?

Frank Klesitz:

Think about it. If you're cold calling, if you're reaching out to your database, what, you have to call 10, 20, 30 people to get someone to answer the damn phone? This way, everyone's just calling you, and it's a one to one contact ratio. Doesn't that sound better? Right? So, let me see if I can find really quickly... I want to read it to you, because when you do contests, by the way, there are some laws and rules and regulations with sweepstakes. So, this is a very carefully worded message. And Q, you asked me to write a message that mortgage would love to send out. Right? And what I realize is the free rate quote thing is really over done, and also, when it comes to email spam filters, they hate that one, because it's a very super spammy message.

Frank Klesitz:

This is the message I would like you to, when you go out to the mortgage industry, to tell them to send out to their database for the first time. Sound good? And they're going to do a giveaway, just to start getting the phone to ring, getting some calls made. So, I want to give this to you guys today. Let's use a free YETI cooler. Sound good? Who doesn't want that for the wonderful summer that you're going to give away? All right. So, subject line. "I'm giving away a free YETI cooler."

Frank Klesitz:

"Clients and friends, I wanted to get back and create some excitement for my friends and clients who subscribe to my emails. Thank you for reading these and staying on my list. I'm giving away a free YETI cooler. The prize is valued at..." Alba, which cooler would you like to give away?

Alba:

The one under \$500.

Frank Klesitz:

We're going to do this one here. We're going all the way. That's cool. We're going to do the Tundra Hall Hard Cooler. You're going to give that one away. How's that one? That one's cool. I like that. All right. So, hang on here. So, let's keep going.

Frank Klesitz:

"So, I'm giving away the free Tundra cooler valued at \$400. YETI is not affiliated with, sponsoring, endorsing, or administering this giveaway." And then you have a picture of the prize, or maybe it's a video of you talking about the promotion here. "To win the prize, all you have to do is just call me by this date and time, between these hours. Leave your name and contact information on my voicemail when I answer to enter yourself in the drawing." That's it.

Frank Klesitz:

"You can also write me at this address to enter for the giveaway. There's no purchase necessary. It's free to enter. The winner will be chosen live on Facebook by my colleague at this link at this date and time randomly. My assistant will even inspect the entries prior to the drawing if there are technical issues. The drawing will be held alternatively by a teleconference line at this number. The giveaway starts today, at this date and time, and the deadline to enter is at this date and time. This is a firm deadline. There's only one entry allowed per person. Everyone has the equal opportunity to win.

Frank Klesitz:

"Now, upon winning, we'll call you to inform you you've won the prize the day of the drawing. You'll have 30 days to claim it after I call you once to tell you. And I'll FedEx it to you at your provided address at our expense. You'll receive a tracking number upon shipment. And there's a release you'll have to sign to make sure your winnings... that you actually won it, so I can prove, of course, we actually awarded the prize to stay legal.

Frank Klesitz:

"Now, this is a real giveaway. The prize will be rewarded. You can verify it. It's void prohibited. You must reside in the US, and you are also not eligible if you're under 18 or you're a friend, family member, or you're a family member or a player contractor. For a copy of the official rules, a copy of our privacy policy, and a list of winners, call me at this number. I'm the promoter of the giveaway, and my physical address is this. So, call me at this number to enter yourself in the free giveaway drawing. Tune in to my Facebook page at this link at date and time to watch the live drawing to see if you win. Let's have some fun."

Frank Klesitz:

So, you can see how it's very specific, doesn't it? Because it handles a lot of rules. Like, is this legit? So when you actually talk to a sweepstakes attorney, you want to say all these things, which I have. But when you do that, it also gives a little more validity when you have the specificity of it. Now, you can send out a couple of these a year, and have fun as the phone calls come in. You guys like that?

Frank Klesitz:

So, little messages like this from time to time can go out. I'll give you one more. Let's just give you one more, okay? Now, I think this is for a real estate agent, but you guys are all different direct offers. There's nothing wrong with you sending out something like this. So, let's say you have a relationship with a couple of real estate investors. Sound good? So, they can make an instant offer on a home. Now, if you want to get some relationships with real estate investors, very easy to do. Just type in Fort Lauderdale, Dean, we buy houses, on Google, or type in Fort Lauderdale sell my home fast. And I promise you, the first probably 20 pages of Google will be plenty of real estate investors that you can call to build some relationships. Sound good?

Frank Klesitz:

So, here's another direct offer. "Are you looking for faster and easier way to sell your home this summer? Well, there's a new option if you want to skip the hassle of working with an agent." It's also a great way to keep COVID out of your home. "But I can get you an offer on your home from companies who want to buy it, not necessarily individuals in the traditional market. When you call, just let me know if you prefer maximum value or convenience. Here's all the benefits to this. So, just call me, or reply to this email, if you'd like an instant offer on your home. I'll go to my investor relationships and companies who specialize in all this and just get an offer for you.

Frank Klesitz:

"Now, I was working with Bob over in Thousand Oaks, or I was working with Bob over in Fort Lauderdale, and he decided to take an instant offer. This is what he said. He can probably close in seven days. They have limited funds, so you probably want to act now. Give me a call." And you just have a bunch of people who call you back saying, "Yeah, I want to sell my house. Can I get an offer?" Great. Hook them up with an investor. They don't like the investor offer? Hook them up with an agent.

Frank Klesitz:

So, I just want to open your mind. We don't have a lot of time here today, but from time to time, going to your database with a direct offer like this spikes leads. It spikes response. You guys like that? And we should probably send out about one of these a month to see if we can get some business for you guys. So, we're sending these two videos, these little jabs, out to your database. Certainly, we want to spike... In addition to that, let's send out some direct offers to spike response, but also, let me tell you something really cool. You can actually track who opens your emails and who clicks the links. Got it?

Frank Klesitz:

So, if I were to send an email out to your database, I'm actually going to be able to report back to you all the people that opened it and all the people that clicked through to watch it. Not bad, huh? Now, I'm just going to throw out an idea. Let's say one of the videos we send out is called The Three Things You Must Absolutely Know Before You Sell Your Home This Summer in South Florida. All right? Send it out, and I see 50, 60, 70 people clicked it. Might not be a bad idea to give them a call and say, "Hey, man, I see you subscribed to my videos. Any feedback for me? Or, are you thinking about moving anytime soon? Might be able to help you out." And that might turn into business. Or you can have an assistant make those calls.

Frank Klesitz:

But following up and calling the people that open the emails and click the links is a wonderful way of, instead of just randomly calling people, let's say we call people that are in our list, that have watched

our stuff, that have recently engaged with something that has to do with maybe wanting to buy or sell a home, and we'll probably have a higher probability of turning that into a conversation, that actually turns into business. So, we want to start calling and working with people that engage the videos and click the links in your emails. All right?

Frank Klesitz:

Now, I'm going to give you a couple more things. Now, we've talked pretty much so far... the only way someone's going to see your stuff is if they magically end up on your blog. They're not. But, it's pretty much email is the main way people are going to see your content. You're going to write an email up, put a video in there, email it out to your whole database. But, there's other ways to put your content in front of your database, and the next way is Facebook. We can take your entire database, everyone inside Emma, in this case, or whatever you're using for your marketing program, upload to Facebook, and it may match up some of the user accounts, like if the email is in your database and they have a name on Facebook that matches up. Pretty cool.

Frank Klesitz:

For not much money, a couple bucks a day, I can take that same video, that same message, and put it on a news feed. So, not only are they getting it through email, but they're also seeing it on their news feed. It's called like a custom audience, for targeting, for marketing. You guys digging it? So, emails, so goes on blog. Email is one way to deliver it. Ping. And Facebook's another way to deliver it, but you're going to have to give Facebook a little money so they actually deliver it. All right?

Frank Klesitz:

Now, there's a third way that I'm a big fan of to get a message to your database. Now, you don't do this to everyone because you don't have enough money. All right? But I'm going to recommend your top, let's say, 150 relationships. Now, this is something every professional should do. It's something I'm going to teach my kids to do. Probably one of your biggest assets you have in your life are your top 150 relationships. Now, why do I say 150? Well, it comes from, let's call it, Dunbar's number, and I'm going to show you what Dunbar's number means. Basically, the suggested cognitive limit to the number of people with one whom can maintain a stable social relationship, it's somewhere between 100 and 250 people, and the most commonly used value is 150.

Frank Klesitz:

So, a financial advisor would never have more than 100, 150 clients. You basically boot one and your asset management goes up. That's why an account manager, a mortgage person, can never grow, because there is a limit to the number of relationships any one human can sustain, so you need more loan officers to keep the close relationships. That's why you have a brokerage. So, there's this limit, and I want you to respect that limit. Now, since this is the same for all humanity, I would challenge you to come up with a list about this size. Now, a list of this size needs to be treated extra special. Sure, they're seeing you on Facebook. Sure, they're getting your two videos a month. But this 100 to 250 is where all your income is going to come from. It's where all your referrals come from. It's all the people that you know. It's like your business life.

Frank Klesitz:

So, I recommend you invest about a dollar a month and send them an actual letter. That's it. Got it? A real, actual letter in the mail. And the service that we use at Vyril is called letterprinting.net, and they

have a really cool product where you can very easily mail a one-page letter. I won't spend the time going through all this, but basically covering here's what's going on in my life, here's what I talked about on my blog, here's how you can get ahold of me, some pictures of your family, whatever is going on, and sending it out. Every single month, going to those top relationships.

Frank Klesitz:

And I'll tell you, man, it's not something I really want to be that proud of. I mean, I guess I could be, because I like to be proud of the videos and the blog and the online marketing, but when I get people to do the letters, and I do my interviews of like, "Hey, you're getting results, right?" They never really talk about the videos or anything we've talked about so far. It's like, "Oh, man, I sent that letter, man, and that got me some good business." I'm glad to hear it. I wish it wasn't like that's the main thing they talked about. There's other things in the system. But I can't stress showing up physically in the mail every single month for your top relationships as well.

Frank Klesitz:

I just want to show you, as long as you have the mailing addresses, which you'll probably need to reach out and confirm... I personally have a full-time virtual assistant, \$4 an hour in the Philippines, full-time, doing nothing but going through the database and confirming mailing addresses. That's all she's doing, confirming companies and mailing addresses to make sure all my data's good. But I want to show you that it's very easy to fulfill. It's just like sending an email. Upload list, upload letter, mail. Got it?

Frank Klesitz:

Let me give you really quickly just maybe what that letter looks like. "Hey, Frank, what does the letter look like? Just give me a little overview here." I'll show it to you really quick. So, let's scroll that down. Here's an example of a personal letter. And again, it looks really personal. A letter from your friend Jeremy. See that? Do you ever get mail that looks like that? Say no. America sorts its mail over the wastebasket, and you have to end up in the A pile, not the B pile, and that is how you end up in the A pile, is when a letter looks like that. You digging?

Frank Klesitz:

So, what I'm showing you here is how do you get business from your database. Well, let's send a reconnect message out. Let's make sure we're adding people to the database. Let's build a blog. Let's send that database two videos a month. Let's send a right hook a couple of times a year, maybe monthly, to get a response. Let's start calling the people that watch the videos. Let's make sure the videos go on Facebook to the database, and let's also make sure we get a monthly letter out to the best contacts in your life. All right?

Frank Klesitz:

I'll throw another company out there I like. It's called ClientGiant. You can also just take your top contacts and put them on a gifting program, and this is really powerful. They just send out gifts to your clients all the time. So, you take your 150 clients, you put them on a service like ClientGiant, and it just sends them gifts, so they're always thinking about you for your top relationships. One of the best investments you can probably make per client. All right?

Frank Klesitz:



So, I just want to let you know that there are some certain business systems you need to have in place in any professional service. Who are your 20 dream clients, 20 dream agents? You've got to have there. Where is your database of all your contacts? What are you doing to stay in touch in a relevant way? What are you doing for your top 150 people? These are basic business systems that I would interview anyone to see if they had these things going, and help getting them set up, and I want you guys to have these things set up. All right?

Frank Klesitz:

Now, we're finishing up. I've got four more things I want to cover for you guys. So, basically, here we talked about getting the list of agents, so we have some targets to go after. And then two through nine was we've got to get your act together with some of your own personal database-driven professional services marketing systems. Some of the fundamentals of personal marketing. Sound good? And two through nine are those fundamentals. Okay?

Frank Klesitz:

Now, once we have two through nine going, all right, and we have a blog and we're making videos, and you probably are generating some leads from your own database, you guys following me? Now we have the platform and the authority to start making our cold prospecting approaches to target agents. Okay? And I'm going to give you the number one way to get a response when you're prospecting somebody. Hands down. Are you ready? I've done it all. How do you get someone to get their attention? I'll tell you right now, hopefully maybe just leave with this. It's going to be you text them a video. Pull out your iPhone. You record a video on iPhone, and you send it. Got it?

Dean:

Android.

Frank Klesitz:

Android. Ugh. I know. Or your Jitterbug. That's my phone that I want to get.

Dean:

I've got two of them. I don't know.

Frank Klesitz:

Hold on. Where's the phone that I want? Literally, this is the one... I lost... I can't find... Michael stole my phone that I bought for myself too. Where's the phone that I want? Okay, this is it.

Q Smith:

Are you talking about the one that has the [crosstalk 00:50:59]?

Frank Klesitz:

Yeah, yeah, yeah, this one here.

Q Smith:

Oh, man.

Frank Klesitz:

Yeah. That's what I'm talking about.

Q Smith:

I think it's a 65 and older that can get that phone.

Frank Klesitz:

Yeah, yeah, yeah. Real easy. Doesn't have all this crap on it, like texting the kids use these days. Something like this. Anyways, I digress.

Q Smith:

Bless your heart, Frank.

Frank Klesitz:

The point is, you've got your phone, put their number in there, send them a video. Got it? Hands down. Now, now that we've got that out of the way, what do you say? Okay? I'm going to give you a bunch of options here, okay? "Hey, agent. Congrats. And Alba, you don't know me, but I'm here at my office, I'm working, and you do a lot of business. I got this video blog. Here it is. I'm showing it to you. And here's my open and click rate." Got it? "Here's all the people engaging with my stuff. Here's my last list." A video works when you demonstrate, show it to them. Follow me? "I would love to interview you. We're going to use Riverside. Vyrals going to send this link to us. My database wants to know what's going on in the market, and I think you're smart. Can I interview you about what's going on in the market? I'll send it out to my whole list. Hopefully it gets us both business. I'll need 10 minutes. Let me know." Send.

Frank Klesitz:

Awesome. Right? Your video blog link. You have a presence. There's some metrics. They're seeing stuff. Just invite them in to the same Riverside link that we send you to do an interview. Ask them about the market. Ask them to answer commonly asked questions. You can literally just go through all 20 agents and start interviewing agents and getting appointments with people by basically giving them some PR out to your database. Tell them you'll put \$50 into the Facebook video. "Hey, I'll even put money into the video on Facebook." Sure. Who cares, right? You've got the appointment. This is a wonderful way for you to start going out and interviewing agents.

Frank Klesitz:

Now, where does this come from? I just want to share, this is a derivative of something else. You know these mortgage masterminds... A guy named Steve, I think used to hold in Vegas in all the time.

Dean:

Steve Marshall.

Frank Klesitz:

Steve Marshall, yeah. President Bush would speak, Tony Robbins is speaking, some big name guy. And I just always loved, he'd always do a session later in the time, where it's like, "How I made millions of dollars in mortgages." And, it was so stupid simple. I'm like, oh my god. Why do we even do this whole

event? This is the easiest thing I've ever heard. He basically went and bought what's called block time on a radio station, so 30 minutes a week, on the smallest, cheapest, useless AM station you can possibly find in the market. And then he started the South Florida Real Estate Show. He didn't really care if anyone listened to it. But now he's the host of the South Florida Real Estate Show at 912 AM. And he would reach out to agents to invite them to be on the show. That's it. And they would come in the studio, drive to him. You'd do a 30 minute show. And then he happened to be in real estate, and that's one of the ways that he started building a lot of relationships.

Frank Klesitz:

Now, you guys don't necessarily have to start a radio program, but you can certainly follow the same type of idea with your video blog, couldn't you? Boom. Great way to reach out to people, to invite them on your show. All right? So, I'm just kind of giving that to you. That's one of the messages that you can use that adds value. When you have everything here from two through nine, when you're reaching out to these 20 with maybe a little video text, you can offer to interview them for your blog. All right?

Q Smith:

How often would you recommend that, Frank? Because right now, you've mentioned to have your jabs that go out on a biweekly basis, and you also mentioned... There was another direct offer to go out. So, how often would you recommend to have that conversation?

Frank Klesitz:

Well, first off, at least two a month, because two of your videos could easily be agent interviews. So, if you wanted to skip your own tips, and all it was was agent interviews on your blog, perfectly fine. That could be two a month. But here's the deal. When you create a video, we don't necessarily have to email it out. We can just post it on the blog and post it on Facebook, because you can only send so many emails. Got it? There's still benefit in doing that, because the agent may love to send it to their database too. So, you don't necessarily have to mail on it. So, if you don't want to mail it to your database, now it's unlimited. Do one a day. Who cares? It's not about the exposure, it's about you getting the appointment and face time. You guys catching me on this? They call this podcast prospecting. It's people that run podcasts that don't really pay much attention to the audience. It's more about getting the appointment. Okay?

Frank Klesitz:

So, at least two that obviously you're going to mail on, but you could do more, and we just forego the email. That's perfectly fine. All right? Now, let's step up the game. Let's step up the game even more. Got it? So, we're going to start crawling, so crawl, walk, run. So, we're going to start crawling with just interviewing agents for the videos, but now we're going to start walking as we build our skills. The next step is I want you to co-host first time home buyer and seller workshops with agents. Sound good? This is a big one, ladies and gentlemen. Now, here's why. There's a podcast I run called the Listing Lead Show with one of the top agents in the country. All right? In Austin. Here we go.

Frank Klesitz:

I'd love for you to go here and listen to the show. We interview top selling realtors around the country of what they're doing to sell homes. But there's a show here I want you to listen to. It's on April 5th. It's with Sue Adler. Now, Sue is the number one real estate agent in Newark, Jersey. She does \$5 million a year in gross commission income. And she sells to the very affluent. They work in Manhattan and live in

Newark, Jersey. Her number one lead generation source for sellers are seller workshops. They are done on Zoom. Got it? She has put a thousand home owners through an hour and a half seller workshop over the past two years to teach those who have not sold a home in a very long time, so she's targeting down sizers with all their options to sell.

Frank Klesitz:

She picks a very specific niche part of town. She then goes on Eventbrite and then creates an Eventbrite page to register for the workshop, and then she sends out a letter inviting people to go online to register, and she has telemarketers calling to get people to register for the workshop. Once a week, or actually twice a week now, she does these. She just shows up on Zoom like I'm doing. There's all these home owners there. She does a seminar much like I'm doing with you. And afterwards, they all sign listing contracts virtually through DocuSign. Never leaves her house. Would you guys like that? Would you guys like to help agents do that? I bet you can. You can send this link. I'll put it in the chat.

Frank Klesitz:

So, the next thing is text this link to the top 20 agents. "Hey, big name agent, we should do some seller workshops together." Right? "Listen to this. Let's work together on this. I'll help put it together. I'll work with Vyril, help get the message out." I don't have time to go in depth with maybe the letters that you send or how you get the word out, but maybe they can email their database, you email your database. The point is, you co-hosting seminars and workshops with target agents that you help promote is a wonderful way to help them generate leads. I would recommend you listen to that show and send it to other agents who are looking to generate seller leads, on a very low-cost way to do it that really generates some quality prospects. You guys dig that?

Frank Klesitz:

So, just open your mind a little bit. That's another item of value that when you reach out to an agent, is you can offer to co-host buyer or seller workshops with them. All right? We don't have time to go into the tyranny of how you do it, with the promotion, but I just want that to open your mind that that is possible. Now, I'm going to tell you why I am so fortunate I will never worry about money every in my entire life, and I want to part this wisdom onto you. I never worry that I'll run out of money or I'll ever have money problems in my life because I know how to generate it and I know how to get it and I know exactly where it is. I'm going to share this with you guys, and I'm going to tell you a story. Hopefully this resonates with you running the workshop.

Frank Klesitz:

So, strip me naked and throw me in the desert and take away all my resources. I'm going to get it all back. All right? How am I going to do it? Well, first get clothed. I'm going to hitchhike my way to a public library where I have internet access and probably a bathroom. Now, once I'm there, I'm going to start doing a Google search, and I'm going to type in... I don't know. Let's find out here. Go to Google. Okay, here we go. Mercer Group Real Estate. You see that? So, he's spending some money to show up in these search results. See how this is an ad? Charge him. This cost him a couple bucks. All right? So, he's spending money to get people to this site.

Frank Klesitz:

So, people are scrolling around, they go, "Oh, what's this? Oh. I got to enter my email. What is this noise? Oh, I've got to put in my name, with my number, that apparently is to be used as my password.

Yeah right. Okay, great. Come on. Okay, I want to buy soon. Yes. Yes, I've got a home to sell. Come on, show me the pictures. Perfect." They just generated a lead, didn't they? Right? They put me through that in order for me to actually see properties. I just showed up as a lead on their end. Okay?

Frank Klesitz:

You can go into any market around the United States and type in homes for sale in any market and you'll find agents that are spending money on pay per click, which I just showed you there. Actually, you could do this probably any industry in the entire country for anything, but you can find people spending money on advertising. Now, all I have to do is figure out who's behind this website. So, I can probably do a little Contact Us, see if I can find them. All right, the Mercer Group, probably this dude here on the front. So, who is this guy? Is there an About Us? Our Agents. Here we go. Who's the Big Cheese? This guy, Patrick Mercer. There's the Big Cheese. And look at that. His mobile phone number? Jackpot. I mean, jackpot. Here's his Facebook. Problem solved. This guy is spending money. This guy is an entrepreneurial-driven real estate that probably that's a commissions and boom town site that runs about \$1,500 a month. And he's spending some money on some pretty expensive Google pay per click. You guys following me here?

Frank Klesitz:

And I just have his cell number. So, great. What am I going to do? Look at that. Talking about business on Facebook. It's his whole identity. It's who he is. Look how many homes I'm selling. This is a guy you want to talk to. All he talks about on Facebook is work. Perfect. So, what I'm going to do is I'm going to make a little video, say, "Hey, man, I'm on your website. Nice." All right? "I also see you're bidding on some keywords. I was wondering, if we could have a conversation, how are your agents doing funnel to the leads? Are you happy with the lead conversion?" Said no one ever. Right? "I'd like to help. I'm a mortgage person. Give me a call. I can help you with that." Got it? You have their attention now. Especially when you're recording the video and you're showing the screen looking at their stuff. Do you see how that's going to be really captivating? Reaching out in some cold email or some random cold call or when you're actually demonstrating that you're talking to the person through your phone with a video message? Right?

Frank Klesitz:

You talk to him. Now, this will cost you some money, but I recommend you go hire yourself a full-time calling assistant for \$10 or \$12 an hour. They're calling your database. They're calling your opens and clicks. They're calling people on your behalf, which we don't have time to get into, to find business for you in your database, but also with their leftover time, they're also calling and helping out with the overdue leads and the lead archives of your agent partners. That's it. And if you help pull a lead out of their system, you help co-write the loan. That's a huge thing that mortgage people do, is they'll take some extra time from their own calling assistant on their staff to help call the leads of other agents. I just want to give that as a tip to you. That's a really cool in that you can offer people to help them out, to help establish some relationships, really move up the savviness game of how do you earn the attention and the trust and the respect of an agent, where eventually you start earning more of their real estate business. All right?

Frank Klesitz:

And then finally, the very last thing I want to share with you is, we have relationships with agents all over the country. You give me any market. You give me South Florida, Dean, I can go into my HubSpot, I

can see all of our clients in South Florida, I can see all of our leads in South Florida. I probably have a list of all the entrepreneurial agents in your market just from our firm of all of our agent relationships. I would love to introduce you. That easy. I would love to introduce you to them. Now, they're probably running video marketing blogs.

Frank Klesitz:

Well, let me just cut to the chase and maybe give you one of the easiest ways to introduce you. Dean or Alba would love to have a relationship with you, and they'd love to help pay half of your Vyril marketing fee. So, these are clients of ours that are paying us to help them execute the same type of marketing I'm talking to you about. And it's not incredibly expensive. We charge \$2,000 upfront and \$550 a month. I would just want you to pay \$275 a month. It's not a lot of money. You cut a check for \$275 a month. Got it? And they start including you in their videos. They put you in their emails. You pay to sponsor their video blog. You guys following me on this?

Frank Klesitz:

And it's like a foundational relationship just to get the in, where you just write the check to us, and we bill them half. You help cover up part of their blog. And you start participating in the marketing that they're doing to their list. Right? A lot of times, you can probably go build relationships with five agents, they send you two deals a month. So, five agents that send you two deals a month, that's 10 deals a month. In gross commission to you, Dean, what would 10 additional mortgages a month mean to you for income, that were just all referral from an agent? I don't know, \$50,000?

Dean:

50. Mm-hmm (affirmative).

Frank Klesitz:

50 Gs? All right. So, five agents paying \$275. \$275 times five. That would cost you \$1,375 a month. So, \$1,375 a month to sponsor five agent blogs where you have now an economic reason to work together, but it's still done legally because I have the third-party compliance document. I have all of the RESPA paperwork that I can give your compliance department so it's okay to write that check to us of how you participate in the marketing with the agent. I'll make those introductions all day long. Okay, someone wants to pay half your fee, wants to start a relationship with you, introduce you, talk. Sweet. Right?

Frank Klesitz:

You might be able just to skip everything that we talked about today and just go down that path if you wanted to. All right? So, we're always open to making introductions, as long as you can add value in some way to the agents, in any market. So, that's the workshop for today guys.