



Profitability Blueprint Series®

Think Forward!®

Targeting Strategies for Building Business

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ABR, CRB, CRS, DREI, e-PRO, GRI

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An Overview

Of Target Topics, Goals & Aims

○ The Marketing Message & a Prospecting Plan

- Establish and follow a prospecting & personal marketing plan/system in order to build a referral based business.
- Create a personal brand and marketing voice that is consistent, recognizable, unique and true.
- Effectively manage marketing expenses relative to worth.
- Develop marketing materials that are distinct to the brand, evergreen, and convey a message.
- Maximize the effectiveness of print media marketing such as postcards, business cards and photos.
- Develop materials specific to buyer and seller needs.
- Use non-print media, such as the Internet, to effectively reach customers.

○ The Business of Your Business

- Run a business in an efficient, professional, and profitable manner.
- Have a well maintained business plan and be accountable to goals you set.
- Achieve the performance standards outlined in your business plan.

○ The Informed Career Professional

- Keep up to date on real estate issues locally, state wide and nationally.
- Possess a professional knowledge of real estate as a product.
- Regularly network with other professionals.

Preparing Your Marketing Components

Prepare a past client roster; obtain permission to use their names on any marketing materials you create.

Gather Testimonials

Compile testimonials from former clients. Remember to seek permission for use. Select the best for marketing use.

The best testimonials have one or more of the following qualities:

- Are specific in their praise (“She sold our house quickly” as opposed to “She’s great.”)
- Showcase a variety of great things about you
- Are grammatically correct and complete
- Come from influential sources (“George Erwin, Mayor” as opposed to “Billy Smith, College Student”)
- Are brief and to the point

See “Client Testimonial Form” in the Tools Section, page 52.

Determine Your Niche

Determine in what areas you will specialize: your marketing niche.

You must have experience in the area you select, such as having worked in it. The area you select should also be a growing field. Examples include:

- Residential
- Commercial
- Property management
- New construction
- Luxury homes
- Relocation
- Foreclosures
- Multicultural emphasis
- International real estate

Create a biography that focuses on the value you offer your clients.

Every time you write down something ask yourself, “So what?” Where you live or have lived and who your family is doesn’t have measurable value to the general public unless it has a direct impact or value benefit to them.

Designations that you may have are meaningless to the public unless the public understands the expertise gained and how it will assist them in the transaction.

Example: Write out “Certified Residential Specialist” instead of CRS.

-
- | | | |
|--------------------------|---|---|
| <input type="checkbox"/> | Review your current marketing materials in light of these marketing guidelines: | 7 |
| | ○ Consistency | |
| | ○ Cost | |
| | ○ The Evergreen Factor | |
| | ○ Having a Distinctive Look | |
| | ○ Mailing/Delivery Requirements | |

Preparing Your Marketing Components

- | | | |
|--------------------------|--|----|
| <input type="checkbox"/> | Prepare a past client roster; obtain permission to use client's names on any marketing materials you create. | 9 |
| <input type="checkbox"/> | Compile testimonials from former clients. Remember to seek permission for use. Select the best for marketing use. | 9 |
| <input type="checkbox"/> | Determine in what areas you will specialize: your marketing niche. | 9 |
| <input type="checkbox"/> | Create a biography that focuses on the value you offer your clients. | 10 |
| <input type="checkbox"/> | Take a moment and write down two (2) statements that will reflect what you want to be known for in terms of your personal marketing personality. | 10 |
| <input type="checkbox"/> | Determine five key words that describing your services and skills. | 10 |
| <input type="checkbox"/> | Create your skills and benefit statements. | 10 |
| <input type="checkbox"/> | Write down how your skills translate into clients benefits. | 11 |
| <input type="checkbox"/> | Have a current set of marketing photographs taken. | 11 |
| <input type="checkbox"/> | Select at least 10 photos that demonstrate various positions. | 12 |
| <input type="checkbox"/> | Have a graphic designer remove the background so that only your image remains. | 12 |