



BUILDING YOUR DREAM REAL ESTATE BUSINESS:
SELLING 50 HOMES PER YEAR JUST BY BUILDING YOUR

DATABASE



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In the high-stakes world of real estate, it's not just about properties—it's about power-packed relationships. Your victory is tied to how deep your network runs. This guide isn't just a manual, it's your secret weapon in mastering the art of relationship-building. I'm laying down hardcore, practical strategies to expand, nurture, and utilize your database, propelling you to create the business you've always dreamed of.

Mindset & Preparation

Define Your Why

Understanding your motivation for being in real estate is crucial. Your "why" is what drives you, keeps you moving forward, and helps you overcome challenges. It's also what makes your approach authentic. People respond to authenticity. Knowing your "why" allows you to communicate not just what you do but why you do it, which is much more compelling.



Embracing The Service Mindset

Success in real estate isn't just about closing deals; it's about the relationships you build and the service you provide. At the heart of every transaction is a person or family looking for guidance through one of the most significant decisions of their lives. As a realtor, your role transcends the mere act of buying or selling properties; you're a trusted advisor, a problem solver, and often, a confidant.

The Value You Provide:

Recognize that the more you focus on serving your clients' needs, the more successful you will become. This service-oriented mindset requires a shift from thinking about what you can get to what you can give. Whether it's offering insightful market analysis, sharing knowledge about the community, or simply being there to answer questions, the value you provide is what will set you apart and make you indispensable to your clients.

Debunking Myths

Entering the world of real estate, agents are often confronted with fears and uncertainties, especially when it comes to building and reaching out to their database. Let's address some of these concerns head-on and shift our perspective.

01

"It's been too long since we last spoke."

This is a common worry, but remember, reconnections are generally welcomed. Approach the conversation with genuine interest in how they've been. A simple, "I realized it's been a while since we last caught up, and I wanted to see how you're doing," can reopen the door to conversations without any awkwardness.

02

"I don't want to come across as desperate."

This fear stems from a misconception about sales. Remember, you're not just selling; you're offering valuable advice and services. People buy and sell real estate out of necessity or desire, and they need someone they can trust to guide them through the process. Your approach should be one of assistance and support, not desperation.

03

"I don't want to bother them."

If you're offering useful information, updates about the real estate market, or helpful advice, you're not bothering them; you're providing a service. Keep your interactions informative, light, and pressure-free. This way, you position yourself as a resource rather than an annoyance.

Practicing The Right Mindsets

Adopting and practicing positive mindsets can transform your approach to building and nurturing your database. Consider these strategies:



- **Growth Mindset:** Believe in your ability to learn and improve. This mindset encourages resilience and a willingness to tackle challenges, including reaching out to new or long-lost contacts.
- **Abundance Mindset:** Focus on the abundance of opportunities rather than fearing scarcity. There are always people looking to buy or sell properties; your job is to connect with them.
- **Service Mindset:** Keep coming back to the idea of service. How can you help your contacts? What value can you add to their lives, regardless of whether they're looking to buy or sell immediately?



Your Sphere of Influence Needs You

Never underestimate the importance of your guidance and professionalism. Many in your database or sphere of influence are navigating life changes that involve real estate decisions. They need someone with your expertise, empathy, and understanding. Remember, by reaching out, you're offering a valuable service that can significantly impact their decisions and overall experience.



In Summary...

shifting your mindset from sales to service, overcoming common fears, and focusing on the value you provide are key to building a successful real estate career. Embrace these principles, and watch as your database—and your business—grows and thrives.

Assembling Your Community

From Acquaintances to Advocates

Building a thriving real estate business isn't just about finding clients; it's about creating a community. Your community starts with your sphere of influence—people you know—and extends to those you've yet to meet. This chapter guides you on transforming acquaintances into advocates and strategically expanding your reach.

Identify Your Sphere

Your sphere of influence includes everyone you know, from close friends and family to the barista who knows your coffee order. The first step is to catalog these contacts, understanding that each one represents a potential advocate or client.

Creating Your Sphere Catalog: Start with listing names across categories:



Personal

Friends, family, neighbors



Professional

Current and former colleagues, industry contacts



Casual Acquaintances

Gym members, community members, local business owners

Remember, the goal is to think broadly. Include individuals from all areas of your life, capturing any details you know about their current living situation, potential real estate needs, or interests.

Expanding Your Reach

With your sphere identified, it's time to expand it. This involves both direct outreach to new contacts and engaging with existing ones to deepen your relationship and encourage referrals.



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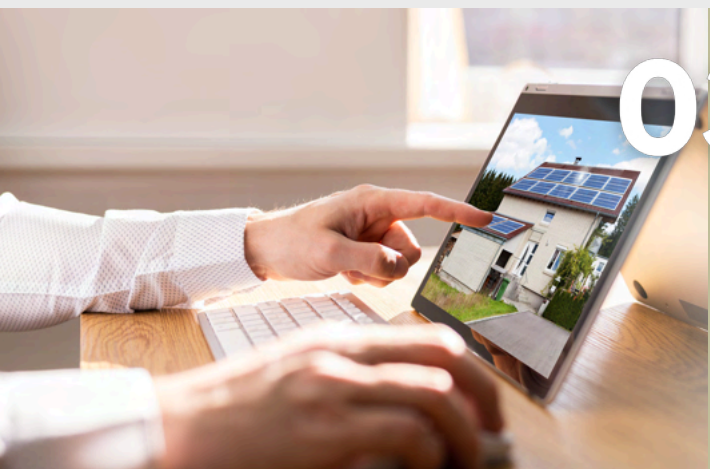
Circle Dialing:

This technique involves calling people in your sphere to update your contact list, offer your services, and ask if they know anyone who might need your help. It's a gentle way to remind them of your business and strengthen your network.

Attending Local Events:

Community events, professional meetups, and local seminars are great opportunities to meet new people. Make it a goal to attend at least one event each month. Be genuine in your interactions, focusing on building relationships rather than outright selling your services.

02



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Engaging with Expired Listings:

Contacting owners of expired listings offers a dual opportunity: you can provide valuable insight into why their property didn't sell and offer your services for a fresh approach. This requires tact and understanding, as these homeowners may be frustrated with their selling experience.

Key Actions

- **Dynamic Contact List:** Maintain a detailed list of your contacts, including any notes on their real estate preferences or needs. Regularly update this list as you gather more information.
- **Networking Commitment:** Dedicate yourself to attending networking events regularly. Each event is a chance to add new contacts to your database and learn more about your community.

Brainstorming Sheet

Create a brainstorming sheet to jog your memory and consider all possible connections. Categories might include:

- Family members (near and distant)
- Friends (close friends, acquaintances, friends of friends)
- Professional contacts (past clients, colleagues, service providers like doctors, lawyers)
- Community connections (neighbors, parents from your child's school, local business owners)
- Hobby and interest groups (book clubs, fitness classes, volunteer organizations)

For each category, list names, contact information, and any notes on their potential real estate interests or needs.



Getting Involved in the Community

Involvement in your community positions you as a trusted local expert and increases your visibility. Consider these strategies:

- **Volunteer:** Offer your time to local charities, schools, or community projects. This shows your commitment to the community and allows you to meet a wide array of people.
- **Sponsor Local Events:** Sponsoring or participating in local events can put your name in front of potential clients while showing your support for the community.
- **Host Free Workshops:** Offer free real estate workshops or seminars. This establishes your authority in the field and provides direct value to attendees.

In Summary...

assembling your community is about more than just networking; it's about creating genuine connections that enrich both your professional and personal life. Through thoughtful engagement and consistent effort, your sphere of influence will grow into a robust network of advocates ready to support and propel your business forward.



Cultivating Relationships - Specific Strategies

Cultivating relationships in real estate goes beyond mere acquaintance. It's about establishing and nurturing connections that could evolve into future partnerships, sales, or referrals. Utilizing a combination of weekly email campaigns, daily calls, targeted social media engagement, and direct mail strategies can transform your database from a list of contacts into a vibrant community of engaged individuals. Here's how to execute these strategies effectively:

Weekly Email Campaign

- **Content:** Craft a mix of informative, educational, and personal content. This could include market updates, home maintenance tips, and local community events, alongside personal stories or insights from your real estate experiences.
- **Consistency:** Send your emails on the same day and time each week to establish predictability. Subscribers will come to anticipate and look forward to your emails.
- **Personalization:** Use segmentation in your CRM to personalize emails based on the recipient's interests, whether they're first-time buyers, sellers, or seasoned investors. Address them by name and tailor the content to reflect their specific real estate journey.

***** Always add a call to action on your weekly email campaign**



Daily Calls

Goal: Aim to make 5-10 calls per day to different segments of your database. These calls could be check-ins, birthday or anniversary greetings, market updates, or simply to offer assistance.

Preparation: Before calling, review the contact's information in your CRM. Note any previous interactions, their current real estate situation, and personal details you can reference to make the call feel more personal.

Follow-Up: After each call, make notes in your CRM regarding the conversation and any follow-up actions required. Schedule the next touchpoint based on the context of your call.

Social Media Engagement

Tagging: Tag clients in posts that are relevant to their interests or past interactions with you. This could be a congratulatory post for a home anniversary or tagging them in a local event they might enjoy.

Friend Requests and Following: Regularly send friend requests or follow your contacts. This not only grows your network but also shows a genuine interest in staying connected.

Commenting and Engagement: Actively comment on your contacts' posts. Whether it's celebrating their successes, offering condolences, or engaging in light-hearted conversations, your interactions should feel genuine and personal.

Direct Messaging: Use direct messaging for more personalized interactions, such as checking in or sharing information directly related to their interests or needs.

Direct Mail and Handwritten Cards

Postcard Campaign: Design a series of postcards that provide value, such as seasonal home maintenance tips, "just sold" announcements to showcase your success, or invitations to upcoming open houses or events.

Handwritten Cards: Send handwritten cards for birthdays, holidays, anniversaries, or to thank someone for a referral. Handwritten notes add a personal touch that stands out in our digital age.

Focused Campaigns: Tailor your direct mail campaigns to the specific needs and stages of your contacts' real estate journey. For example, send detailed neighborhood market reports to potential sellers or home buying checklists to first-time buyers.

By implementing these specific outreach strategies, you ensure regular, meaningful engagement with your database, strengthening your relationships and establishing yourself as a valuable resource and trusted advisor in the real estate industry. This consistent and personalized approach not only nurtures your existing relationships but also sets the stage for new opportunities, referrals, and a thriving real estate business built on a foundation of genuine connections.



Understanding Numbers & Metrics In Your Database:

A Path To Selling 50 Homes Per Year

Understanding the interplay between the size of your database and your sales goals is crucial in real estate. A well-maintained and strategically expanded database can significantly enhance your ability to reach and surpass your sales targets. This chapter will explore how to effectively build and leverage a database of 1,000 contacts to achieve a milestone of 50 home sales per year, offering specific strategies and daily actions to help you meet these objectives.

Setting Big Realistic Goals

Start by setting a clear, quantifiable goal: selling 50 homes per year. To achieve this, you'll need to understand and utilize conversion rates, which can help you determine the size of the database required to meet your sales targets.

The Conversion Rate Formula

Using an industry-standard annual database conversion rate of 5%, you can estimate how many contacts are needed to reach your goal of 50 sales:

- **Target Sales:** 50 homes
- **Conversion Rate:** 5%
- **Required Database Size:** $50 \text{ homes} / 0.05 = 1,000 \text{ contacts}$

This formula indicates that with 1,000 people in your database and a 5% conversion rate, you can expect to sell approximately 50 homes annually.

Building Your Database to 1,000 Contacts

To construct a database that can sustainably support this level of sales, focus on both growth and engagement strategies that will help you add and maintain contacts effectively.

Daily & Weekly Goals

- **Daily Addition Goal:** To reach or maintain 1,000 contacts, set a daily or weekly target for new additions. For example, if you aim to grow your database by 140 contacts over a year, this breaks down to adding approximately 1 contact per day or 5-7 contacts per week. If you want to build to 1000 names in 1 year – this is only 19.23 (let's say 20) per week... totally doable.

Expanding Your Database Creatively

- **Networking and Community Events:** Regularly participate in or host community events to meet new people and gather contact information. Ensure you follow up with a thank you note and add them to your CRM.
- **Utilize Technology:** Implement landing pages with sign-up forms for newsletters or market reports, ensuring every digital interaction has the potential to capture new contacts.
- **Referral Incentives:** Encourage existing clients to refer new contacts by offering incentives, thereby leveraging your current network to expand your reach.

Maintaining Engagement

With a target database of 1,000 contacts, maintaining regular engagement is essential. Plan to interact with each contact through various channels 24-30 times per year to stay top of mind.

Engagement Strategies

Email Campaigns: Send regular newsletters with market insights, updates, and personalized content based on the segment of your database.

Social Media: Use platforms like Facebook and Instagram to maintain visibility, share listings, and interact with comments and messages.

Personal Touches: Make phone calls to check in on your contacts' needs and send handwritten notes on special occasions or to thank them for referrals.

Tracking and Adjusting

Regularly review your outreach efforts and sales outcomes to understand what's working and what isn't. Adjust your strategies based on these insights to improve your conversion rates and achieve your sales targets.

CRM Metrics: Monitor open rates, click rates, and engagement levels from email campaigns and social media analytics to gauge the effectiveness of your communications.

Sales Tracking: Keep detailed records of how each sale originated, linking them back to specific database activities to measure ROI and adjust your engagement strategies accordingly.

Conclusion

Understanding and optimizing the numbers and metrics in your database is key to achieving significant sales goals in real estate. By setting realistic targets, strategically growing your contact list, and maintaining active engagement, you can effectively leverage a database of 1,000 contacts to sell 50 homes per year. This disciplined, data-driven approach not only helps in achieving your current goals but also sets a scalable foundation for future growth.

Additional Resource: Creative Ways To Engage Your Database

- **Monthly Video Updates:** Create short, engaging video updates about the real estate market, tips for homeowners, or community news. Share these via email and social media.
- **Client Appreciation Events:** Host special events such as a client appreciation picnic, a movie night, or a holiday party. These gatherings are great for networking and showing appreciation.
- **Webinar Series:** Offer a series of educational webinars on topics like first-time homebuying, investment properties, or home staging. This positions you as a knowledgeable resource.
- **Interactive Social Media Campaigns:** Run contests or challenges on social media, like photo contests (e.g., "Best Home Office" contest) where clients can participate and win prizes.
- **Neighborhood Tours:** Organize virtual or in-person tours of local neighborhoods, showcasing key attractions and real estate opportunities. This can be especially useful for newcomers or potential buyers.
- **Referral Rewards Program:** Introduce a creative referral program that offers unique rewards for clients who refer others to you, such as local gift baskets, tickets to local attractions, or even a charity donation in their name.
- **Client Spotlights:** Feature a client or their business in your newsletter or on your social media. This not only builds stronger relationships but also helps promote their ventures.
- **DIY Home Improvement Tips:** Send out a monthly newsletter with DIY home improvement tips, seasonal maintenance advice, or interior design ideas to help homeowners enhance their properties.
- **Anniversary Cards for Home Purchases:** Send anniversary cards to clients on the anniversary of their home purchase. Include a small gift or a personal note expressing your gratitude for their business.
- **Local Market Snapshots:** Provide regular, detailed updates on the local real estate market's performance. Include insights that are not readily available in public reports.
- **Seasonal Guides:** Create and distribute seasonal guides, like a "Summer Fun Guide" with information on local activities, or a "Winter Prep Guide" for home maintenance.
- **Volunteer Together:** Organize a community volunteer day where you and your clients can work together on a local project, fostering community spirit and teamwork.
- **Personalized Home Anniversary Videos:** Send a personalized video message to clients on the anniversary of their home purchase, recapping the year in the real estate market and reminding them of their home's potential value.

Day	Engage with 5 Current Contacts	Add 5 New Contacts	Social Media Engagement
M	Call 2 recent clients to check-in. Email 3 prospects with market updates.	Ask for referrals via email from top clients. Network on LinkedIn, connect with local professionals.	Post a home tour video. Respond to all new comments.
T	Send 5 personalized text messages to past clients on anniversary dates.	Attend a local business networking event. Collect business cards.	Share a post about market trends. Engage with followers by asking questions.
W	Email 2 clients with personalized home maintenance tips. Call 3 clients to remind them of upcoming open houses.	Volunteer at a community event, meet new people. Add contacts to CRM.	Post an Instagram story at a property. Share behind-the-scenes content.
T	Schedule and conduct 2 virtual coffee meetings. Send 3 follow-up emails post-viewing.	Host a webinar, collect attendee information. Follow up with new contacts made earlier in the week.	Post a client testimonial video. Tag clients and thank them publicly.
F	Call 5 clients to wish them a good weekend and touch base.	Visit a local café or park, engage with community members. Add new contacts and send introduction emails.	Post a weekly recap of homes listed/sold. Promote next week's events.

Executive Tips

- **CRM Utilization:** Use your CRM effectively to schedule follow-ups, log new contacts, and remind you of significant dates (anniversaries, birthdays, etc.) related to your contacts.
- **Daily Review:** End each day with a quick review of tasks completed and prepare for the next day's engagements.
- **Weekly Analysis:** Every Friday, review the week's successes and areas for improvement, adjusting strategies as needed to improve engagement and conversion.

Work With The Best

As we close this comprehensive guide on expanding and cultivating your real estate database, remember that the strategies outlined here are just the beginning. If you are based in Texas and are looking to elevate your real estate career, consider joining one of the fastest-growing brokerages in the region—Texas Legacy Realty. We offer a dynamic and supportive environment where you can connect with a network of top-performing agents and benefit from our positive company culture.

At Texas Legacy Realty, we provide our agents with substantial advantages, including access to Zillow Premier agent leads and our team of inside business development professionals who are dedicated to setting qualified leads. Our entrepreneurial training programs are specifically designed to help you double or even triple your business, giving you the tools and support necessary to thrive in today's market.

If you're ready to take your career to the next level and join a team that values growth and success, we would love to connect with you. Visit us at TexasLegacyRealty.com or call me directly at [817-312-9545](tel:817-312-9545) to explore how we can succeed together. Let's build your future with Texas Legacy Realty—where your legacy begins with us.

