

EMAIL – ERRORS

How much business are
you losing?

“You Will Never Know”



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are you losing?

We can fix this in under 10 minutes!



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All of your business will involve Email

Existing business and getting your deals closed now always involves electronic communication.

- Primarily Email.

More importantly – the majority of your new business is now dependent upon it. Virtually all of your new business will be initiated by an electronic contact. Again - primarily email

This is especially true for those handling RELO, REO, and referral business.

However, with all consumers (regular Buyers & Sellers) Email will not only likely be the first contact – but more importantly - the First Impression.

And when trying to get that first appointment for a listing or with a buyer – **First Impressions are everything!**

It all comes down to image and perception.

As Real Estate “Professionals” we always try to present a “Professional” image. We drive nice cars and we keep them clean. We dress well, groom ourselves, and try to give a “Professional” appearance all times.

“A reputation for professionalism is important isn’t it?” – Tom Hopkins

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There is that word “Professional” again...

Let's really focus on this! In all things!

What is the difference between a “Professional” and an “Amateur”?

Simple - **Amateurs don't get paid!**

If you look like an Amateur – you won't get paid either.

The old 80/20 rule of real estate states that 80% of the transactions get done by 20% of the agents.

What happens to the other 80% of the agents? Most of them starve or get out of the business.

Next, let's start putting this all together!



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Putting It All Together

1. Professionalism is important
2. Amateurs don't get paid
3. First Impressions are everything
4. Email will likely be your "First Impression"

Here is another reason why 80% of agents are starving or outright fail:

80% of them don't know how to use email correctly, or how to make a good first impression with email.

Remember – it is not always what you say but, more often, how you say it.

You may be a genius with brilliant observations and insights – but if you look and sound like an idiot – you are still an idiot. (In this case a great agent or broker) but...

And.... You only get one chance to make a first Impression and that is now most commonly by Email or other form of electronic communication.

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A Brief Sidebar for Brokers.... (and any agent that actually wants to make money)

You all really need to be paying attention to this!

The most frustrating thing to a broker is spending money generating leads and then watching their agents fire the buyer (or seller) right on the phone.

That is still happening - but now they are just doing it by email instead.

Most agents are guilty of this and it is costing everyone a lot of money!

For more information on this and how to correct this problem via phone or email is up on www.freebrokerschool.com in the “Closing Series” Check out the closing lesson “No – But I can get it!” and then apply the same lessons to email.



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Email Errors and How to Fix Them

Trust & Credibility Are The Main Issues – Without these there will never be a second call or appointment!

No appointments – No sales – it doesn't get any more obvious!

Let's start with your Email Address:

EX:

thehousingguy@aol.com

vs

John.Smith@TowerRealEstate.com

I don't even know your real name

I don't even know your real company, or if you have one

I cant go to your matching domain website

You may not even have a website

AOL/Gmail/Yahoo, etc. – are all signs of fraud and deception

I already don't trust you!

Note: sending email address and email address in signature file not matching is another major error



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Too Many Links

Multiple links promoting multiple websites and / or things that are not relevant

First off – your message and response don't matter if I don't receive it – you just lost the client

FYI - many email servers will block emails with more than three hyperlinks in them as spam

Next – multiple links confuse the message, are difficult to read and detract from what you are trying to tell me. Again, another turn off that will cost you.

Keep it clean – the only hyperlink that should be in your email and usually in your signature line is your company website.

– you can also have a personal website – but only if it is about you and the real estate business with information the consumer actually cares about. No links to personal pages with pictures of your 12 cats... No more than 2 hyperlinks max – the 3rd will usually get your email blocked, in which case the consumer assumes you never responded and will immediately move on, and you just gave another agent “your deal” (money)

Note – be very careful of logos and images for your designations etc. – many of them when you cut and paste them into your signature file also contain hyperlinks and can get your emails blocked.



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Signature File

As someone who communicates with clients and real estate agents daily – there are some real frustrations that come about because of poor or missing signature files.

No signature file at all – no phone numbers, no office name, no address, etc. – screams incompetence and “amateur”.

No cell number – Seriously? – the old line: “Are you a secret agent or a real estate agent?” comes to mind...

If you are not available when I need you, or I have no way to reach you (either call or text) I am moving on.

People who send an email asking you to call them and then have no phone number listed anywhere in their email.

A proper and complete signature file is a necessity. It shows professionalism, makes it easier for people to contact you by various methods and is absolutely imperative as you have such a limited time window to respond to buyers and sellers before they move on and contact another agent.

Not only consumers, but all others that you must interact with to actually close a real estate transaction need to be able to contact you easily as well.



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What should be in a good signature file?

In this order:

Name – Who are you?

Title – What are you and what is your role?

Company name – Who are you with?

Office Address – Where are you? Are you for real?

Office Phone – How do I call you? Do you even have an office?

Cell Phone – How do I find you when I really need you? I might want to text you instead - (big among millennials)

Email Address – It had better match the address you are sending from and follow the guide lines discussed

Website address – no more than two and the first one had better be your company and they both must be professional

Designation/logos – watch amount and image size on graphics or it can make your email bounce – careful here and watch logos that contain hyperlinks

Tagline or Product Description – should ideally be about you or you company – optional

Company Logo – watch file size and is should be down and out of the way of the actual information – not detract Fair housing logos, equal opportunity logo etc. all legally required go here – again watch buried hyperlinks in logos

Legal disclaimer – liability clause i.e. This email communication is confidential etc. etc. – Get from your own attorney



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Ten Minutes to fix all of this!

Not correcting these issues is just as bad as not returning a phone call – because either way – contact and opportunity is lost!

You now have a guide – it will take you less than ten minutes to fix these issues!

It only has to be done once and you are done!

It puts you way ahead of 80% of the other realtors who have this all wrong.

Please pass this around to your fellow agents.

Brokers - make all of your agents watch this video and then have each of them make the appropriate corrections and send you an email so you can verify they have it right.

Right now – you have no way of knowing how much business you or your firm is losing because of these common email errors – but once you make the changes – you will see the difference!



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