

## **How to increase your income in the real estate industry**



**Written by: LMGenius**

**When you start making more money all that I ask is that you donate something to any of the following:**

**Church's  
Poor kids funds  
College scholarship programs  
Anything that will help others that are unfortunate not by their choice.**

**Or just call up your city and ask if there is any community service that you can donate some time to.**

I know that you may be a little skeptical that someone is giving this information away for completely free. No email address or personal information is required, just a direct link to a website with a download link.

I did this because I was sick and tired of going to a site putting my info in and getting a bazillion emails and phone calls trying to sell me Omaha steaks all because I was looking for a little help in a down real estate market.

I attended the Trump Institute and other seminars to supposedly “learn from the best” but in reality “I spent with the rest” I did learn a handful of ideas but most of them I am unable to do in my state of residence because of new laws that have been put into affect on lending and contracts in the beginning of 2007.

I dedicate this book to those who took advantage of me and to those who have helped me.

Those who took advantage of me I give away what you charge for

For those who helped me I continue to never compromise my integrity.

I want to save you the most amount of time that I can so here we go with some data.

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## **Cheap or free ways for leads**

Yup, they are out there and I'll show you how to get your creative juices flowing to help you increase your business.

### **Door knocking in a neighborhood**

This may seem to be really lame but there are 2 important things that this does.

1. people will start to recognize your face
2. it will help to put you on the spot and help mold you into a better salesperson

### **Door Kicking (not literally kicking doors)**

The same as above but in businesses. Since you are not actually selling a product (you are looking for work) technically you aren't soliciting sales to businesses that have no soliciting signs outside their doors. The downside is that if you are only giving out business cards the probability of them keeping it over time is slim.

**Secret:** Don't give just a business card, give something that has some type of value like a personalized calendar and ALWAYS ask for their business card(s) in return. Keep EVERY email address you come by. They weigh more than gold, later on I'll go into more detail.

### **Prospect list (MOST POWERFUL FREE TOOL)**

At the end of this e-book you can print out this tool (again its free)

Simple turn on your cell phone and write down the first 25 names and numbers in it. If you were just born or just came to the country and have no phone make your first friend and ask them for their first 25 names and numbers.

You check categories and base your calls off of their needs.

If you don't understand this re-read it a few more times.

### **Incentives or contests**

Buy a cheap plastic fishbowl and put a few business cards into it (mark the cards so you can remove them later) and make a contest poster, print, or sticker that you can attach to the fishbowl. Now find some place to put your bowl and watch more business cards get dropped in. **Require that the business card must have a valid phone number and email address.** I



get cards without email addresses and depending on the situation it may be worthless. Sometimes these cards have the email addresses hand written on the back of the card. BINGO

Here are some ideas for incentives/contests

#### **Free:**

Sandwich

Beer (in small bars or pubs)

Gift card

Car wash

Gym pass (the best free thing to give away, go to a large gym and ask if you can get a few week or two's pass for some friends, they will give you stacks of them)

½ hour massage

Dinner for 2

Half off entire bill Excluding drinks(use the mail in rebate tactic explained later)

Event pass (baseball tickets, seminar, museum pass, etc)

ALWAYS GIVE AWAY WHAT YOU PROMISE OR IT WILL COST YOU MORE IN THE LONG RUN. DOCUMENT EVERYTHING.

Contest 1 - 2 free draft beers from local brewery

Create a spreadsheet with who won, date, your cost (keep this for expense tracking and to prove the legitimacy of your business if you have to.

Contest 2 – Half off entire meal Excluding drinks

Pizza	\$18
3 beers	\$12
2 Soda's	\$3
Salad	\$3
Calzone	\$4
Sandwich	\$3

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Total \$43

But you require a full mail in rebate.

Original receipt

And have a little form that they must fill out to receive the rebate.  
(look at the end of the book)

Your payout is only for the pizza, salad, calzone, and sandwich.  
\$28

They must mail you the physical ORIGINAL ITEMIZED RECEIPT. Not their credit card receipt. Then cut them a check for the \$28, but write off the entire bill as a business expense plus the gratuity that **they** paid. You pitched your idea of your business to them and so therefore it is a business meal and an expense to your business.

### Contest 3 – Free 1/2 hour massage. PEOPLE LOVE THIS ONE.



Look up in your area a massage school and see what 1/2 hour gift certificates they offer (with expiration dates) make sure that they credit you after the expiration.

Or find someone new in the business, prepay for two 1/2 hour blocks and make up your certificates (with expiration dates) to give to the contest winner.

If they don't use the certificates before the expiration I personally use the credit I paid for, for myself or my wife.

## **Getting paid more than once**

This is the best thing to experience from a client.

Lets say that on a \$100,000 condo you get paid \$3000 commission before your split. Did you know that in SOME STATES you can represent your client(s) on a dual capacity? This means that the \$3000 could potentially become \$5000 or more.

Who makes more money? Real estate agents or Loan Officers?

The person who does or owns both streams of income.

RE Agent's make roughly 2-10% commissions for purchase or sales with about a 3-4% average

When you go DIRECTLY to the bank you are always paying 3% or more for your loan. Dint throw a hissy fit that the banker, loan officer/ mortgage consultant is charging you this because it is the norm PERIOD. Businesses must remain profitable to stay in business right?

Now you may say, but in my state it's not allowed or my broker wont let me do it. Its because they want the money more than you do.

Here's an example, and yes I am exposing them because THEY WON'T LET ME DO BOTH.



If the corporation(s) are owned by the same people don't they make a profit from both pools?

I was told that they want you to focus on one or the other. Or that it's too much liability and that they won't accept the risk (EXCUSES)

Let's say you work for a company like this and they say "we encourage your buyers to use our mortgage company as well"

That's fine and dandy but when the file falls through will the company or the loan officer pay you your commission on the sale that didn't close? **NO!!!**

I do agree with that there is some liability possibilities but that's why you disclose EVERYTHING in writing to cover your butt.

If you don't do loans now but you've been a realtor for a while, go to a smaller company to learn how to do things as a LO.

The best agents can sell ANY PROPERTY even a non-commissioned FSBO and still make \$\$\$

I personally know agents that drive around and call the FSBO signs to see what they pay to the buying agent but when its 0%

they hang up. Personally that's where I come in. "Hey I'm an agent and I may have a buyer, and since you aren't paying the buyers agent I will be doing the financing for them, if you have any problems writing up the sales contract I can recommend 2-3 good real estate lawyers that can assist you for between \$250-\$700 per hour or I would be more than happy to act as your agent representing both you and my buyer at a discounted rate."

When they realize that it may be advantageous to hire you, if that's the case then you just got paid twice, plus where is the seller moving to? Do the financing on that property too, and if they are looking for another house who better than you to find them one.

I do recommend separating the RE transaction and mortgage transactions until you know how to do both perfectly.

If your state does not allow dual capacity there is a loophole that the big boys of the business use.

OWN a mortgage company or become a branch manager. Recommend that they use your company because you have faith and connections within. By owning or being a manager you receive a portion of the profits generated by the business. It's not the big chunk but its something and its legal everywhere I've checked so far. (always research something before doing it to ensure you have no legal issues)

Also statistically 70% of the time FSBO sellers end up listing with an agent, will that be you? (always stay in contact)

## **Gifts that you give that PAY YOU BACK**

Whether I do a loan or sell a property I personally ALWAYS give some sort of closing gift.

Most loan officers don't do this and it costs them business.

Let me put this into perspective by this simple example.

Most inkjet printers are sold for LESS than what it costs to make them.

Ex. Printer costs \$79 at the store but it costs \$100 to manufacture it. How do you make a profit?

The replacement cartridges cost \$40 at the store but costs the company \$5 to manufacture it.

Get it?

Find a unique product that costs you little but PAYS YOU.

**SECRET:** look into some MLM's or "relationship marketing companies" If you continue giving your gifts eventually the revenues that they generate will surpass your real estate income.

Some people view MLM's and marketing companies as scams and pyramid companies, and they may be if you run their structure.

The easiest way to analyze this to see if it will make you money is simple.

Will your client use the product and be happy with it?

Can they buy more from you or your website or by using an auto ship platform?

If the answer is yes to both of these questions you just paid yourself back again!

Look at the end of the e-book for a resource of different ideas to get started. This book is updated every month and will have more and more ideas towards the back for you to become more successful.

## **Why are valid email addresses so valuable?**

With a couple of tools and some dedication it's the recipe for MASS SUCCESS!!!

If you are on the phone with a potential buyer can you talk to another buyer simultaneously? Not efficiently, you can't.

With a drip campaign, auto responder, wireless Internet (Sprint/Verizon/AT&T offer cards for this) you are ALWAYS AVAILABLE even if you work another job, taking a nap, playing golf, or out with your family on vacation. YOU ARE STILL WORKING WHEN YOU ARENT.

Auto responders are an awesome tool that will "drip" information to your clients.

Ex. In a CMA presentation I tell my prospective seller what I do that's different from other Agent's approaches and why I am their best choice for success regardless of what I charge or discount with a retainer or expense account.

I then setup boilerplates in my auto responder and add their email address.

Email 1 (Monday)

"Hi Bob I got your listing into the MLS today the listing number is 123456. I am working on your virtual tour and should be posted in 2 days or less"

Email 2 (the same day or in the middle of the first night)

"Hey Bob I got your virtual tour up and going, its absolutely breathtaking please view it yourself and forward it to all your relatives, friends, and coworkers. I am submitting it to multiple websites to get more traffic and exposure on your listing. It is

imperative that we hit the ground running so please do not neglect forwarding the link to everyone you know and ask them to do the same.

(I've had out of state purchases SIGHT UNSEEN happen because of someone's brother in-law's cousins friend was in the process of relocating to Arizona from New York. They were planning on renting until they were familiar with the area then going to buy but because it was indirectly from a personal referral it was as good as in person.

I was able to act as dual agency plus did the financing on the new home.

Total commission payout a little over 8%

I didn't even get to the point of paying for snap ads yet. Yes this probably won't happen to me again, but I want you to be aware that it is possible.

You can have an indefinite possibility when creating your own drip campaigns. Your clients will usually think that you are working around the clock JUST FOR THEM, because some of the timestamps on the email come in, in the wee hours of the morning like 12am or 4:30am. It's because you are so dedicated that you are now working in your sleep.

## **Examples to always get paid over and over**

I close on a refinance of a home and “pop into the closing” at the title company.

First this is a shocker to most people having a loan officer show up to a closing of anything is slim to none.

Thank them for using you and let them know that you do other things like that you are also a realtor (if you didn't tell them already)

Give a closing gift of a product that you sell with re-ordering information in it.

Ex. Coffee and tea from ganoexcel, some noni juice, energy drinks from quixstar or whatever and a gift certificate for 2 ½ hour massages from your “personal masseuse” they are so good and worth the \$100 per hour.

They are happy you saved them money and also gave them gifts (the last loan officer didn't do this.) you are now burned into their head for repeat business and referrals.

Next ALWAYS ask for some more referrals 3-5 people who would enjoy such a good experience with how you do business. If they don't know ask them to take 2 seconds and look in their cell phone. You will be amazed how many people that they know.

Don't forget the hand written thank you card, because it shows that you take personal time and pride in your business.

Now in a week or so followup with them to see what products they like that you gave them and recommend the benefits that they will receive by buying more. (from you of course)

Most MLM's or affiliate programs that sell stuff offer for free or next to nothing to sell their products online so your clients can auto ship the product and as long as they buy it you are getting paid. The product will also keep you in their mind for when they talk about their experience with you to others and they recommend the product or sample some to a friend.

DON'T FOCUS on just ONE PRODUCT. If you do this will limit your income potential. Find 2-3 that you personally like the product, don't worry about the compensation plan they all work in their own way. You should learn the compensation plan and understand it so you have no worries about the payouts.

Now go out and put everything I shared with you into action.

If you don't you are a quitter.

Quitters never win

But

Winners never quit!!!

## Hosting, web design and the Internet

Let's face it, we are in the information age now. The ones with the most, talent, knowledge, and ambition will become and remain the most successful people out there. If you do not have some type of Internet website I can almost guarantee your failure. If you have no idea where to begin here are some simple steps to get you started.

Buy a domain name from [1&1](#) they are the cheapest I have found both for domain names and good hosting.

Now you have 2 options, buy hosting and host your own site  
Or forward your domain to your paid website.

Ex. I have a broker that I work for that charges me \$10 a month for a website that captures leads, shows MLS listings, maps, demographics, exclusive listings, etc. the website address is [www.broker123.com/tom34](http://www.broker123.com/tom34)

I would never give out that address to ANYONE, its way unprofessional. I would buy [www.agenttom.com](http://www.agenttom.com) and forward it to the broker123.com site. I know that is sounds difficult but its not just buy your domain name and call up support if you have problems. Remember you want to set it up as a FRAMES FORWARD and also fill out a description o the site and some keywords and your good. Also 1&1 submits for free to a handful of search engines every month or so, which will aid in getting your page up in the ranks on the search engines.

Put your domain name on your business cards, fliers, mailers, postcards, and on your car.





Name	
Address	
email address	
Telephone number	

Thank you for participating in our contest please fill out everything in full and return to the provided address

The form must be completed in full or received contents will be kept or discarded and rebate offer will be void

What did you think about the restaurant? (circle one)

Great

Good

Okay

If it wasn't free I'd complain

Would you return to this restaurant?

Yes or No

List 2 names, phone numbers, and email addresses (optional) of people looking to purchase, sell or refinance a home.

Name	
Phone Number	
Email Address	
Name	
Phone Number	
Email Address	

## Quick Links:

### Keyword generators

<https://adwords.google.com/select/KeywordToolExternal>

<http://www.1-hit.com/all-in-one/keyword-generator.htm>

### Website Hosting

[Click here](#)

### Web Design

Brian Neeley (Freelance Designer) Tell him that the LMGenius sent you.

[brneeley@hotmail.com](mailto:brneeley@hotmail.com)

or his cell number is 480-577-1556

Listings of MLM's in no particular order

Quixtar (Amway)

[Tahitian Noni juice](#)

[Ganoexcel Coffee & Tea](#)

[BurnLounge \(like itunes meets myspace\)](#) online music downloads  
and more

[WLG \(real estate, mortgage, investments MLM\)](#)

[Prepaid Legal](#)

[Unfranchise \(Amway knockoff\)](#)

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