

Making Contacts Count

Michael & Tara Houston

Houston Consulting Group & Associates, LLC

Regional Leaders, eXp Realty

DMVAgentCareers.com

571-212-4898



Purpose for Making Contacts Count!



Deliver Effective and Results-oriented Strategies to Help You:

- ***Tap into the **Net Worth** of your network of contacts!***
- ***Generate more **Revenue** from your relationships to grow your real estate business and income to the next level!***

It's All About Relationships!



It's All About Relationships!



Relationship Principles for Making Contacts Count:

The Revenue is in Your Relationships and the Fortune is in the Follow-Up!

It's All About Relationships!



Relationship Principles for Making Contacts Count:

Go for The Relationship, Not the Transaction!

It's All About Relationships!



Relationship Principles for Making Contacts Count:

Know, Like and Trust Establish Valuable Relationships!

It's All About Relationships!



Relationship Principles for Making Contacts Count:

Demonstrate Excellent Care, Character and Competence!

It's All About Relationships!



Relationship Principles for Making Contacts Count:

Givers to Relationships Gain – The Harvest is Always Bigger Than the Seed!

It's All About Relationships!



Relationship Principles for Making Contacts Count:

Who You Know and Who Knows You!

It's All About Relationships!



Relationship Principles for Making Contacts Count:

*Apply the 80/20 Rule to All Conversations
(80% Listen, 20% Talk)!*

It's All About Relationships!



Relationship Principles for Making Contacts Count:

Be a Strategic Connector and Effective Communicator in Your Communities!

Define Current Relationships in Your Communities!



Define Current Relationships in Your Communities!



Make a List of Your Current Communities!

Groups of People You are Connected to

Family Community – Parents, Siblings, Relatives!

Professional Community You Patronize – People You Buy Products/Services From!

Professional Community You Work With – Co-workers, Business Associates!

Define Current Relationships in Your Communities!



Make a List of Your Current Communities!

Groups of People You are Connected To

Professional Community You Partner With – Service/Product Providers that Support Your Business (lenders, settlement agents, home inspectors)!

Professional Organization Community – Realtor Associations, YPN, Women's Council of Realtors, Chamber of Commerce, BNI Group, RE Investment Group!

Service Organization Community – Fraternity/Sorority, Rotary Club!

Define Current Relationships in Your Communities!



Make a List of Your Current Communities!

Groups of People You are Connected to

Religious Organization Community – Church, Ministry!

Volunteer Work Community – School PTA, HOA Committee, Boys & Girls Club!

School/Education Community – Elementary/High School, College, Trade School, Certification Classes!

Define Current Relationships in Your Communities!



Make a List of Your Current Communities!

Groups of People You are Connected to

Sports Community – Teammates, Competitors, Parents of Children’s Teammates!

Recreation/Hobbies Community – Gym, Running Club, Golf Buddies, Book Club, Gaming, Traveling, Local Events!

Neighborhood Community – Neighbors, Community Pool/Clubhouse!

Define Current Relationships in Your Communities!



Label/Tag Your Current Contacts By **Communities!**

*Use a Contact Management System that Works for You – Access & Communicate **Quickly on the Go!***

Create the Community Labels/Tags from Your List You Made!

*Assign the Community Labels/Tags to **Every** Contact!*

Define Current Relationships in Your Communities!



Label/Tag Your Current Contacts By the **Value** of Their **Relationship** with You!

Start with Highest Value:

- 1. **Raving Fans** – Recommended You Multiple Times; Actively Promote You; Rave About You to Everyone; Know, Like and Trust You!*
- 2. **Clients** – Completed a Transaction with You or Those You are Currently Serving; Hired You; Know, Like and Trust You!*

Define Current Relationships in Your Communities!



Label/Tag Your Current Contacts By the **Value** of Their **Relationship** with You!

3. **Alliances** – Demonstrate a Vested Interest in Your Success and You in Their Success; Very Active and Committed Relationship of Support; Know, Like and Trust!
4. **Associates** – In One or More of Your Communities that You Regularly Come Into Contact With – Not a Strong Relationship of Know, Like and Trust!
5. **Aquaintances** – Have Something in Common with You But No Relationship!

Establish and Cultivate Relationships in Your Communities!



Establish and Cultivate Relationships in Your Communities!



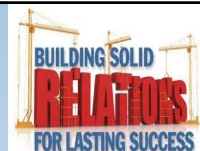
Connect and Communicate with Your Contacts and Communities!

*Be **Strategic** with the Contacts and Communities You Connect and Communicate With – Time and Resources Invested with the Most **Valuable!***

*What Do You Need to Do to Convert Your Contacts from Their Current Value Relationship with You to the Next Level, and Ultimately Into **Raving Fans?***

*Be a **Connector** for Your Contacts – Connect Them to Other Contacts and Communities That Can Help Them!*

Establish and Cultivate Relationships in Your Communities!



Connect and Communicate with Your Contacts and Communities!

*Stay Connected with a **Communication Plan** – Use Multiple Personal Interaction Sources Online and In Person to Cultivate **Know, Like and Trust Relationships!***

***Actively** Expand Your Communities, Add New Communities, Create New Communities, and Meet New Contacts!*

*Always Remember Your **Purpose** for Making Contacts Count!*

Purpose for Making Contacts Count!



*Tap into the **Net Worth** of Your network of contacts!*

*Generate more **Revenue** from your relationships to grow your real estate business and income to the next level!*

Making Contacts Count

Michael & Tara Houston

Houston Consulting Group & Associates, LLC

Regional Leaders, eXp Realty

DMVAgentCareers.com

571-212-4898

