

# REALTY EXECUTIVES Southern Region

Ken Durkee, Co-owner



Presents

Building Relationships to  
Build your Business

# Southern Region

## Presents

### Building Relationships



# How to Cultivate Relationships

Networking is an overused term, yet it works in today's culture.

- Be available to help, give advice or seek your knowledge and expertise on specific needs
- If they benefit, then you will benefit

# Whom are You “Networking”?

Are you building real estate relationships. If this is someone you have known for awhile, a past customer or a friend you have not seen in some time, the first thing to do is either drop in to see them or call and reintroduce yourself.

Ask permission to stay in touch and ask for a referral in a soft and gentle way.

# Building Relationships

Always be available as their “**Realtor of Choice**” or in other words “Do you know of someone who needs a Realtor to help them with their real estate needs?”

Reach out to them and see if they would like a monthly update on their neighborhoods real estate values.



# Building Relationships

In the old days before the internet and cell phones, real estate professionals built their business the old fashion way, by meeting and building relationships with those around them in **person**.

# Yesterday vs. Today

Can we dare go backwards and do the things our predecessors did in order to be successful?

I think we can. Let's see what we need to do.

# Who do we wish to reach?

Those who generate leads for us

- Past Customers
- Close Circle of Friends
- Business Affiliates
- Non Business Relationships
- Non Solicited leads



# Why do we cultivate these relationships?

- Existing relationships bring us business
- New relationships spring from current relationships
- Opening the door thereby generating referrals for future business
- Directly improves our bottom line

# Past Customers

These are our customers who we sold their house or helped someone purchase a home.

Our purpose is to stay in touch with our past customers using the same process no matter how far back the transaction.

# Let's Look at the Quality of the Relationship, is it...

- Excellent
- Good
- or
- Poor

# Excellent Relationships

1. Great relationship throughout the buying or selling process
2. More than just a transaction, a friendship emerged
3. You are top of the mind when a new transaction is being considered

# If the relationship is excellent

- Speak with them no less than once a month
- Send a hand written note quarterly
- Email information only after speaking to them and relating to them the specific topic of the email. i.e. market statistics
- Drop in and see them from time to time
- Ask for referrals in all communications

# Script for a phone call

Hi Mary, this is Ken Durkee. I hope everyone is well. Did you happen to see (my note/email) I sent the other day. I hope you found the information helpful. Do you have any questions on the information? The other reason I am calling is to see if you would be able to do me a favor? Do you happen to know of anyone who has a real estate need and you would consider giving them my name and contact information? I see...



# Script for a drop in

Hey Bill, good to see you. How is the family? I have a small token I would like to give you. By the way I am dropping by to touch base with you and see how everything is going. Oh by the way, I was wondering if you would be able to do me a favor? Do you happen to know of anyone who has a real estate need and you would consider giving them my name and contact information? I see...



# Script for a hand written note

Hi Jay, this is just a note to let know how much I appreciate you and your friendship. I hope to drop by in the future and catch up.

Warm regards,  
Ken Durkee



# What is a Good Relationship?

1. Closed a positive transaction
2. Occasional contact-once over the past 12 months
3. Last contact was cordial
4. Chance of reestablishing an excellent relationship resulting in potential referrals

# If the relationship good

- Speak with them every other month and discuss issues that may build better rapport.
- Stay in touch with monthly emails on topics of interest to them.
- If the relationship is improving, send a hand written note every other month, otherwise quarterly
- Ask for referrals in every correspondence!!!

# What are Poor Relationships?

1. No contact after closing
2. May not remember you are in real estate

# Poor relationship

- Reintroduce yourself
- Touch base with them quarterly about general topics
- Email them monthly
- Ask for referrals

# Reintroduction Script

Hi Bill, this is Ken Durkee. You may not remember me but awhile back I helped you and your family (buy or sell) a house. I just wanted to let you know that I am still in the real estate business and wanted to know if I can reestablish communications with you and Jan. May I begin sending you occasional emails that relate to property values in your market. Great, may I have your email address? (Continue to visit)



# Circle of Friends

- Speak with them no less than once a month
- Send a hand written note quarterly
- Email information only after speaking to them and relating to them the specific topic of the email. i.e.. Market statistics
- Drop in on them from time to time
- Ask for referrals in all communications

# Script for a phone call

Hey Bill, I just wanted to touch base with you and see how you are doing. Well we are doing fine also, I just wanted to remind you that I am still in the real estate business and was wondering if you knew of anyone who may need help in selling their property or is thinking of buying a new property. While I have you on the phone could you take a minute to brainstorm with me to see if you have bumped into someone recently who may have a need?



# Script for a drop in

Hey George, if you know of anyone who has a real estate need, please let them know that I would love to help them in meeting that need. May I leave a few of my card behind just incase you think of someone?



# Possible script for a hand written note

Dear Mary,

I just wanted to take a moment to say hi and tell you how much I appreciate our friendship. If you happen to discover someone needing real estate help. Please let me know. Thank you, Ken

# Business Affiliates

One of the areas we overlook is the business we could generate by developing a relationship with those folks that support our customers in the maintenance of their property. For example mortgage, title, termite, survey, inspectors, home warranty, plumbing, carpet, appliances, hardware etc.



# Business Affiliates

- The purpose would be to build a two way referral relationship with each company.
- Seek companies that will send you referrals even if you are unable to reciprocate on a one to one basis.
- If you are able, apply the “Law of Physiological Reciprocity” by giving them leads

# How to establish the relationship

The visit would be the same at each business. Ask them if they would consider having a relationship where we would refer to them individuals needing their services and they would forward to us individuals needing our services. No guarantees just cooperation between business entities.

# Script when first talking to them

Hi, I was wondering if we could set up a business relationship whereby we would forward to each other prospective customers? I would like to place you on my preferred list and as people need your services, I would give them your name and phone number. Would you do the same for me? Fair enough?

# Practical examples of referral network

- Create a Business Referral phone book of these trusted business relationships to handout to your customers and the businesses wishing to participate.
- Include the preferred businesses in your monthly newsletter.
- Include a link on your website promoting these business relationships.

# Non Business Relationships

There are many service organizations that are looking for membership additions. Some of those organizations are Rotary, Lions, Kiwanis, Neighborhood Associations etc. Promote yourself regularly so that you will be at the top of their minds when thinking of a real estate need.

# Non Business Relationships

Remember, after joining a service organization, spend time getting to know those in the organization. As you get to know them tell them what you do for a living and ask for referrals. You would be amazed how positive their response would be toward you.



# Introductory Script

Hi, it is great meeting you. May I take a moment and share with you how I make my living. ... This is where you have a memorable short description of how you conduct your business.

# An Old Sales Tool - Grouping

In looking at your five main groups you may want to sub-group your relationships into smaller groups. We will list them as:

Category 'A'      Excellent

Category 'B'      Good

Category 'C'      Poor

Remember to define qualifications for each category

# How to Cultivate Relationships

Always be available as their “**Realtor of Choice**” or in other words “Do you know of someone who needs a Realtor to help them with their real estate needs?”



# Category 'A'

These are the people who wish to help you succeed, here is how you stay in touch.

- Speak with them no less than once a month
- Send a hand written note quarterly
- Email information only after speaking to them and relating to them the specific topic of the email. i. e.. Market statistics
- Drop in and see them from time to time
- Ask for referrals in all communications

# Category 'B'

These are people who will help but not to the level of a category 'A' person

- Speak with them every other month and discuss issues that may build better rapport.
- Stay in touch with monthly emails on topics of interest to them.
- If the relationship is improving, send a hand written note every other month.
- Ask for referrals in every correspondence!!!

# Category 'C'

These people are very involved in their lives and probably do not want another relationship. You stay in contact but minimally.

- Speak with them quarterly about general topics
- Email them monthly
- Ask for referrals

# Action Plan

1. Write down the names of your friends, past customers, business and non-business relationships.
2. Sort out each one of the four groups into the three sub-categories of Excellent, Good and Poor.

# Action Plan, cont.

3. Build on paper the type of contact plan for each of the sub-categories
4. Select the systems you wish to use for your contact plan.
5. Establish a flow chart to show how many contacts and what specific system you will use in the process.



# Action Plan, cont.

6. Study scripts until they are natural and you are very comfortable with your communication skills.
7. Set the plan in action by putting the plan into your daily calendar.
8. Monitor results of the contact program.
9. Remember the more detailed you make the program the higher the return.

# Summary

- Find your four active groups
- Sort them into sub-groups
- Set a plan of action for each sub-group
- Begin the action plan which is loaded into your daily calendar
- Chart results by sub-group

# Conclusion

- Was this helpful?
- Did you get an idea or two?
- Do you have any additions you would like to add to the course?
- Thank you for attending the course!