

7 Steps to Becoming a Community Leader

Set yourself apart as a real estate agent
and be the go to person for everything
happening in your area



1. Connect Local Businesses with Local Residents

Buying local is not only good for the economy, it also helps a community thrive.

As a real estate agent, you meet many residents every week. Similarly, many small businesses are trying to compete with big companies for the attention of these very same residents.

Create a win-win by working with those businesses to offer your residents something valuable.

Maybe it's a discount offer you promote in your newsletter, or something you can make part of your moving in gift for buyers (think lawn mowing, pool cleaning, moving in night takeaway etc.) Often these businesses will be more than happy to provide a substantial discount or even for free, as it provides them a great opportunity to connect with those residents. And for you as an agent, it makes you look like a rockstar – How much more powerful is it when someone moves in to see perfectly mowed lawns, a pristine pool and dinner the first night taken care of?

You might also have a website where you can share these businesses with your audience.

2. Engage With the Schools

The schools in your community are a hive of activity for families. From sports carnivals, fetes, plays and many more events, there is always something going on. And generally, most schools are operating on a limited budget, so the offer to assist will rarely be rejected.

Make contact and find out how you can add value. It might be printing some flyers, sponsoring an event, or just helping out at a sausage sizzle. The help will be greatly received, and will position you as the person to talk to within the school network.

Again, your newsletter might provide the perfect outlet for the school to gain a wider reach, or run a good news story. When you do this, be sure to print off a few hundred extra copies and give them to the school to leave on their front desk or distribute.



3. Switch on your Philanthropic Side

There is so much going on in your community that has nothing to do with profit (or real estate for that matter), and not only does it feel good to be involved, it makes business sense.

People prefer to do business with people that have a social conscience. By choosing to align yourself or support a cause, you're showing you are more than just an agent looking for the next commission. And the great thing is, there are so many amazing causes to get involved in; everything from Adidas Park Run to animal shelters to homeless people – and everything and anything in between. This definitely shouldn't be a chore, you should have a passion for your cause. It will become the most fulfilling aspect of business you do.



4. Take Off Your Real Estate Hat

When you become the community leader, people will naturally come to you as the agent of choice. That won't happen if every conversation you have you pounce on them about selling. Make a point of calling your database/contacts for something non real estate related – let them know about a new development, maybe a new business opening, or something to do with your charity or school.

Just give them a call to update them about something that isn't real estate focused. You will find they open up so much more when they hear you talking about something of interest.

5. Create a Community Hub

50 years ago, most areas would have had a community hall, where everyone would get together on a regular basis, for special events, garage sales, meetings etc. Nowadays, our communities are more digitally connected. Take the initiative to create the community hall in the cloud. You can look at an app that residents have on their phone, or a website they can access from time to time.

You have the ability then to have it as your brand, but be sure to keep the focus on community, not real estate (though a real estate section is a good idea)

This is also the perfect place to bring everything together that you have done so far – the businesses you have partnered with, the schools you are involved in, and the non-profit

organisations you are helping. And the real beauty is that most of these organisations will happily provide the content for you.

6. Be Seen

It sounds obvious, but your clients aren't sitting in your office waiting to see you. They are in the coffee shops, parks and shopping centres. If you spend time out and about, you will meet more people, find more businesses to work with and ultimately generate more clients.

A community leader should be out in the community, engaging with the people, making a difference. It's very difficult to do that from behind a desk. (If only most of our MPs realised this!)

7. Create your own events

There is nothing quite like being able to bring you a few hundred or thousand people together in an event you organise. You get to play Emcee for the day, decide the theme, the beneficiary (if it's charity related) and again have a bloody good time.

Events can strike a chord in a community, and unite people for a shared purpose or passion.

Again, it is a great way to market yourself and your business as more than just an agent.

So if your goal is to be known as the go to agent, the one who knows everyone and everything that's going on, think about how being a community leader could work for you. It is much more exciting on every platform – from Facebook to direct mail to telemarketing – to have a message about community, rather than simply chasing another listing.



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Bonus Tip

Be An Author

It's no accident that author sits within the word authority. Once you have published works, you can position yourself as the authority on the subject. Writing a book about something to do with real estate is a great way to build this authority. Whether it is about ways to increase a homes' value, How to avoid bad agents, or something specific to your community, it will be yet another aspect that sets you apart from your competitors.

The idea is not to be the next JK Rowling, but to show your potential clients the depth of your knowledge and passion about your chosen profession.

Take Action Now!

Book in for a free 30 minute consultation with Author and marketing expert Carl Quested. He will help you assess which of the 7 steps you can implement first and get things moving along.

Go All The Way:



Copywriting



Telemarketing Service



Direct Mail Distribution



Letterbox Drops



Graphic Design



Print





Alpha Mail

How To List And Sell More Property Using Direct Mail

Carl Quested is the author of Alpha Mail. The book has received huge accolades in the industry for providing a clear framework for getting the most out of direct mail.

If you are looking to set yourself apart from your competition, increase your listing appointments and become known as the go to agent in your area, Alpha Mail is the book for you.

In a society being dominated by digital interruptions, this book aims to debunk the myth that everyone is online. Genuine, valuable relationships are about providing value, building trust and being prolific.

Direct mail offers all of this in a space that is less crowded than any online platform.

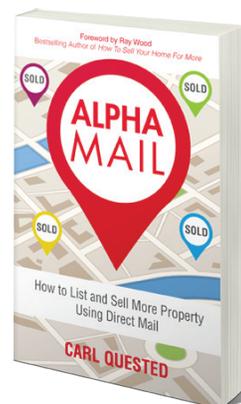
Diving deep into the world of direct mail from a real estate perspective, this book is for any agent that wants to make better connections with their prospects, improve their ROI on campaigns, or just find a better method of getting to talk to their audience.

Carl Quested provides simple, practical and easily implementable principles in this book designed just for real estate agents. He identifies common pitfalls to current campaigns, provides insight into other agents using direct mail and a simple step-by-step method for you to list and sell more property.

Get your copy today:

www.agentmail.com.au/alphamail

Just \$24.95 including delivery





Strategy

Our director, Carl Quested is the author of Alpha Mail – How To List And Sell More Property Using Direct Mail.

The book provides a systemised framework to executing successful direct mail in real estate.

Carl works with clients on a 1 on 1 basis, and also in team workshops, to assist in mapping the best marketing activities.

His strategy sessions provide clarity, direction and focus to maximise your marketing investments. He has assisted everyone from new agents just entering the market, right through to seasoned agents with 20+ years experience.

The common theme is that with his experience in nothing but marketing, Carl is able to take a bird's eye view of an agencies marketing, and identify where the focus needs to be.

In just 2 hrs, his clients come away with an idea of what the next 12 months marketing looks like, what it is going to cost and where more attention is required.

The 6C methodology is a step by step process Carl covers to unearth which parts of the marketing process need that attention. The 6C stands for:

- Contacts
- Copy
- Creative
- Circulation
- Conversion
- Conclusion

This can be achieved on a 1 on 1 or workshop style, whichever suits your business needs.

Fees

The 2hr strategy session is a great investment, at just \$495.00 ex GST and will put you in great stead to take your marketing to the next level.

(Based on Brisbane, Sunshine and Gold Coast – travel expenses apply outside this).

Real Estate Call Centre

“Anyone could do what I’m doing, but a vast majority of salespeople, sales managers and principals simply choose not to.” – James Tostevin on making 200 prospecting calls per week *

“Prospecting is not a sometimes activity, it’s an all the time activity” – Josh Phegan**

When you know making prospecting and follow up calls is important, but you are just getting dragged in too many different directions. Or perhaps it is just one of those things you hate to do. AgentMail’s team are here to help.

- Our team of experienced telemarketers are at your disposal. With a professional telemarketing team, receiving constant and extensive training, you can rest assured that we will represent you as well as your own employees. Think of us like your virtual sales PA. Here’s some key points to consider:

*Source - <http://www.propertyobserver.com.au/forward-planning/investment-strategy/property-news-and-insights/42534-selling-tips-and-strategy-from-australia-s-top-selling-agent-james-tostevin.html>

** Source - <http://www.therealestateconversation.com.au/blog/josh-phegan/get-the-lead-then-dont-be-beaten>

- 100% Australian based team with real estate certificates. All with English as their first language
- Simple hourly rate of just \$45 ex GST per hour
- Exclusive areas – we never call for more than one agent per suburb
- No minimum call quantities – we’ll make as many calls as you need
- Comprehensive notes taken and daily feedback on calls completed
- All lists screened against the Do Not Call Register (charges apply)
- No setup costs, full assistance with scripting ideas and staff specifically trained on your business.

SUBURBS ARE STRICTLY FIRST COME FIRST SERVED, SO CONTACT US TODAY TO CHECK AVAILABILITY

We can source a calling list for you as well – through Printforce Radius (<http://www.realestatelistprovider.com.au/>)

✓	General prospecting (cold) calls
✓	Regular contact with your existing database
✓	Anniversary Calls
✓	Follow up on open homes
✓	Just Listed/Just Sold Calls
✓	Promote a particular campaign (Referral programme, special event etc.)

We would generally recommend adopting a strategy of 4-5hrs calling per week, in order to create sufficient traction, though it’s completely up to you. We invoice in advance of calls, and payment can be made via EFT, Visa or MasterCard (no surcharge)

Fees

A simple, flat rate of \$45 ex GST per hour

Direct Mail Distribution

We know the frustration and time it takes to get your letters out – getting stock organised, putting labels on envelopes, folding the letters and stuffing the envelopes.

There are probably few less dollar productive activities than stuffing envelopes!

AgentMail has equipped our office with machinery to streamline the process of mailing letters. We have invested heavily in this part of our business, to ensure that we can meet the demands of our agents. We understand

the time frames that agents have to get information to their audience – from open homes and auctions to quarterly newsletters and CMA's.

Our equipment has the capabilities of folding and inserting over 10,000 envelopes per hour.

We use high speed envelope printers, that allow us to print addresses directly onto the envelope, at over 15,000 envelopes per hour, with options for black or full colour **ON THE ENVELOPE!**

Pricing correct at 1st August 2017		
Quantity	Single Sided Letter	Double Sided Letter
1-500 letters (per order)	\$1.50 ex GST each	\$1.60 ex GST each
501-1000 letters (per order)	\$1.45 ex GST each	\$1.55 ex GST each
1001 - 2000 letters (per order)	\$1.42 ex GST each	\$1.52 ex GST each
2001-5000 letters (per order)	\$1.40 ex GST each	\$1.50 ex GST each
5001 + letters (per order)	\$1.35 ex GST each	\$1.45 ex GST each

Graphic Design

You only get one chance to make a first impression.

Let us take the burden of designing your flyers, newsletters and other collateral off your hands.

Again, the problem here is not only is this not a dollar productive activity, you are best in front of your client, not at a computer.

Our design team are able to take your ideas, your vision and your branding, and make it in to a unique, eye catching and professional design.

Using professional design software, and with a professional knowledge of graphic design, our team can make your entire first impression pop!

Each agent and each agency needs an individual approach, and with our speciality in real estate, we can ensure you get this and more.

Our designers can assist in everything from letterhead and DL Flyers, right through to e-mail templates and signage design. Just ask, and we can get it done.

Fees

\$55.00 ex GST per hour
(billed in 15min increments after 1st hour)



Printing

The quality of your printing becomes the pinnacle of all the hard work that has gone before it, and everything that comes after it – as a result of it.

At AgentMail, we're able to help with everything from short digital print runs right through to hundreds of thousands of flyers printed on high speed offset printers. Our machines will showcase your images in high quality colour on high quality paper and cardstock and be delivered to you in the shortest timeframe possible.

From plain paper letters, to glossy flyers and brochures to business cards and postcards, we can do it all. Beyond what we can print on our in-house machines, we work very closely with a

chosen selection of offset printers for large runs to meet your quality and timeframe specs.

Don't limit your print to paper either, call us to discuss banners, flags, corflutes and even vehicle magnets and wraps.

An idea of our pricing for small/medium print runs is below, please don't hesitate to contact us on 07 3889 4441 for specific pricing to meet your needs.

**Simply contact us
with your printing
needs and let us help**

Printed on 150gsm gloss & delivered to you

QTY	DL Single Sided	DL Double Sided	A4 Single Sided	A4 Double Sided
250	\$72.00	\$110.00	\$133.00	\$193.00
500	\$89.00	\$137.00	\$166.00	\$241.00
1000	\$106.00	\$157.00	\$198.00	\$273.00
2000	\$ 141.00	\$194.00	\$264.00	\$340.00

A4 printing can be folded down to DL at no additional cost (all prices include gst and delivery)

Letter Box Drops

One of the cheapest ways to market your message to an entire suburb is through letterbox drops. It's a budget conscious marketing approach that can hit everyone in a suburb, even if you don't have their details in your database.

Conducting letterbox drops can be time consuming if you're doing it yourself, or risky if you're relying on strangers to walk around to get the job done. Don't take the chance of your flyers being dumped by non-committed walkers, engage AgentMail's UMS service through Australia Post. Your flyer will be delivered by Australia Post during their mail delivery runs and will be dropped to all letterboxes in the postal round regardless of whether households receive other mail that day or not.

We're happy to quote on design and/or print of your flyers and can even offer a discount on the drop rate if printing is ordered through us.

Pre-printed flyers need to be bundled by rubber-band in 100's or a bundling fee of \$5 ex gst per thousand applies, and delivered to our

Letterbox Drop Pricing:

\$195 ex GST per thousand
(minimum order of 1000 drops)

Contact us now to discuss suburb counts and order requirements on 07 3889 4441.

Copywriting

Writing sucks! You know you love your latest listing, so why is it so hard to put into words?

It's a problem we all have, that's why even the best copywriters use other writers for their products.

You've probably seen some agents try to write copy when it just isn't their strength, and it stands out clearly. The good news is you don't have to do it yourself anymore.

I'm Carl Quested, the director here at AgentMail. For nearly 10 years I've been helping agents get their message out to the market. Having presented to hundreds of agents on their marketing, I believe I have the skills and experience that will help you focus on your core strength of selling.

I am a published author and it has always been my passion to learn new and effective copywriting techniques from masters all around the world. This, coupled with my understanding of consumer behavior, and the knowledge of what an agent wants to say, makes me the perfect person to take care of your copy.

So don't leave it to your potential clients' imagination, let's plant the seed and tell the story for their happily ever after. QLD office.

Services:

1. Property descriptions
2. Agent Profile
3. Copy Critique
4. Other Copy Services

Fees:

Property Descriptions: \$45 ex GST per property – no word limit, I'll write what the property needs, not a set number of adjectives. 24hr turnaround (Mon – Fri)

OFFER: Book and pay for a block of 10 property profiles for just \$300 ex GST (to use within 12 months)

Agent Profile: \$95 ex GST includes 30 minute interview via Skype/telephone

OFFER: Book as an office/team of 5 or more and get each profile for just \$70 ex GST

Copy Critique: \$95 ex GST for first 500 words and \$10 each 100 words thereafter.