

# Prospecting For Real Estate Gold

Using Storm<sup>®</sup> Dialer



# Becoming A Prospecting Superstar

Would you believe it if someone told you there was a tried-and-true method that, if followed, would allow you to connect with four times as many clients and consistently set more listing appointments? Now imagine that “someone” is a real estate agent who consistently earns \$250,000 or more a year. Would you want to know their secret?

Here at REDX we have surveyed hundreds of top-earning real estate agents to discover how they do it. The data we gathered points to a blueprint of sorts; a set of habits and tools these agents use to become top prospectors. They do this by optimizing their time while eliminating monotony, discouragement, and distractions.

There are three basic levers of productivity that top prospectors pull to consistently set listing appointments. Whether you’ve never had much prospecting success in the past, have never prospected before, or are a successful prospector who wants a simple all-in-one solution, these levers will work for you.



*I love working at REDX because REDX has pioneered the best solutions for the prospecting real estate agent, and I really believe that. We’ve helped our average customer complete an average of 32 transactions per year where the average agent only completes eight.*



**— TYLER FENN**  
Director of Sales

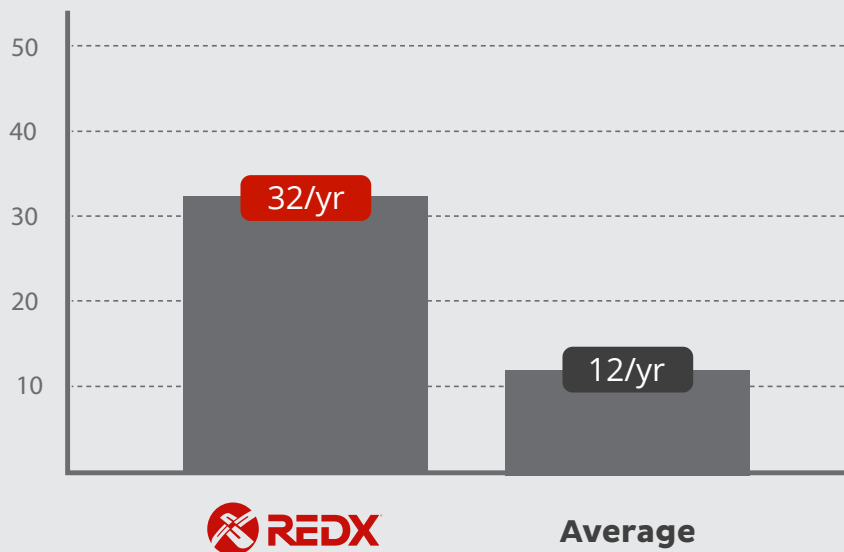
With these results we’ve helped over forty thousand agents achieve, on average, four times the GCI of an average agent.



## OUR PROSPECTING SOLUTION WILL WORK FOR YOU IF...

- You're new to prospecting and want to avoid pitfalls and mistakes
- You're an experienced prospector but aren't satisfied with your results
- You've been prospecting for years and want to find a better way
- You're looking for integrated solutions with one low monthly fee

### REDX Agent Transactions vs Average Agent Transactions



It's important to keep in mind that we're not handing out a "silver bullet." In order to get consistent and predictable income, you must spend the time and energy to implement consistent and predictable processes. We are going to show you how to do just that.

First, let's talk about the steps a top prospector went through to become a top prospector. In order to do this we need to look at the history of prospecting. Not real estate prospecting, though. **Gold prospecting.**



# The Great California Gold Rush

In 1848, gold was discovered in the Sacramento Valley of California. As news of the discovery spread, over 300,000 people came to California from all over the world seeking their fortunes. It is estimated that over 12 million ounces of gold were mined during the first five years of the California Gold Rush – the equivalent of \$14 billion in today's prices.

What drove over 300,000 people to leave their homes and travel thousands of miles over land and sea to California? First, they recognized an amazing opportunity. Second, they felt the urgency of that opportunity – they knew the gold wouldn't last forever and they needed to act fast. Third, they had a burning desire to do, be, and have more.

The outcome of the gold rush was that more than half of the 49ers left California with barely more than they started. Only a few discovered what we might consider great wealth. This happened because many lacked the proper knowledge and skills to prospect, so they ran around looking for gold, scratching the surface in many places, while wiping out their energy and resources along the way.

Those who succeeded, on the other hand, had a very different approach:

- **They knew where to dig**
- **They knew when and how long to dig**
- **They knew what tools and skills were needed**
- **They executed their plan relentlessly**

Top real estate prospectors are much like these ambitious 49ers. They recognize the real estate opportunity that is out there for those who are willing to go after it. They feel the urgency of the opportunity – they understand they have to work now to reap the benefits later – and they have a desire to do, be, and have more in the way of goals, ambitions, and dreams.

Unfortunately, many prospectors are more like the unsuccessful 49ers who ended up with nothing. They too run around scratching the surface of money-making activities,



but never really get to the gold.

- They often find themselves looking for things to fill their time productively
- They run out of leads even though they are paying for multiple lead sources
- They get distracted by non-prospecting related tasks
- They are constantly switching between multiple systems to accomplish one task

What is the most common complaint prospectors today have about their efforts? That they can never seem to build the desired momentum in their prospecting that their business needs and deserves.

## **THE TURNING POINT**

In our research of top prospectors, we've learned that they ultimately overcame these challenges by changing their mindset and recognizing that they didn't know how to effectively and consistently prospect. With this new awareness, they asked themselves the following questions:

- Where should I be digging for gold?
- When and for how long should I dig?
- What tools and skills do I need to dig effectively and efficiently?

Then, when they found the answers to these questions, they jumped in and relentlessly executed their new-found knowledge.

Now we will show you, like a treasure map, the 3-step routine top prospectors follow to know when, where, and how to dig to get to the real estate gold.





# When To Dig

Top prospectors understand that in order to get the gold before anyone else, they have to show up. That doesn't mean just sitting around the office hoping things will happen. It means having a plan and committing to it every day. The following is a typical schedule of a top prospecting agent; one who knows how to "show up" and get results.

## Daily Schedule of Top Prospecting Agents

### **PREPARE THE BODY**

#### **4:30am - 6:30am (wake up, exercise, healthy breakfast)**

A top prospector begins earlier than most – usually starting around 4:30 in the morning. They understand and recognize the need to begin early so they can maximize their day. Between 4:30 and 6:30 they focus on preparing their body for the day. This means rising early, getting in a healthy amount of rigorous exercise, having a healthy breakfast, and taking care of other personal hygiene needs. Studies show that exercise actually wakes you up better than a cup of coffee, and our own research shows that top prospectors (those who average more than \$250,000 of net income every year) exercise for one hour at least three days a week.

### **PREPARE THE WORKSPACE**

#### **6:30am - 6:45am (arrive at the office, prepare prospecting space)**

Top prospectors typically arrive at their office or prospecting space at 6:30 in the morning. Those who have a home office follow the same preparation as they would at a broker's office, arriving at a specific time in order to begin the day. During this time, they boot up their computer, get out their dream board or goals list, and put away their cell phone and other things that might distract them.



## **PREPARE THE MIND**

### **6:45am - 7:30am (accountability check-in, prepare mindset, gratitude journal, sales journal, visualization)**

Between 6:45 and 7:00 in the morning, top prospectors have some sort of accountability check-in. Sometimes this can be a group phone call, a Facebook group, or a group email where people check in with their mastermind, coach, mentor, or broker. During this time they review the goals, the progress they've made on those goals from the previous day, and set new goals for the new day.

Top prospectors then spend a few minutes visualizing the remainder of their day. Just as a professional athlete or an Olympian will visualize his or her event or race, a top prospector will visualize himself or herself picking up the phone, making the phone calls, communicating with their prospects, overcoming their objections, setting the listing appointments, giving the listing presentations, and leaving the homes with signed contracts.

## **PREPARE TO PROSPECT**

### **7:30am - 8:00am (role-play, build energy)**

Next, top prospectors spend some time every morning in roleplay. Often they find roleplay partners on the REDX Facebook group, through their brokerage, or through their coaching programs. During these roleplay sessions, they practice the objection handlers, body language, and even tonality they will use when communicating with the prospects.

From 7:50 to 8:00 top prospectors spend a few minutes preparing to actually get on the phones. This usually includes some sort of personal ritual such as listening to music, doing something physical like jogging around the office, doing push-ups or jumping jacks, or posing in front of the mirror repeating positive affirmations. This prepares them and creates energy to get on the phones and prospect for several hours at a time.



## **PROSPECTING**

### **8:00am – 12:00pm (prospecting, appointment qualification, CMAs, pre-listing questionnaire)**

Prospectors spend time preparing MCAs, pre-listing packets, and pre-qualifiers. Those who have assistants may assign them to accomplish these tasks while the agent continues to prospect for another hour.

## **LUNCH BREAK**

### **12:00 – 1:00pm (lunch)**

Make sure it's a healthy lunch!

## **ADMINISTRATIVE TASKS**

### **1:00pm – 2:00pm (paperwork, communicating with current clients, submitting, receiving, or negotiating offers, etc.)**

This is a necessary part of your business, and has to be done consistently. But don't let these tasks take over your afternoon. These are also good tasks to turn over to an assistant if you have one.

## **MORE PROSPECTING**

### **2:00pm – 3:00pm**

This time around, prospectors focus specifically on the numbers and leads that didn't answer the first time.

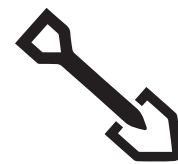
## **OUT OF THE OFFICE TASKS**

### **3:00pm – 7:00pm (appointments and other out-of-office tasks)**

Ideally this time is filled primarily with listing appointments and showings.







# Where To Dig

Now that you have a schedule to keep you on track, the next step is knowing where to start your prospecting efforts.

## **BRAND NEW EXPIREDS AND FSBOS**

A top prospector typically begins prospecting the brand-new Expireds and For Sale by Owners. These are the leads that are brand-new within the last 24 hours; those that have just hit the market. These are the people who have raised their hand to say, “I want to sell my home!” and there are few obstacles in converting these people into clients. These tend to be the first leads in any top prospectors lead stack because they have such a high conversion rate. For example:

- **88%** of FSBOS will use the assistance of an agent in the sale of their home
- **25%** of Expireds relist with the prior agent
- **37%** relist with the first or second agent that they speak with
- **38%** of Expireds relist with a new agent an average of 90 days after their expiration date

## **EXPIREDS AND FSBOS LESS THAN 90 DAYS OLD**

After that, a top prospector will typically focus on the Expireds and FSBOS that are less than 90 days old.

## **“HOT” LEADS**

Next, the top prospector will focus on what are called “hot leads.” These are leads that have been spoken to and, regardless of their source, have not yet set an appointment. This section of prospecting typically allows for lots of connections and conversations, because the phone numbers have already been verified as correct in previous prospecting sessions.

## **SPHERE OF INFLUENCE**

Next, a top prospector contacts referrals coming from their sphere of influence: friends, family members, acquaintances, neighbors, etc. Like the hot leads, this section of prospecting allows for many conversations and connections.



## **FOR RENT BY OWNER**

For Rent by Owners are self-managed properties whose owners are attempting to find new tenants for their rentals. Many agents steer clear of any lead that has the word “rent” in it, but these agents miss out on a potentially lucrative lead. FRBOs are a high converting lead source that can lead to multiple transactions. With a FRBO, it all comes down to the numbers. Because there is no emotional attachment to the property, preparing a simple market comparison analysis can be a powerful way to convince the owner to sell. Rental property owners typically purchase and sell homes more frequently than a single property owner. This means that a single connection can produce multiple transactions in a short period of time.

## **GEOLEADS™**

Geoleads™ are leads typically used for Just Listed/Just Sold campaigns, circle prospecting, and geographic farming.

## **“OLD” EXPIREDS**

Next comes old expired listings. Old Expireds are properties that expired when the housing market took a downward turn and property values dropped. It is likely that these property owners decided to wait until prices came back up. So as soon as property values rise again to match what property values were just before the downturn, these properties are ripe for prospecting. These homeowners will be ready to relist their home based on the new higher property values.

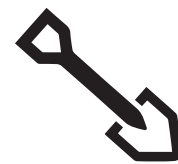
## **MISCELLANEOUS**

There are also some other less common lead sources top prospectors use to generate business. They are:

- **Buyer Leads**
- **Internet Sources**
- **Pre-foreclosures**

Sometimes leads can be found in unexpected places. Top prospectors are always looking for new and imaginative ways to find and prospect these types of leads.





# How To Dig

Once you know where to dig, the final step is to learn how to leverage the right tools in order to increase productivity, save time, and decrease the frustrations of prospecting.

## TOOLS OF THE TOP PROSPECTORS

There are certain tasks in the sales process – the process of converting a prospect to a client to a closing – that require the human element. There are other tasks in that process, however, that do not require the human element and can be replaced by services, products, and tools.

Top prospectors understand the value of investing their money in services that will automate those tasks. Acquiring leads, making phone calls, replying to inquiries, and even tasks like compiling paperwork, contracts, and MCA's, can be replaced (or at least assisted) by technology to some extent. Investing in tools and services that automate these activities frees up more time for the agent to spend going on listing appointments, prospecting, and having conversations over the phone – all tasks that require the agent to be involved and ultimately lead to sales.

## AUTO RESPONDERS

Auto responders can be used for everything from replying to emails and phone calls to responding to social media messages. Utilizing the auto responder feature of the technologies you already use can be a real boost to your productivity.

## ASSISTANTS

Many agents will invest in a good personal assistant. Agents who do so, and do so in the right way, are able to prioritize the tasks that have to be accomplished every day. Many of these tasks will be assigned to an assistant, allowing the agent to focus on money-making activities like prospecting and going on listing appointments.

## MAIL FULFILLMENT

Prospecting by mail is a highly successful way of gathering clients. However, the amount of time that many agents spend preparing mailing pieces takes them away from more important tasks. Using a partner or service to fulfill all mailing needs is a



practice of many top prospecting agents. Local print shops have a variety of solutions for mail fulfillment that can dramatically reduce shipping and printing costs. For many, it's as easy as uploading a list of leads, selecting the mailing piece, and submitting to their mail fulfillment partner. The mailing pieces are then printed and shipped without the agent ever having to stuff an envelope or lick a stamp.

## EFFECTIVE LEAD MANAGEMENT

A good lead management system can be an agent's best friend. Staying on top of your leads is vital to your prospecting success. REDX's Vortex Prospecting Platform is a cloud-based lead management tool that allows you to access your Expired, FSBO, or Pre-Foreclosure leads from any location and on any device – Windows, MAC, or Android. Through sophisticated filters and custom tags, you can organize and prioritize your prospects in endless combinations. Each lead contains scripts, fields for call notes, and calendar tools for follow up so you can approach each lead with the right messaging at the right time.

## AUTO DIALERS

94% of agents making over \$250,000 a year use an auto-dialer to increase their prospecting results. They know the value of talking to more of the right people in half the time. REDX's lightning-fast Storm Multiline Dialer can power through up to 100 calls an hour while letting you drop pre-recorded voicemails along the way. Storm also offers the following benefits:

- **Industry Specific.** The Storm Dialer is specifically designed to call contact-based leads and, unlike any other dialer, property-based real estate leads.
- **Status Updates.** Storm automatically updates the property status. It also updates notes and call dispositions within Vortex.
- **Lead Integration.** Storm provides seamless integration with REDX leads. And because it is part of Vortex, there is no need to sync or import leads, notes, or MLS information to a third party.
- **Call Prioritization.** Simply filter the leads you want to prospect using preset or custom filters and start dialing in seconds.



- **One-Click Voicemail Drop.** Leave a pre-recorded voicemail with a single click rather than spending 30 or 40 seconds leaving a live message.
- **Call Session Bookmark.** Resume unfinished call sessions right where you left off.

If you want to do what it takes to set more listing appointments by doing what the top prospectors do, but aren't sure where to begin, don't despair. The truth is, it is unlikely you'll be able to implement everything you've learned from this guide immediately. You're only human. But one thing you already have going for you – the thing you already have in common with top prospectors – is that you have the same 24 hours in every day as everyone else. Top prospectors use those 24 hours more efficiently, and so can you.

So, what things CAN you implement today that will get you close to the efficiency of a top prospector? What, of everything you've learned, makes the most sense to implement right now?

Well, if a contractor wants to pound more nails in less time, he buys a nail gun.

If an accountant wants to crunch more numbers in less time, she buys a calculator.

If a real estate agent wants to connect with more homeowners in less time, he or she buys the Storm® Multiline Dialer from REDX.

**Let us remind you what you get with the Storm® Multiline Dialer:**

- Filtering tools to stack your leads in the most efficient way
- Ability to dial three lines at a time, making you faster than ever before
- Ability to disposition your leads based on automatic responses from the dialer
- Scripts built into your platform, all your scripts in one place for all your leads
- Leave voicemails while already moving on to the next dial
- Automatically skip disconnected and fax numbers to get right to the connections



## So, if you want to

- Consistently set listing appointments
- Talk to four times more people every hour
- Decrease your prospecting frustration
- Time block your day effectively
- Call the right leads at the right time
- Prospect the way the top agents prospect, using the tools the top prospectors use

then the **Storm® Dialer** is the best possible tool to get you started. Call REDX or visit our website at [www.theredx.com](http://www.theredx.com) for more information about the Storm Multiline Dialer, or any one of our amazing tools and services. Our unmatched data quality, lead generation, and prospecting solutions will help you make more money, work more productively, and help more home sellers in less time. **Contact us today!**



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