

Seminar Series

Creating the 100+

Transaction Per Year Agent

<http://riog.biz/fbs100peragent>



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Creating 100+ transaction per year agents

- This will not work for over 50% of all agents due to “financial” comfort zone.
- This will increase individual and overall production by 50-100%.
- It requires that we do for our agents the things that they will not do for themselves.
- It requires that they understand the fundamental changes occurring.
- It requires that they embrace technology and are willing to change the way they do things .

This is your main Job!



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Why this is possible:

- Industry has changed.
- Time requirements have changed.
- Methodology has changed.
- Technology is driving the changes.

All of these changes can make agents much more efficient.



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Time per transaction: (industry average of 260 hours ...LOL)

- Agent time should now be only 20 hours per transaction!
- 40 hours per week = 2 transactions per week
- 50 weeks per year = 100 transaction per year

This is actually very workable.



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What do to and why:

- Eliminate “prospecting” time by using automated lead generation sources (theoretical 80% time reduction).
- Eliminate most incubation (follow-up) time using automated systems.
- Buyers now only physically view only 10 houses compared to 30-40 in the past.
- Showing time per transaction is now only 6-8 hours.
- With transaction management and paperless technology, processing time is now under 10 hours per transaction.



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What you need to do.

- Train your agents to embrace technology and understand buyer behavior.
- Eliminate your agents' needs to prospect.
- Automate their follow-up procedures for them.
- Teach your agents to stay out of the buyer's decision process.

Agents must understand their role as an order taker and transaction manager – not a salesperson!



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**Focus on Buyer
Controlled Sales
First.**



Very important!

- Listing is an art form and requires a great deal of experience and skill to be a good listing agent.
- Experienced and successful buyer's agents will naturally gravitate to become good listing agents on their own (if they are able, and most are not).
- Control of the inventory is no longer as important in generating buyer leads.
- Lack of dollars is a cause agent failure – get them making money as fast as possible for retention and long term success and buyers are easier for this.

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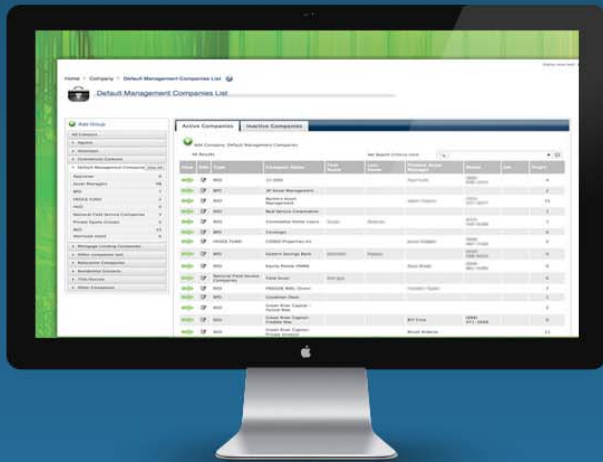


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