

# NEW YEAR, NEW GROWTH





Have you resolved to grow your business in 2021? How do you plan to accomplish your goals? Agents everywhere will be spending January focusing on prospecting with direct mail, cold calling, and other tried and true marketing techniques to drive revenue in the new year. While these are all solid options for many real estate professionals, we know top agents and brokers are looking for more innovative ways to grow in 2021.

# HOW TO USE THIS GUIDE

There are many ways to expand your business this year! We've broken our tips down into three major categories. These categories can be used together, or you can choose one area to really dig into and focus on this year.

**Growing Your Team**

**Growing Your Territory**

**Growing Your Business**

# TABLE OF CONTENTS

## **1 Growing Your Team**

Page 5

## **2 Growing Your Territory**

Page 15

## **3 Growing Your Business**

Page 22

## **4 What To Do Next**

Page 32

## **5 About State Listings Inc.**


Page 33

## **6 About The Authors**

Page 34

# GROWING YOUR TEAM





**One of the fastest ways to grow your business is to work with other top agents who share your drive and your goals. Whether you own your own brokerage or you're looking to expand your team within your office, it's crucial to find and nurture top talent that will propel your business forward.**

# SECTION TOPICS

**Find and Support Agents**

**Invest In Your Image**

**Eliminate Barriers To Entry**

**Prospect For Agents**

**Provide Better Tools**

**Incentivize To Recruit**

**Create a Fun Culture**



# FIND AND SUPPORT NEW AGENTS

Many who lost their jobs over the last year heard about the hot real estate market and began the licensing process. Now, they're just starting to enter the market and looking for their next steps in a profession which doesn't really offer training. These newer agents can help you cover everything necessary to increase your sales volume, while they'll get the chance to learn from your experience and start growing their network through helping you with things like open houses and caravans.



# ELIMINATE BARRIERS TO ENTRY

It can be expensive to get into or stay in real estate as a new licensee – between board dues, MLS dues, licensing fees, and education, new agents can face over \$1000 in startup costs. When you meet a superstar potential agent, consider paying for their start-up costs and get paid back out of their first few closings.

# PROVIDE BETTER TOOLS

One of the best ways to attract and retain agents is to offer tools that make their job easier and increase their productivity. This can include Customer Relationship Management (CRM) systems, streamlined listing entry portals, and more. Many of these products (like My State MLS) offer discounted group pricing, which can help you afford to cover your whole team. You may also be able to have those services whitelabeled (branded to match your logo and colors), which makes the tools feel exclusive to your team and increases retention.



# CREATE A FUN CULTURE

Many teams and brokerages ignore company culture, but culture is a critical recruitment and retention tool. Tech companies know this, and real estate needs to catch up in this respect. Offer outings and events for your team to spend time together and unwind, then be sure to post pictures on your team's social media accounts to entice agents who haven't joined you yet. In addition, competitions can keep your team engaged and improve productivity.

# INVEST IN YOUR IMAGE

None of these tips will help you recruit new agents if no one knows what you're doing! Include money for PR in your annual budget this year, and put it to use. Consider hiring a PR team who specializes in real estate to promote your team and pitch your story to reporters, magazines, and award committees. This helps raise your profile among potential home buyers and sellers, as well as providing an additional benefit you can offer to agents when recruiting. Offer a marketing budget and a PR campaign that features them - maybe a press release that will announce them as your newest team member and promote them as part of your team.

# PROSPECT FOR AGENTS

Most businesses turned partially or completely to an online model in 2020, meaning agents are easier to find (and recruit!) than ever. Agents who list average-priced homes are frequently good at getting those listings in volume and will contribute stable growth to your team. Do some market research and find the high-volume agents closing sales in your area. Once you have built up your team's profile and have a multitude of tools and benefits to offer, you'll be able to recruit these agents to join you when you find them.

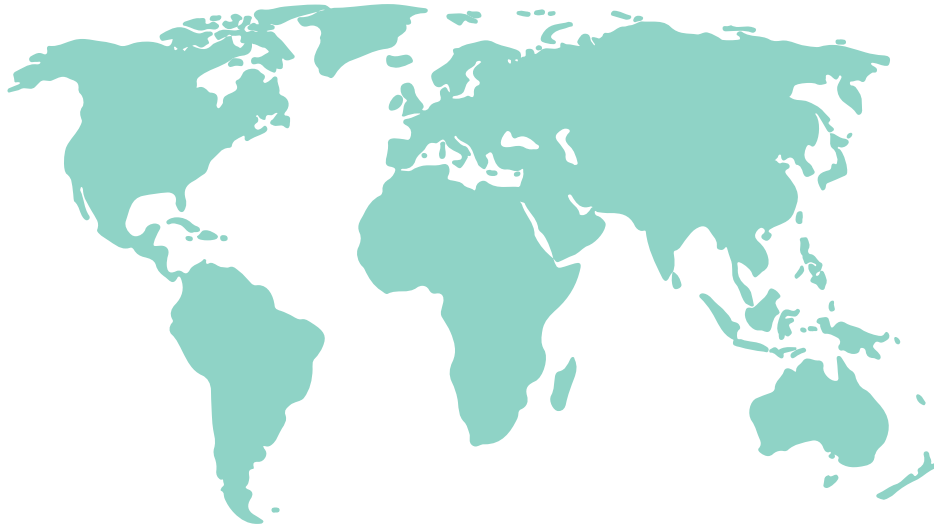


# INCENTIVIZE TEAM MEMBERS TO RECRUIT

Each time one of your agents shows a listing that isn't their own to a buyer, they are coming in contact with listing agents who may be looking for a new opportunity. If you financially incentivize your existing team members to recruit agents, you'll grow your team with quality agents much more quickly.

# GROWING YOUR TERRITORY





While you may be a neighborhood expert, there's a whole world of listings out there! Expanding the territory where you offer services lets you access new customers and new sales. While that may seem like a lot more work, many of these strategies are easy modifications to work you may already be doing.



# SECTION TOPICS

**Work Nationwide**

**Consider a Team Merger**

**Work Wherever Licensed**

**Go Social**

# WORK NATIONWIDE

You don't need to get a license in every state just to have a nationwide impact with your business. By using a nationwide multiple listing service like My State MLS, you can collect a referral fee from agents across the company. Say, for example, you're a listing agent and your home sellers are moving out of state (or even just your service area within the state). With a nationwide MLS, you can search listings in their new state, then sign a referral agreement with the listing agent once you find a home they love. You'll collect a referral fee as well as offering a new level of service for your business. A win-win!

# WORK WHEREVER YOU'RE LICENSED

Many local MLSs only cover a handful of towns or counties, even though you're licensed for the entire state. Look for a statewide or nationwide MLS (like My State MLS) that will allow you to list and search homes for sale wherever you're licensed, without the need to create multiple accounts and pay for multiple MLSs. On top of providing an additional marketing avenue for your existing listings and a powerful tool for recruiting new agents.



# CONSIDER A TEAM MERGER

Many teams suffered financially during the lockdown, and a merger could help consolidate expenses as well as growing your business. If you are a high profile team with a big name on top, consider a merger with another team in a neighboring area. This allows you to expand your service area and raise your team's profile without adding a lot of work. The bigger the powerhouse, the easier it will be to recruit even more productive team members.

# GO SOCIAL

Social media is one of the easiest, least expensive ways to expand your territory: creating an account is free, you only need to advertise once to be seen worldwide (unlike traditional advertising), and you can leverage your network of friends and colleagues already on the platform to help grow your business. When you're ready to invest in social media, it's easy to create paid ad campaigns targeted by location, helping you accurately target new territories.

# GROWING YOUR BUSINESS





Traditional home sales are the bread and butter of real estate, but there are many other ways to generate additional revenue and win more listings. Getting a little creative can boost your income or leads without growing your workload.

# SECTION TOPICS

**Get Creative with Referrals**

**Be a Matchmaker**

**Keep in Touch**

**Build Your Brand**

**Expand Your Services**



# GET CREATIVE WITH REFERRALS

Since getting more leads is key, broaden your reach by making partnerships with other companies in the community to collect referrals. Every broker thinks of lenders, insurance companies, and title companies, but these aren't the only companies that provide referrals. Think outside of the box; long-term care facilities have new residents who need help cleaning out and selling their home. HR companies relocating their workers and residential builders often have potential buyers with an old home to sell. Join your local networking business groups for more referrals from different sources.

# KEEP IN TOUCH

Have you ever had a homeowner say they're not ready to list yet, then seen their home on the market just a few months later? There are probably dozens of potential sellers gathering dust in your email inbox if you're not using a Customer Relationship Management system (CRM). A "not right now" isn't a no; make sure you're putting those leads into a CRM and sending them occasional emails to stay top-of-mind.

# BE A MATCHMAKER

Taking full advantage of potential leads also opens up an additional revenue stream for your business. If you nurture leads you receive, even if they're out of your service area, you may be able to collect a referral fee when referring them to other agents. Some CRMs and other tools for real estate agents allow you to assign leads as they come in, meaning you can automatically send any interested buyers directly to an agent for follow up. Automatically assigning leads helps your agents get in touch sooner, so they close more deals.

# BUILD YOUR BRAND

Branding goes far beyond your company logo - it includes everything your agents, peers, and customers associate with your brand. Make sure your branding is prominent on your website, social media presence, and emails. Including your branding makes the tool feel exclusive to your company, increasing agent retention. In addition, a recognizable brand makes it easier to expand your business; you won't need to start from zero in each new market.



# EXPAND YOUR SERVICES

As a real estate expert, you can offer more than just your experience as a listing or selling agent. Consider offering additional services on your website, such as BPOs (broker price opinions). This can also help increase your referrals by growing your pool of potential clients.

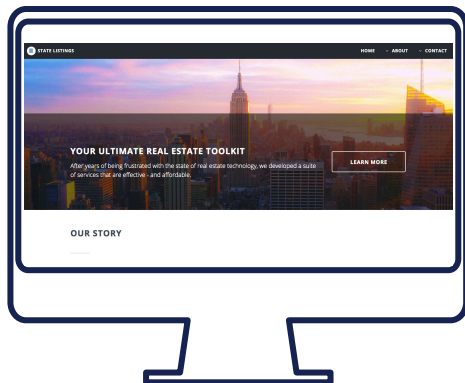
**2020 was an unprecedented year, but real estate professionals came out with more tools than ever. Now is the perfect time to use everything you've learned to grow your business in the new year.**

**We're big believers in taking our own advice, which means we offer back-office software that can be branded completely to your company, special office pricing that scales with your business, website building services, and more. If you're ready to take the next step for your business, [contact us](#) to learn more.**

# WHAT TO DO NEXT

Looking to keep learning? We have you covered with a full library of resources. Check out [Online Marketing 101](#) or [Making a Splash on Social](#), which are great supplements to this ebook. If you're still looking for more, check out our [recorded webinars](#) and our [blog](#). If you want your questions answered live, register for one of our [live webinars](#).

# ABOUT STATE LISTINGS INC.



State Listings, Inc. began in 2009 as **NY State MLS**. Born from a desire to create a common sense MLS solution, New York's statewide Multiple Listing Service quickly garnered agents across the state - as well as nationwide attention and demand for our services. 10 years later, our nationwide Multiple Listing Service, **My State MLS**, has agents in all 50 states and Puerto Rico. In addition to our MLSs, our services have expanded to include IDX feeds, website design, and private MLS administration.



# ABOUT THE AUTHORS

## AMANDA STERNKLAR

As State Listings' Marketing Director, Amanda is responsible for earning as much exposure as possible for our members. Whether that's through promoting listings through our social media or creating guides and webinars on getting the most from our services, Amanda helps members grow their businesses every day.

## MEGAN STEVENSON

As State Listings' Marketing Coordinator, Megan grows our business by creating graphic designs for email marketing, member forms, and social media. To ensure our members have access to valuable tools and resources, she also assists with marketing campaigns, educational webinars, and blog posts.

**THANK  
YOU!**

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