

KARI CROSS

Agent to Agent Referrals

Just Make It Engaging

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KARI CROSS / AGENT TO AGENT REFERRALS

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Agent to Agent Referrals

Just Make It Engaging

The Cross Group
Discovery Bay, CA
kcross@crossgrouphomes.com
 thecrossgroup

Years in real estate: 22

2021 Results

- ❖ Transactions: 25
- ❖ Volume: \$15,000,000
- ❖ GCI: \$350,000

2022 Jan to July (C&P)

- ❖ Transactions: 12
- ❖ Pending Transactions: 4
- ❖ Volume: \$10,600,000
- ❖ Pending Volume: \$1,400,000
- ❖ GCI: \$121,000
- ❖ Pending GCI: \$60,000



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By the **NUMBERS**

Number of people in database:	3,300
Number of agents in database:	1,000
Number of local agents in database:	200
VIP open rate:	57%
Agent open rate:	54%
Percentage of business from agent-to-agent referrals:	20%

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“The Playbook”
Kari’s **APPROACH**

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Why Agent-to-Agent **REFERRAL**

Agent-to-agent referrals are very warm to hot leads, so developing a marketing plan with this lead source in mind can make a lot of sense. The key is to stay connected and top of mind with other agents.

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SEGMENTATION

Kari has six segments:

- Other agents to obtain and share referrals with
- Other agents to recruit (she's also the recruiting manager at her brokerage)
- VIP clients = A List clients who live within a 20-minute drive from her office
- A List = People she knows who are likely to use her
- B List = People she knows but is uncertain as to whether they'll use her
- C List = People she doesn't know but has their email



SEGMENTATION

While As, Bs and Cs all receive the same emails, she separates them so she can track the open rates of different groups. Her goal is to increase the open rates across the board, but at a minimum to increase the open rate of A Clients. In each email to VIP clients, she offers a chance to win a prize, which incentivizes open rates. Likewise, all agents receive the same email, but they are segmented since she targets agents for two reasons: recruiting and referrals.

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Content **STRATEGY**

Know your audience - and create content accordingly.

- What makes agents open Kari's emails - and have her at the top of their list of referrals - is that she shares marketing ideas, content and links to templates that can help their business. Make sure to include a note about what's going on in your area, but do it at the bottom of the email. The bottom of her emails is also where she invites local agents to join her brokerage.



Content **STRATEGY**

- Discovery Bay is a suburb outside of the San Francisco Bay Area, so Kari especially focuses on working with agents from that area to tap future clients who want to get away from city life.
- Share input on relevant community events and places, but also share real estate information about the real estate market that you've learned about from Tom Ferry webinars and shows, Keeping Current Matters, or other resources.
- In regard to her monthly give-away for VIP clients, access is exclusively in the client email newsletter. Let them know what the current give-away is and who the previous month's winners were.



Content Curation **AND CREATION**

For Kari's emails, most of the content for non-agents is simply the best of the month from her social media, another of her key lead pillars. For agents, she creates an explanation of what has been working successfully for her in regard to marketing, and gives a step by step action plan or a template link for other agents to duplicate.

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VIP TIPS

VIP giveaways shouldn't value more than \$50 (and you need to beware of your regional guidelines). It's a reverse pop-by. Whoever wins must come to the office to pick up their prize. They usually end up hanging out for 15 minutes for a great conversation during which they almost always ask about the market. Time to be the local expert!

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“The Playbook”
Kari’s **TOOLKIT**

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Kari's TOOLKIT



#1 - GETTING MORE REVIEWS

We have been trying to get more reviews on our Google My Business page. We sent this mailer to all the A and B people in our database asking for a 5 star review. (People who know us, even if they haven't worked with us in the past)

-Our friends who have never worked with us can still speak to our character, our knowledge, etc. We sent the letter with a \$1 lotto scratcher and made it very simple for our clients and friends to use the QR code to get to the review site.

-This letter has been our biggest success in asking for reviews so far 😊



#2 - POP-BY IDEAS

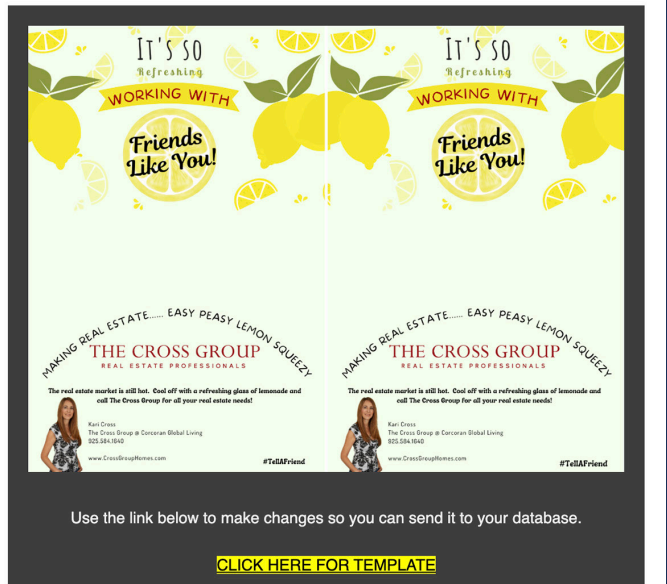
We usually drop small gifts at our clients door each month but every once in a while we do a mailer that we send to all the database so clients a little further out also get a little treat from us from time to time.

One of the **SUMMER POP-BY's** that we mailed out this year was "It's so refreshing working with friends like you!" We decided to mail this out so we could reach more of our client base. We cut and folded the paper in half and added a small individual Crystal Geyser lemonade packet inside.

Here is the cost breakdown:

- Individual lemonade packets 40 packets for \$11.98 from Amazon (.30 each packet)
- envelopes 30 for \$1.00 from Dollar Store (.03 each envelope)
- stamp for each envelope is .55

ALL SAID AND DONE LOOKING AT AROUND \$1.20 (with paper and ink)



Use the link below to make changes so you can send it to your database.

[CLICK HERE FOR TEMPLATE](#)

#3 - LET'S GET REELS

If you are already following THE CROSS GROUP on Instagram then you already know how much I enjoy sharing Reels. They are a fun and creative way to get engagement and share our message. They are quick and easy to film and I like to mix it up with some trending lip dubs and some real estate tips and tricks. Instagram is really pushing reel content so if you are using your social media to get clients make sure you are also doing real estate reels.

- We would love for you to following us on [Instagram Here](#).

-If you need more real estate reel ideas, join our [Facebook Group Here](#)



#4 - HOME TIP MONDAY

Every Monday we post a "Home Tip Monday" video where we talk about a different maintenance tip that every homeowner should be doing around their house. Click below to watch our Cleaning Your Patio Furniture and Pressure Wash Your Driveway videos.

Kari's TOOLKIT



#5 - LISTING VIDEO INSPIRATION

I love to do fun videos for our listings. In this section I want to share some of our listing videos we have done in the past to give you some inspiration for your next listing video. Grab some popcorn and enjoy!

This listing video was a fun one I did for Dr. Suess's birthday to showcase one of the homes I had for sale on the water. I had fun using some of the classic story lines to describe the home.



**Story time with...
a Realtor in a hat**

**2330 Sand Point Ct in Discovery Bay
Call for a showing Today!
925-584-1640**

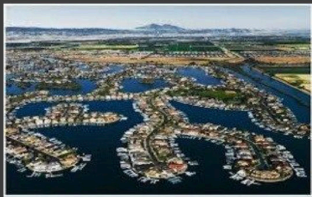
THE CROSS GROUP
REAL ESTATE PROFESSIONALS
BRE# 01276206

[CLICK HERE TO WATCH THE VIDEO](#)

DO YOU HAVE CLIENTS IN MY AREA?

I want to be your Northern California, Bay Area referral partner. Serving Discovery Bay, California and surrounding areas. I have been a local Realtor for the past 21 years. If you have any clients looking to buy or sell in my area I am happy to help!

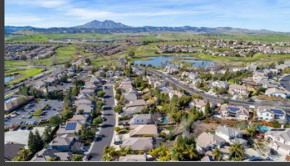
[Message me here](#) for more information



DISCOVERY BAY

Homes on the water, golf course or gated community.

[CLICK HERE FOR DISCOVERY BAY HOMES](#)



BRENTWOOD

Northern California's Brentwood provides great family living communities with top schools and large homes.

[CLICK HERE FOR BRENTWOOD HOMES](#)

LOOKING FORWARD TO SHARING MORE NEXT MONTH!
Let's connect on social media and if you have any questions for me, I am always here to help.
Email: kcross@crossgrouphomes.com
Direct Cell: 925-584-1640



*The Cross Group @ Corcoran Global Living
BRE#01276206*

Our mailing address is:
1540 Discovery Bay Blvd #B
Discovery Bay, CA 94505

If you have specific questions about your home or purchasing a home..
Email: kcross@crossgrouphomes.com
Call: 925-584-1640

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Kari's TOOLKIT



THIS MONTH'S VIP GIVEAWAY PRIZE

Mardi Gras is right around the corner and we want to help you celebrate with a yummy bundt cake treat.

To enter click below.... The link will let Kari know you want to be entered for a chance to be chosen. Email #7, #17 and #71 will be the winners this month.

We will contact the 3 winners and they must be able to pick up their prize at the Discovery Bay office on Tuesday, March 1st.

GOOD LUCK!

[ENTER TO WIN HERE](#)



Exclusive invite to only our VIP Clients..... YOU!
Hope you can stop in and say Hi and have a drink on us.

COUPLES NIGHT OUT VALENTINE EVENT

Harry's Wine Depot + Tavern
Saturday, February 19th @ 6pm
561 1st St, Brentwood, CA 94513



Stop in and have a drink on us,
so we can show a little love for all the support you have given us.
Hope to see you there.

 Kari Cross



WELL HELLO 2022!

We are already headed into the middle of February and it has been an extremely busy start to 2022. We have completed several transactions, attended a week long conference in Las Vegas, and started a new VIP program. WOW, I'd say this is going to be a great year!

WHO IS READY TO BUY OR SELL IN 2022?



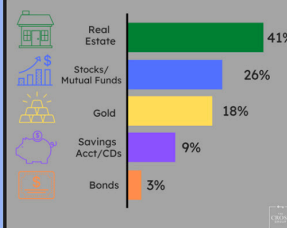
ANY HOME CAN CATCH YOUR EYE BUT IT TAKES A SPECIAL ONE TO

CATCH YOUR HEART!

Your Local Realtor  Kari Cross
925.584.1640

I CAN HELP YOU FIND THAT SPECIAL ONE!
Happy Valentine's Day

THE CONSENSUS IS CLEAR



Americans Choose Real Estate as THE BEST INVESTMENT!

Real estate tops the list because you're not just buying a place to call home - you're investing in your future. Real estate is typically considered a stable and secure asset that can grow in value over time.

We love our clients especially when they record an amazing 5 Star Review for us. Thank you for your business, referrals and your reviews. You mean so much to me and my business.

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Kari's TOOLKIT



Designing for wellness at home means creating spaces that are good for physical and mental health. It incorporates everything from improving air quality to using textures, materials, colors, shapes and furniture layouts that ease anxiety and make us feel closer to nature.

[CLICK HERE TO READ MORE](#)

SELL YOUR HOUSE IN 3 BASIC STEPS

Selling your home can be chaotic and stressful, but it doesn't have to be. Check out these 3 basic steps to help you through the home selling process with ease.

Call me if you have any questions. 925.584.1640



1 Get it Ready

- FIX EVERYTHING**
Complete repairs to any known issues with your home before listing on the market.
- ADD UPGRADES**
When done strategically, adding upgrades to your home can be a great investment.
- MAKE IT LOOK NEW**
Some basic tricks of the trade can have your home looking like new with minimal costs.

2 Get it Listed

- HIRE A REALTOR**
A great realtor can get you the most money and sell in the least amount of time.
- PRICE IS RIGHT**
Pricing your home right the first time is very important. Don't price it too high.
- KEEP IT PRESENTABLE**
Keep your home in "show condition". Open blinds and turn on the lights before showings.

3 Get it Sold

- EXECUTE A CONTRACT**
Work with your realtor to execute a strong contract that works in your favor.
- STAY ON TRACK**
Consistently check-in on your transaction to make sure there are no late surprises.
- CLOSE THE DEAL!**
Schedule the closing and make sure that your home is ready for the new homeowners.

ARE YOU USING HOMEBOT?

Homebot is a financial planner that enables homeowners to maximize the wealth from home equity. It also helps homeowners build wealth, understand when to refinance, draw a credit line, and more.

[CLICK TO TRY HOMEBOT FOR FREE](#)

Searching For A Home?

Are you searching for a home in Antioch, Brentwood, Oakley, Discovery Bay or even somewhere else in California? Click on the box you are interested in for all the current homes for sale in that city.

[Click Here](#)

[Click Here](#)

[Click Here](#)

[Click Here](#)

[Click Here](#)

CURIOUS ABOUT THE VALUE OF YOUR HOME?

Click [HERE](#) to get an instant home estimate

Any questions about your home or our current real estate market, I am always here to answer any of your questions. Contact me directly at 925-584-1640 or email me here at kcross@crossgrouphomes.com

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3 Things YOU CAN DO NOW

01

Segment your database into buckets as may be relevant to running meaningful analytics.

02

Consider how to repurpose engaging content you've already posted in your social media. Create some social media content with an eye to the fact that you can use it in your email.

03

Share ideas with other agents. An abundance mentality is a win-win for everyone.

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6 Things Kari will do **MOVING FORWARD**

01 I am committed to doing an email every month with new ideas and tips other agents can use in their business, such as monthly ideas for videos, pop ups and post templates.

02 Coming into the holidays I will be sharing more links and step by step guides to many of our upcoming processes.

03 I will be doing more engaging content on social media stories that will allow more DM conversations with my audience. I will share these with other agents so they can do the same.

04 Collect agent info for my referral information (phone, state, area they serve).

05 I will also be texting out a copy of the newsletter. Some emails go to spam and some agents are overwhelmed with so many emails. I will text a link to access the information right from your phone.

06 Work with my Tom Ferry coach to help keep me accountable and to help me implement these ideas!

KARI ON COACHING



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I learned how to work as a business. I had a separate set of eyes on my business, which has been huge in keeping me on task.