



NIKKI WEISS

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Success Is In The System

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Success Is In The System

Sarasota Home Specialists

Sarasota, FL

nikki@srqhomespecialists.com

 sarasotahomespecialists

Years in real estate: 7

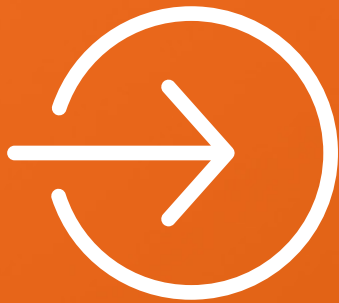
2021 Results

- ❖ Transactions: 182
- ❖ Volume: \$83,558,872
- ❖ GCI: \$2,300,832

2022 Jan to July (C&P)

- ❖ Transactions: 12
- ❖ Volume: \$86,851,042
- ❖ GCI: \$2,166,042





“The Playbook”
Nikki’s **APPROACH**

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PHILOSOPHY

Plan, measure and
operationalize everything.

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BUDGET

- Calculate how many leads your team can handle each month. (25)
- Calculate how many ZIP codes you need to buy into to get that many leads.
- Based on conservative assumptions about conversion ratios, calculate how many leads you will need to purchase for one conversion.
- Make sure you have enough cash on hand to keep consistently buying leads.



By the **NUMBERS**

Return on investment	5X
% Of business attributable to realtor.com	47%
New agent conversion rate*	1%-2%
Experienced agent conversion rate	4%-6%
Roughly	100 buyer conversations = 1-2 sales in next 90 days
Average monthly investment	\$14,000 per month
Team agent size	15
Average leads to agents per month	25**

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Breakdown of conversion time (from leads received to when leads closed)

MONTH DURATION	2020	2021	YTD 2022 (6/12/22)
0-3 MONTHS	45	31	18
3-6 MONTHS	14	21	6
6-12 MONTHS	18	24	10
12+ MONTHS	28	19	16

*So a 2% conversion rate means that, for every 100 leads the agent receives, they end up with 2 closed transactions.

**Not all agents take leads.

STRATEGY

- Purchase your leads around your team. In other words, if some agents are well positioned to sell in specific ZIP codes, you need to work to market knowledge & the strengths of those agents.
- Make sure whatever areas you buy into, either you or one of your agents is an expert in that area. It's critical that you have meaningful conversations about neighborhoods.
- The key is to speak to the lead and have a qualifying conversation.
- Qualify by using LPMAMA.
*watch Doug Edrington's podcast



Lead **DISTRIBUTION**

- Nikki uses a “shark tank” where leads are placed in a pool available to all agents. The first to claim the lead is the one who gets it. (this creates SPEED to Lead)
- There is an unwritten rule that if you can’t answer a lead and actually have a valid qualifying conversation with them, don’t claim it. Likewise, if you don’t know the area related to the lead or you’re not willing to drive to that area, then don’t take the lead – let somebody else claim it.
- Don’t add unnecessary filters to your lead distribution system that can slow down response rates. For example, you could specify that a good closer in a certain area has first dibs on any lead from that area. However, if that agent doesn’t respond it needs to go to someone else – fast. Time is of the essence.



Lead **DISTRIBUTION**

- Know the lead capacity of agents
- Newer agents who are building their book should receive between 20–25 leads per month.
- More experienced agents who already have leads in their pipeline whom they are nurturing, should be getting 15–20 leads per month.
- Agents with large client databases they are working besides new leads should receive between 10–15.
- Nikki uses Boomtown for lead distribution.



Rules of **THE GAME**

- Every agent must follow the team's process.
- Every call needs to be entered into the CRM. If it's not, it doesn't exist. If you're not doing your job, your leads get turned off.
- Once an agent has had a conversation, they need to log their call and set it for the proper alerts according to a lead flow chart.
- Leads who have not been followed up with in over a month must be returned to the pond. If the agent doesn't do so within 3 days, their lead supply is stopped.





"The Playbook"
Nikki's **TOOLKIT**

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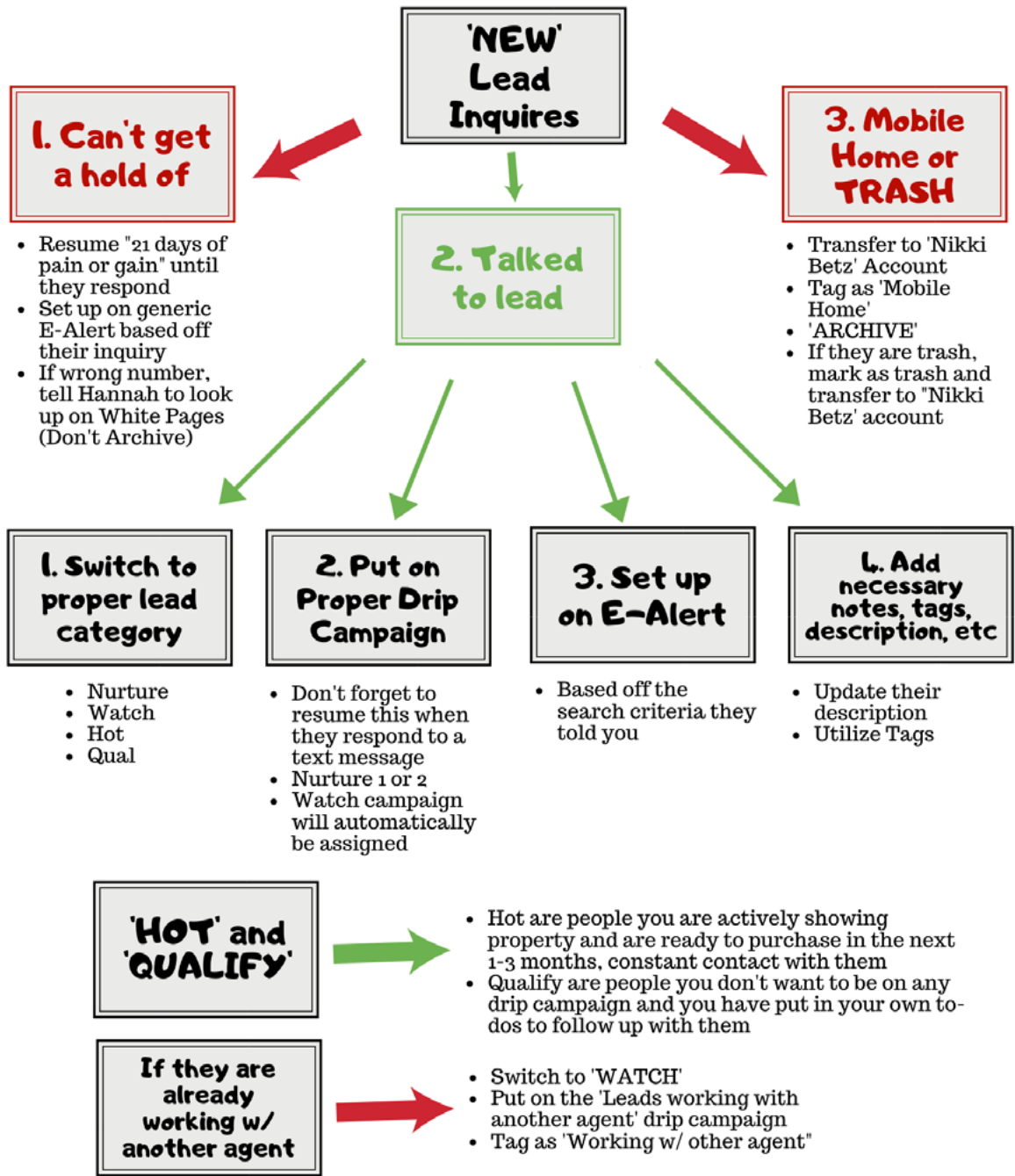
Nikki's **TECH STACK**

CRM = Boomtown *the key is Boomtown's sharktank matches with autodrips that sends a text right away to the buyer from the agent who claimed it

Bombbomb – every single drip email has a video!

Realtor.com's dashboard that alerts the client that my team is reaching out right away.

LEAD FLOW CHART



Lead Management **CHECKLISTS**

Nikki has drip campaigns with detailed templates and checklists to assure all leads are properly nurtured. All leads get assigned to a nurture plan as long as there is a valid email associated with them.

- **“21 Day Pain or Gain” Nurture** – This campaign is for all new leads. Leads stay here until contact is made and another filter can be applied. If no contact is made within the 21 days, they are moved to Nurture 3.
- **Nurture 1** – This campaign is for leads likely to do business in 3 to 6 months.



Nikki's TOOLKIT



'NEW' BUYER LEADS 21 DAYS OF PAIN OR GAIN

DAY 1

Call immediately.

Automated Email: BombBomb video introducing yourself (putting a name to the face), saying you'd be happy to answer any questions they may have about the property they inquired on or others, etc!

Automated Text: "Hello, Nikki Betz here with Keller Williams Realty. Just received a notification that you are interested in a property, would you like to set up a showing?"

DAY 2

Automated Text: "Hi! I tried to call, text, and email yesterday...is today a better day to reach you?"

DAY 3

Try Calling Again.

Automated Text: "Hi {VisitorFirstName}! Just checking in again to see what your time frame for purchasing is, Would be happy to assist you in your home search. Choose a letter below: A) within 3 months B) 6 months C) not sure just browsing Thank you! Nikki Betz Keller Williams"

*Set them up on an E-Alert

DAY 4

Try Calling Again.

Automated Text: "Are you wanting to schedule a time to look at properties? If so, which properties are you interested in?"

DAY 5

Automated Email: BombBomb video checking in to see if they are still interested in the property or if there are any questions they can answer

Automated Text: "Are you available this week to meet at my office or we could meet for coffee to discuss your home search? - Nikki"

DAY 6

Try Calling Again.

Automated Email: "It's me again...I want to learn how I can help with your home buying process? Do you need a lender recommendation and are just not sure what you might be approved for? If you would like, I have time this week. We could meet at my office to go over a plan or simply see what we can do to help?"

Check out my calendar to schedule a time to meet with me:
calendly.com/sarasotahomespecialists
{AgentSignature}"

Automated Text: "Are you currently out of town? If so, when will you be available to talk?"

DAY 7

Automated Email: "Hello {VisitorFirstName}, A few days ago you inquired on a property/listing and I have tried to reach out to you multiple times via phone, text, of course, email.

I'm sure you have questions, or possibly getting close to wanting to look at properties currently on the market to compare to the one you inquired on. To make your search easier use my website nikki.SarasotaHomeSpecialists.com Look forward to hearing from you.
{AgentSignature}"

Nikki's TOOLKIT



DAY 8

Check in call.

Automated Text: "Nikki Betz here with Keller Williams Realty. It's important to me to know how I can help. Are you interested in New Construction opportunities here in the area? Feel free to check out my website Nikki.SarasotaHomeSpecialists.com"

DAY 9

Automated Text: "I don't want to keep bothering you so please let me know how I can assist or if you've decided to hold your search. If you don't think you will be ready for a year or two that's fine... it's not too early to learn the market and market trends."

DAY 10

Try Calling Again.

Automated Email: "As you can see I'm persistent... What can I do to help? Are you interested in learning about the team my husband and I have and how we can help you make the one of the biggest purchases you will make in your life as easy, painless, & smooth for you as possible? If YES? Then let me know when the best time is to connect with you?"

Automated Text: "Do you need to sell your home first? We can help with that!"

DAY 11

Try Calling Again.

Automated Text: "By now I'm guessing I have the wrong number? If you forgot who I am... This is Nikki Betz with Sarasota Home Specialists-Keller Williams"

DAY 12

Automated Email: "I just wanted to send a quick note to see if you were receiving my listing email updates. I know that sometimes they get sent straight to spam so I wanted to make sure they were being delivered to your inbox. Please let me know if I need to make any adjustments in the properties I'm sending to you. I look forward to hearing from you soon."

Automated Text: "I don't like to give up, so in a last effort to connect with you...would you be interested in speaking to my husband or assistant Hannah?"

DAY 13

Try Calling Again.

Automated Email: "Hello, it's Nikki again... My husband and I take pride in providing the best customer service, the best customer experience, and the best home buying or selling experience possible! I know you might be busy or you just started to check out the area, but every opportunity/client is very important to us and our success. It's important that I connect with you at some time, whether it's today, 6 months from now, a year from now... that's fine. Just let me know. In the mean time PLEASE use our website as it is the best tool for you to get the most accurate information in real time."

DAY 14

Try Calling Again.

Automated Email: BombBomb video seeing if there's a better number you can reach them at?

If still no response, Switch them to a different drip campaign.

Nikki's TOOLKIT



'NEW' SELLER LEADS SELLER QUALIFY PLAN

DAY 1

Call immediately.

Automated Text: "Hi—this is Nikki Betz with Keller Williams— Is there anything you'd like to tell me about your property as I create this home valuation report? If not, I'll email it to you shortly. If you don't receive within a couple hours please text or call me so I can drop one to your door."

DAY 2

Automated Text: "{VisitorFirstName}, thank you for checking our websites & pondering a sale! Looking to sell in the next 1, 3, or 6 months? -Nikki @ Sarasota Home Specialists"

DAY 3

Automated Email: This is Nikki Betz w/ Keller Williams! Thanks for stopping by our website to gain some insight into your home's value. We have an influx of people stopping by our site and want to make sure we respect your privacy, as well as your timing! Would you mind simply replying to this message and let us know if you are:

A - You are ready to list and sell your home in the next 30 days?
B - You are actively formulating a plan and will be ready to list in the next 30 to 90 days?
C - You are seeing what the market looks like and will be looking to list in the next 90 to 180 days?
D - You are just curious and will not be listing your home in the foreseeable future?

As a thank you for just stopping by we would like to give you a "free gift". Click this link to get some free tips!
"Adding Value to Your Home" Guide"

Check MLS to see if the home is currently listed and the Property appraiser to see how

DAY 4

Automated Email: "Thank you for requesting a valuation on your property. The automated valuation you were provided uses third party sold data in order to provide an instant valuation. I have created a custom valuation for your property using more recent sold data, my current market analysis and years of area experience that will provide you with a more accurate idea of the value of your property. May I bring it by, or would you prefer it in email form?"

Try calling again.

DAY 5

Automated Text: "Hi {VisitorFirstName}, thanks for registering with our website! Would you like a more detailed Valuation of your property? - Nikki Betz"

DAY 6

Automated Email: "I wanted to touch base with you and invite you to become one of our "Raving Fans". A raving fan is someone who has trusted us with their most important sale and we have really taken care to their needs, at a great price, while respecting the timing of our clients! Here are some of our "Raving Fans" reviews about us:

REALTOR.com Raving Fans Reviews!
Whether you are ready to move today or a year from now, we promise to deliver high quality services to your family with the goal of creating one more "Raving Fan"! Feel free to email or call at ANY time, with questions about ANY property! No cost or obligation! We simply want to earn your business!"

Nikki's TOOLKIT



DAY 7

Check in call.

Automated Email: "Happy {DayOfWeek} {VisitorFirstName}!

We have learned that communities with higher ranked schools have homes selling faster and often times, for more money than homes with lower school rankings! I have put together a link for the most recent rankings of schools in your area. I hope you find this information helpful in your search! <https://www.greatschools.org>
Feel free to contact me with any questions or requests! As always, not cost or obligation!"

DAY 8

Automated Email: "You'll have noticed by now that I have set you up to receive listing updates for properties similar to yours. Many of my clients find these alerts helpful as it allows you to keep an up to date idea of properties like yours that are coming on the market. May I adjust these alerts for you in any way?
Looking forward to hearing from you, Nikki Betz"

Automated Text: "Been pondering a home sale for a while? The process can be tedious! We have a great history to ensure a smooth sale. How can I help @ this stage of the info gathering?"

DAY 9

Try Calling Again.

Automated Text: "What's your schedule like in the next few days? Would you like to set a time to discuss values & the 'competition' in your area? I look forward to hearing from you soon, Nikki Betz w/ Keller Williams"

DAY 10

Automated Email: "As you are aware, selling a home is not as easy as just a sign in the yard! There are so many factors that impact the home sale, and one of the most important things is choosing the right contractor for staging and improvements before you list! With the right resources and actually "finishing on time", Contractors are a big part of the decision process. We have both good and bad experiences in working with Contractors, and have found experience is the best way to choose a key role in your sales process! Because you only sell a home every so often, we know it is difficult to choose the right partners. We however, close a lot of transactions every month and put together a free list on local contractors.

We have included the names of contractors and vendors, with a high level of confidence in these companies, (see attachment)!

Feel free to reach out to any of them, and relevant answers should be provided to any questions you might have about what can be done to maximize your return on investment!

Would you like me to schedule any of these contractors personally, for a preliminary walk-thru?

Feel free to contact us any time with ANY questions! As always, not cost or obligation! May The Best Hammer or Paint **Dash Win!**"

Make a check-in call.

Automated Text: "{VisitorFirstName}, thanks for registering on our website.. I tried to call & am curious how I can help w/your home sale? -Nikki Betz"

Nikki's TECH STACK



DAY 12

Automated Email: "As you know, most business is done by word of mouth. When we have a good experience at a restaurant, we tell all our dine-out friends they need to try it! The same is true with Real Estate! As we provide great service to friends and clients, often times they will send us referrals! We hope the information provided to you over the last few emails has shown just a few of the things we do to create great value for our clients!

From time to time, when real estate comes up in conversations, we would appreciate it if you would let your friends know about us and the services we provide. Your business matters and your referrals will be well taken care of. "We guarantee it!"

We look forward to serving you in the future!

If you can think of anyone right now, simply forward this email to them and copy me, so I can follow up and give them the same level

~~DAY 13~~ you have come to expect!"

Automated Email: "Hi {VisitorFirstName}, I just wanted to make sure that I haven't dropped the ball in any way. I am here to assist you, even if you are not interested in listing at this time. Are there any questions that I may answer for you regarding your specific property or the state of the current market?

Let me know how I may help!

DAY 14

To-do: Check in again & verify timelines, email address, reason for site visit

Automated Text: "Quick text to remind you a Team is here for you, when "sell this home" time is NOW! Anything I can help w/ @ at this point?"

DAY 15

Automated Email: "HAVE I BEEN HELPFUL IN YOUR REAL ESTATE INFO GATHERING PROCESS?"

{VisitorFirstName},

Good {TimeOfDay} to you and yours!

I just want to know if the information sent via email has been helpful to you? Over the past several emails we have sent

- Free Gift In Home Selling Values!
- Some "Raving Fans" Reviews!
- Neighborhood Sales Information!
- School and Community Information!
- Home Improvement Professional Information!
- Market Referrals!

I wanted to touch base real quick and let you know that I will not be sending messages so frequently, going forward. From time to time, I will reach out to you with valuable information and keep in touch, until you get closer to making that move! This should get you started... Is there anything else you feel you need right now? I look forward to working with you and want you to know I am here, when and if ever needed! Feel free to call, email or text with ANY questions you have going forward! As always, no cost or obligation to talk!

To Our Combined Successes,
Nikki Betz"

Lead Management **CHECKLISTS**

- **Nurture 2** – This campaign is for leads that are likely to do business within 6 to 12 months. In some situations, Nurture 2 may still be appropriate for leads who are likely to transact as far as 18 months out. This would be the case for people who have a clearly defined trigger event such as a set retirement date or a date when a child moves out.
- **Nurture 3** – This campaign is for leads with whom no connection is made during the 21 Day Pain or Gain. Leads that are not responding to follow-up calls but are still still viewing properties on their e-alerts are not assigned to this plan as the goal is to re-engage with them in every possible way possible.

It is worth noting that the majority of emails are BombBombs. Onboarding for every new agent entails being trained in sending BombBombs. It is a condition for receiving leads.



ACCOUNTABILITY

- Nikki listens in on conversations at random to make sure agents are following scripts.
- Her ops manager makes sure agents enter notes into the CRM.
- Agents must track 3 numbers daily: leads obtained, conversations had, appointments set. Numbers are turned in daily on a Google Sheet
- Agents also must participate in specified team coaching calls.



Why **REALTOR.COM**

“Realtor.com is the second most visited real estate listings website in the US, with over 100mil monthly active users. If you’re going to use paid leads, you need to consider which company has the greatest potential, not only for Return on investment (ROI), but for the method of acquisition and potential conversion.”

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3 Things YOU CAN DO NOW

01

Use Nikki's ratios to establish a benchmarks for yourself. Calculate your average cost (ad \$'s per sale). Then create a budget and determine how much ad \$'s invested over time, before you see a positive cash flow return for your \$'s and time.

02

Work with your coach to establish your systems before you start. Know how you will handle leads, and if a team, how you will distribute them.

03

Have consistent follow-up processes in place.



6 Things Nikki will do **MOVING FORWARD**

- 01** Revise all online lead buyer scripts and campaigns with changing market by end of this month and implement more direct video text, not just BombBomb.

- 02** Focus on memorization and role-play for new scripts with each agent using mass group, partners and self-recording.

- 03** Keep tracking where the realtor.com buyer leads are moving from (current high results are Canada, PA, MI, WA, IL top markets) and implement our focus to those areas for increased agent referrals.

- 04** Implement a similar Zillow Flex protocol for agents to be allowed to get leads from the shark tank.

- 05** Increase conversion rate to 3.6% + average for all agents year-over-year by end of 2022 and 4%+ for 2023.

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

NIKKI ON COACHING

If there isn't someone holding you accountable and as a resource to assist you grow your own path in this industry, you can't expect to have it happen without coaching.