

Branding and Making Your Name Mean Real Estate



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The best you can bring to your life and the world is to boldly pursue your goals and dreams.

GRATITUDE

Our deepest fear is not that we are inadequate.

Our deepest fear is that we are powerful beyond measure.

It is our light, not our darkness, that most frightens us.

We ask ourselves, "Who am I to be brilliant, gorgeous, talented, and fabulous?"

Actually, who are you not to be?

You are a child of God.

Your playing small doesn't serve the world.

There is nothing enlightened about shrinking

so that other people won't feel insecure around you;

We were born to make manifest the glory of God that is within us.

It's not just in some of us; it's in everyone.

And as we let our own light shine,

We unconsciously give other people permission to do the same.

As we are liberated from our fear,

Our presence automatically liberates others.

Written by Maryann Williamson

from her 1992 book "A Return to Love"

This webinar and e-workbook is dedicated to those Agents who are committed to their business. Marketing is crucial to the success of your business. You can survive with out marketing but you will not thrive. Developing your brand identity, taught here, amplifies your marketing, the leads, listings and sales that are generated from it.

With sincere gratitude,

Rich Levin

Product Type = Name or Brand
Name or Brand = Product Type

Soft Drink =



Search Engine =



Software =



Luxury Car =



Notice that slogan in not necessary.

What is your product type?

Real Estate? A particular type of Real Estate? A particular location?

A Successful Brand Motivates

- ✓ A promise of something verifiable by the consumer after purchase.
- ✓ The promise is above the baseline minimum expectation of safety, quality, etc.
- ✓ For a Real Estate Agent a promise of basic service, attentiveness and expertise is the baseline.

Question: How do you make the mention of your name equal Real Estate and the mention of Real Estate equal your name?

Answer: Establish a Brand and Use it Consistently

Your Brand has Two Parts

1. Your Brand Graphics – Your Marketing

Layout Color Design Your Picture Font Logo

2. Your Brand Experience – Your Behavior (Style)

Answer the Phone Gifts Present Report Communicate
Service Day Use of Video Social Media

How do You Rise Above Baseline?

How do you answer the phone? _____

How are your presentations? _____

How do you respond to Situations? _____

How do you communicate? (Service Day) _____

Are you known for your gifts? _____

What else helps you rise above? _____

Consistency is Key!

What consistent actions define you? _____

What have they heard about the way you do business? What sticks? _____

What did you do that they still remember? _____

What are you doing that they like best? _____

If they were to refer you, what would they say are the best things about the way you do business?... **Ask them!**

Meet and Debrief

Set a meeting with your Sphere of Influence and Past Clients. Bring a Gift. Ask.

Why did they choose to work with you?

What was your image or the expectation of you before they met you?

What was the experience of you as they were working with you?

What was memorable &/or appreciated?

How would they describe the experience of you now that they have completed this transaction with you?

Ask for A Referral if the timing is right.

Now Create Your Brand Experience

Continue to provide quality service.

What could you do more consistently or start doing that would create and distinguish your brand experience? _____

Build Your Brand Graphics with Marketing

- ⇒ Sphere of Influence Mailings
- ⇒ Farm Mailings
- ⇒ E-mail Marketing
- ⇒ Social Media
- ⇒ Web Site / Web Presence

Five Characteristics Of a Successful Mailing

1. Significant Presence of You
2. Real, Real Estate
3. Your Visual Brand: Color, Design, Layout, & Picture
4. Message From Your Voice
5. Calls to Action

1st Characteristic points to the agent's name and contact information on the mailings.

2nd Characteristic points to the agent's photo and the 'Nothnagle REALTORS' logo.

3rd Characteristic points to the agent's photo and the 'Nothnagle REALTORS' logo.

4th Characteristic points to the agent's photo and the 'Nothnagle REALTORS' logo.

5th Characteristic points to the agent's photo and the 'Nothnagle REALTORS' logo.

2nd Characteristic (text): 33 South Main Street • Pittsford, NY 14534

3rd Characteristic (text): **FOX News and CNN are WRONG!** Despite the negative news about the National Real Estate Market, 2008 is healthy in Mendon and Pittsford. My business is up over 27.8% from last year. If you are considering a move, please give me a call.

4th Characteristic (text): **IRENE BENNETT**
Associate Broker, GRI
Office: (585) 389-4008
Direct: (585) 259-2124
ibennett@nothnagle.com
www.IreneBennettHomes.com

5th Characteristic (text): • Pittsford, NY 14534
my currently listed with another broker.

Steps to Start A Mailing

1. Create or scrub your mailing list.

Do have a current mailing list? YES or NO

What needs to be done to get it ready? _____

When are you going to schedule time to do it? _____

2. Choose a vendor or create yourself?

Are you going to create the mailing your self? YES or NO

If yes, what program are you going to use? _____

If no, which vendor are you going to use? _____

Not sure, when are you going to schedule time to research vendors? _____

3. Choose the houses and verbiage.

Do you have pictures? YES or NO

Do you have information on each house? YES or NO

Do you have a tagline or slogan? _____

Think of a message from your voice for each mailing.

4. Layout Design

Do you currently have a color scheme? YES or NO

Do you currently have a design? YES or NO

If no, what do you want for a color scheme and/or design to create your brand?

5. Proof until you are satisfied.

Have several sets of eyes review before mailing

6. Mail it or have them do it.

Are you mailing it or is a company going to mail it? _____

When are you going to get out your next mailing? _____

**YOU DON'T HAVE TO GET IT RIGHT
JUST GET IT GOING
KEEPING IMPROVING IT**

Tips to Get Started

Organization is crucial to create consistency. Create a Marketing folder on your computer. Possibly create a separate sub-folder for each month.

In each include

- 1. Photos of houses for each mailing**
- 2. Information on each house**
- 3. Image of Company logo**
- 4. Image of the Agent**

On a Word Document

- 1. Your Basic Contact Information**
- 2. Ideas for Headlines**
- 3. Ideas for Personal Messages**
- 4. Other pertinent information for mailing** (ex. Vendor contact information)

Each month simply change image of real estate and the message from your voice. Occasionally send fun pieces or off topic mailings to create a personal touch.

Consistency is Key!

In Closing

Combine this webinar and e-workbook with “S.o.S Sphere on Steroids” and “Real Estate Farming.” to create a very successful marketing campaign.

All webinars and e-workbooks can be found in the Skills Webinar Library of the Rich Levin’s Coaching Members Area.

You are in a business that offers the maximum opportunity for personal freedom and at the same time, an extraordinary income. You have my personal best wishes for an exceptionally successful career and a happy, healthy life.

Rich Levin

