

# Residential Realtor Business Builder ePACK



Everything you need to build a **profitable and sustainable residential real estate practice** in just minutes a day.  
Avoid the challenges, learn the tools, follow the program, and measure your progress.



GHOST CEO™

[www.ghostceo.com](http://www.ghostceo.com)

# Copyright

All contents copyright of Flett Ventures Inc. All rights reserved. No part of this document or the related files may be reproduced or transmitted in any form, by any means (electronic, photocopying, recording, or otherwise) without the prior written permission of the publisher.

This publication is protected under the **US Copyright Act of 1976** and all other applicable international, federal, state and local laws, and all rights are reserved, including resale rights: you are not allowed to give or sell this ePACK to anyone else. If you received this publication from anyone other than GhostCEO.com, you've received a pirated copy. Please contact us through e-mail at support at: [support@ghostceo.com](mailto:support@ghostceo.com) and notify us of the situation.

## **Limit of Liability and Disclaimer of Warranty:**

The publisher has used its best efforts in preparing this book, and the information provided herein is provided "as is." Flett Ventures Inc. makes no representation or warranties regarding the accuracy or completeness of the contents of this ePACK and specifically disclaims any implied warranties of merchantability or fitness for any particular purpose and shall in no event be liable for any loss of profit or any other commercial damage, including but not limited to special, incidental, consequential, or other damages.

## Table of Contents

<b>Overview of business development</b>	<b>7</b>
Systems, systems, systems.	7
Be consistent!	8
<b>Common challenges realtors face</b>	<b>9</b>
You get what you focus on.	9
We are all in the 'solution' business.	9
Promote features, but sell benefits.	10
How people think of realtors.	12
They fit you, not the other way around. Be authentic.	12
Your business is also your job.	12
Always learn more and be more.	13
<b>Financial and business goals</b>	<b>14</b>
What's your big picture?	14
If you can't measure it, you can't manage it.	14
Baseline your personal and professional finances.	15
Other business goals you have for yourself.	16
<b>Using the Sales Funnel</b>	<b>17</b>
Prospects	17
Presentations	17
Clients	18
Don't let people take up space.	18

Update it daily and review it weekly.	19
A funnel for each niche market.	20
<b>Understanding niche markets</b>	<b>21</b>
Go to niche markets you are familiar with	21
Become the 'go-to' person in your niche markets.	22
Understand what makes them tick.	22
Find someone you already know in that niche.	22
Mastering the three questions	23
Know what you are going to offer them.	24
No more than three niches at a time.	25
<b>Developing strategic alliances</b>	<b>26</b>
Get clear on who you are aligning with.	26
Make sure that the companies fit together.	26
Work the same niche markets.	27
Rules of engagement.	27
Review the alliance every six months (over lunch or a drink).	27
Great strategic alliances for realtors	28
<b>Building champions for your business</b>	<b>29</b>
Give to get.	29
Spend some time educating your team.	30
Keep everyone in the loop!	31
Review your champions list at the end of every month.	31
<b>Developing loyalty within your clients</b>	<b>34</b>

Focus of being 'of service' rather than offering 'a service'.	34
A handwritten note.	35
Find out what is important.	36
Remember to show gratitude.	36
<b>Business management tips and tricks</b>	<b>38</b>
Small is the new big.	38
Take your money management seriously.	38
Market your business 12 months a year.	38
Make sure you are different from the competition.	39
Keep front of mind, even with old clients.	40
Always look for new tools to add to your business arsenal.	40
Everything you do in business will make your money or cost you money.	40
Practice makes perfect with business development.	41
Your mind will make or break you. Stay focused on the goal.	41
<b>Worksheets</b>	<b>44</b>
Worksheet - Features and benefits	45
Worksheet - Business goals	46
Worksheet - Personal goals	47
Worksheet - Financial goals	48
Worksheet - Sales Funnel	49
Worksheet - Three questions	51
Worksheet - Niche markets	52
Worksheet - Strategic Alliances	54

Worksheet - Champions (Part 1)	56
Worksheet - Champions (Part 2)	57
Worksheet - Building loyalty with my clients	59
Worksheet - Checklist for BD activities	61
A little something extra...	62