

# CONNECT WITH JARED

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# Pro VS Amateur

## Pro's

- Keep Things In Perspective
- Prioritize Facts Over Feelings
- Practice To Maintain Peak Skill
- Have A Coach/Accountability
- Are Paid Accordingly
- Don't build houses on rented land

## Owner Occupied Real Estate

- US households own \$41 trillion in owner occupied real estate
- Owes \$12 trillion in debt
- \$29 trillion in equity
- National LTV is 29.5% (lowest since 1983)
- Average homeowner has 70.5% equity
- Avg homeowner has \$320k in inflation adjusted equity

# 5 WAYS TO GET NEW CUSTOMERS

**1** Reach out to people proactively  
*(prospecting)*

**2** Make content that attracts people to you

**3** Run paid ads

**4** Leverage 3rd parties

**5** Referrals

# 20 Sites That Give Real Estate Leads With No Upfront Fees



**OPCITY**

55PLACES.COM

**UpNest**

**AgentHarvest**

**REDFIN**



**EstateLy**

**OJO**



**Homes.com**

**ROCKET Homes**

**BOLD ⚡ LEADS**

**xome**

**RAMSEY**

**realtystore**



**HomeGain**

**MOVOTO**



**FastExpert**

**ReboGateway**

**neighborhoods.com**

**AGENT PRONTO**

# RENTED LAND



# CLOSING

# RENTED LAND



# DATABASE

# 10 Rules for Getting Your Email Opened

1. **Make sure your subject line doesn't go over 41 characters**
2. **Make sure your subject line is repeated in the first paragraph of your email**
3. **Make sure your hyperlinks are embedded into 'easy to touch' buttons**
4. **Make sure you are using larger text so it's easily visible on mobile devices**
5. **Only use templates with a single feed scroll**
6. **(USE PARENTHESIS) in the subject line**
7. **Have your 'unsubscribe' link prevalent**
8. **Do not use a public domain when mass sending**
9. **Follow the 80/20 Rule**
10. **Branding in your email must be consistent with company's online branding**



# TYPES OF EMAILS TO SEND



1

The Intro  
Email

3

Local Market  
Info

2

Insider Info

5

Discovery  
Email

4

Content that  
positions you  
as an expert

## ACCORDING TO NAR

**76%** OF REALTORS DON'T USE **YOUTUBE**

**48%** OF REALTORS DON'T USE **INSTAGRAM**

**95%** OF REALTORS DON'T USE **TIKTOK**

# What content should you be creating?

1. What text messages/emails do customers send you?
2. Google questions about local agents or real estate
3. Listing Marketing
  - A. 3 P's (Pre, Present, and Post)
  - B. Open Houses
  - C. Price Changes
4. Testimonials
  - A. Personal Testimonials (When's the best time to get a testimonial?)
  - B. Google/Yelp Reviews

# What content should you be creating?

5. Experience Content
  - A. What I learned selling 50 homes last year
  - B. How hiring a Transaction Coordinator helped my business explode
  - C. Why I have a real estate coach for my business
  - D. How our team sold 95% of our listings in under 30 days
  - E. Why use a professional photographer on all of our listings
  - F. How my team uses Facebook, Instagram & Youtube to Generate 200% more traffic on all of our listings

# What content should you be creating?

## 6. Market Content

- A. Latest market stats (monthly)
- B. How our market is different than 2008
- C. The difference between investing in stocks and real estate

## 7. Statistics

- A. What would you do with an extra \$57,600?
- B. Are you one of the 40 million Americans that will move this year?
- C. Here are the top 3 reasons that people move. What are yours?
- D. The stock market vs real estate. Which should you invest in?

# HOMEOWNERS' TOP REASONS TO SELL



**31%**

WANT DIFFERENT  
FEATURES/AMENITIES



**29%**

HOME NO LONGER  
MEETS THEIR NEEDS



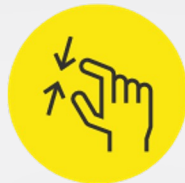
**26%**

NEED A HOME  
OFFICE TO WORK



**23%**

WANT TO BE  
CLOSER TO LOVED ONES



**22%**

WANT A SMALLER  
HOUSE THAT'S LESS  
WORK



**17%**

NO LONGER NEED  
TO LIVE NEAR THEIR  
OFFICE

# What content should you be creating?

## 8. Seller Posts

- A. 3 tips to sell your home for maximum dollar in record time
- B. What nobody tells you about listing your home
- C. Here's how to sell your house in less than a week
- D. Why selling your home on your own is a bad idea
- E. Why your house will sell but not close
- F. 7 reasons why people sell their home
- G. How to create a bidding war when selling your home
- H. 5 ways to ensure you have a successful open house
- I. When is staging a good idea when selling your home
- J. Why your house needs to be certified pre-owned home before selling
- K. What is a certified pre-owned home

# What content should you be creating?

## 9. Buyer Posts

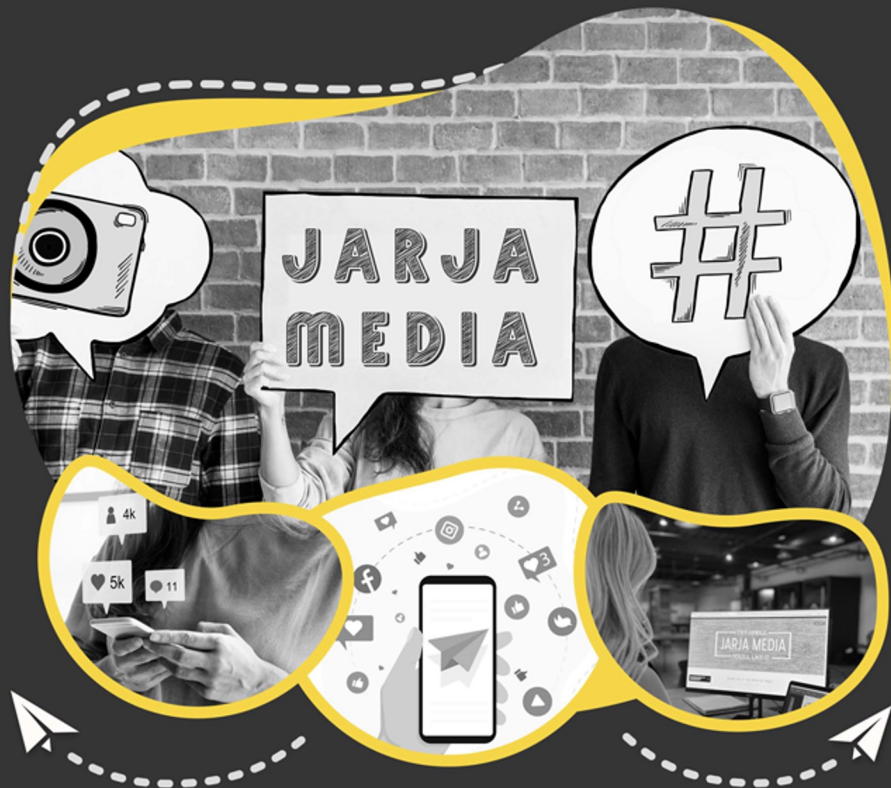
- A. 3 tips for finding the home of your dreams
- B. What nobody tells you about buying a home
- C. How to get your offer accepted
- D. Why do you need a realtor representing you when buying a home
- E. Why using multiple agents to find your next home is a bad idea
- F. How to avoid a bidding war when buying your next home
- G. How to know when you've found the right property
- H. What questions to ask when at an open house
- I. How many houses do I need to see before I buy
- J. How I have access to homes food my clients before they are listed
- K. The top 5 neighborhoods in (your city)
- L. 7 things you should know before moving to (your city)
- M. 5 things to know before buying a home in (your city)



# What content should you be creating?

- 10. Community Posts
  - A. 5 best restaurants to check out in (your area)
  - B. These 3 restaurants are the best kept secrets in (your area)
  - C. 5 best restaurants in (your area) for date night
  - D. What to do in (your area)
  - E. 3 best hiking trails in (your area)
  - F. Interviews with local business owners

**BONUS:**  
**YOUTUBE HACK**



— TRY SIMPLE, YOU'LL LIKE IT. —  
**SOCIAL MEDIA MANAGEMENT**

**The percent of Americans living paycheck to paycheck has gone up to 60% in the last year due to inflation.**

# FOUR AGENT PERSPECTIVES ON MONEY

**1**

**GROSS**

**3**

**NET WORTH**

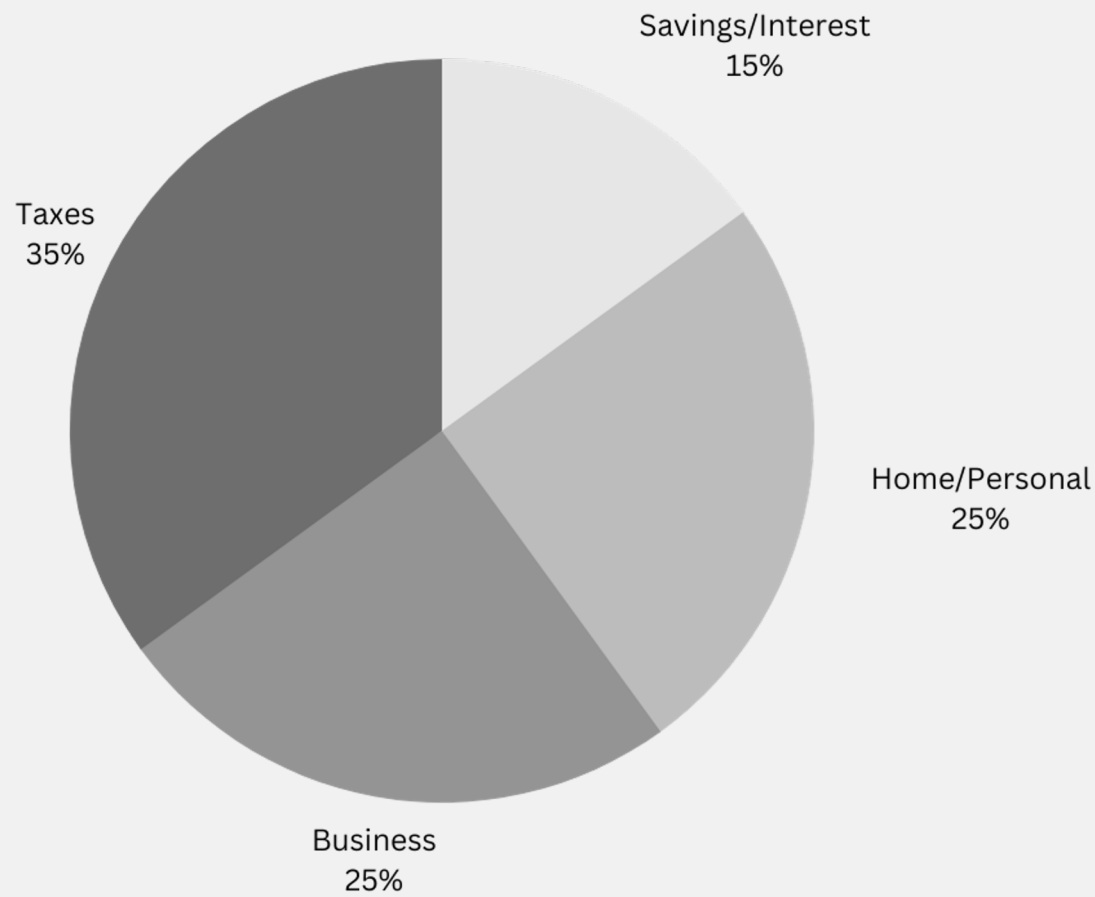
**2**

**NET**

**4**

**PASSIVE  
INCOME**

# Where Your Income Should Go:



# WHAT YOU SHOULD INVEST IN



# YOURSELF

1. Education/Training (*Blueprint/Advance/Brokerage Training*)
2. Coaching (*If you are doing it right, you are building an asset worth 1-2 times revenue at some point*)
3. Marketing
  - A. *Goal is to have at least 50% of your marketing paid by others*
4. Software/Technology
5. Business overall (*office, car, etc.*)

# REAL ESTATE

*You work in the goldmine but live paycheck to paycheck*

1. Buy and Hold (*Cash Flow*)
2. Flips
3. Be apart of a Group Fund
4. Vacation Rentals



# STOCKS (LONG TERM VS SHORT TERM)

**1**

**AMERITRADE**

**2**

**RETIREMENT**

AXA ADVISORS, ETC.

**3**

**ACORNS**

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