

"Quick Start" Guide

"Systems make the ordinary, extraordinary." – John Maxwell

The goal of this document is to provide you with a starting point, a path, and eventually a system to develop and maintain your real estate business to the depth and size that you choose. It's the use of a Recipe that is duplicate-able and re-useable to great results, every time it's used.

ReboGateway provides real estate listing targets based upon displaying the location (address) of homeowners that are experiencing "life events" that lead to a higher probability of sale of property. Using this data will put you at the doors of more right homes, as opposed to the wrong homes, and it'll put you there at the right times as well. Knowing where these targets are is extremely important in saving you time and money. Just as important as having the right targets is the right System, or business plan to make yourself known and thus a viable option for these potential sellers.

The combination of ReboGateway data and a well-planned action system provides you with the perfect recipe for success.

"The journey of a 1,000 miles begins with a single step." – Lao-tzu



Methods:

There are really only four key ways to reach homeowner listing targets: Mail, Door-Knock, Phone Call, or Email. Each is effective in its own way.



Mail – Includes post cards, hand-written letters, bulk mail letters, door hangers, and flyers. Post cards are most popular in the mail category. They provide a homeowner with your company information, a picture of you so they know who they can do business with, text for a "call to action", and can also includes the ability to get a home value or other benefit in the call to action. This is the least intrusive method of contact, and is valuable in making homeowners comfortable with you, prior to meeting you.

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Hand-written notes are very valuable to your business. They are personal. It shows you took the time to write by hand, so it inserts a level of care with that added personal touch. Please note: Most coaches will state that you will be more successful mailing to 100 homes each month for 10 consecutive months (100 x 10 = 1,000) as opposed to mailing to 1,000 homes 1-time. Consistency is one key to success with mail. Downside: Postcards, door hangers, and hand-written notes can be expensive, as postage is not cheap.



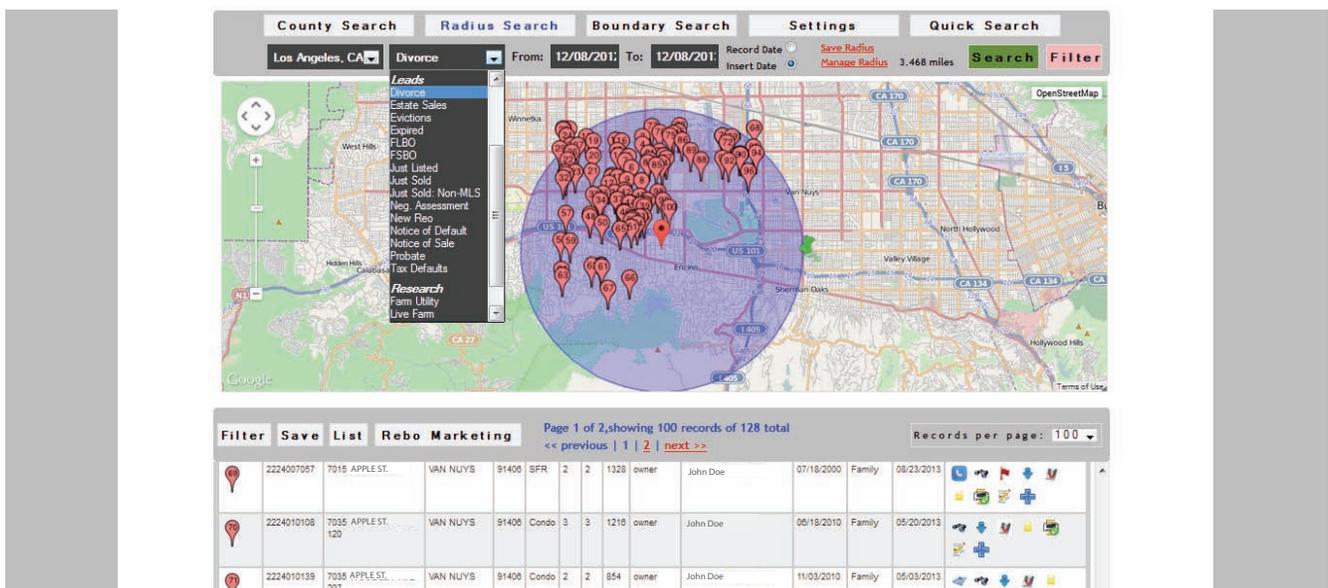
Phone Call – Where safe to call phone numbers are available, phone calls are quick, easy ways for you to get your message to potential sellers. Calls are personal. The correct script or words can convey a spirit of comfort. But the best part of a phone call is that objections can be found and handled – something a postcard or mail piece cannot. This is your least expensive time and cost option.



Door-Knock – Mail can be expensive, phone calls are subject to “Do not call” registry; There is nothing prohibiting you from door-knocking. It’s the most direct approach and only takes some planning and some intestinal fortitude (guts)... yet in the end, it is probably the most effective source of marketing a real estate agent can do for their business. It’s you, it’s the homeowner, and it’s a moment in time – Combined it allows them to see you, learn more about you, and for you to get your message across to them. Pure. Straight-forward. Honest. Marketing.

Target:

1. Using ReboGateway, Identify 8 farms of close to 1,000 properties each, to monitor with email notices. Suggested farms are as follows:



The screenshot shows the ReboGateway interface with a search for properties in Los Angeles, CA. The search criteria include County: Los Angeles, CA; Divorce: Divorce; From: 12/08/2012; To: 12/08/2012; Record Date: 07/18/2000; Insert Date: 08/23/2013; Save Radius: 3.468 miles; Manage Radius: 3.468 miles. The map shows a large blue circle representing the search radius, with numerous red pins indicating property locations. The list below the map shows the following data:

Filter	Save	List	Rebo Marketing	Page 1 of 2, showing 100 records of 128 total	Records per page: 100
	2224007057	7015 APPLEST.	VAN NUYS 91406 SFR 2 2 1326 owner John Doe 07/18/2000 Family 08/23/2013	   	
	2224010108	7055 APPLEST. 120	VAN NUYS 91406 Condo 3 3 1216 owner John Doe 00/18/2010 Family 05/20/2013	   	
	2224010139	7035 APPLEST. 207	VAN NUYS 91406 Condo 2 2 854 owner John Doe 11/03/2010 Family 05/03/2013	   	

- 1) Geographic farms that you have been working. (1,000 properties or more)
- 2) Past clients, sphere of influence contacts, family friends, etc. (1,000 properties)

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- 3) Closest 1,000 homes to where you live or work, or both
- 4) Closest 1,000 homes near you with the highest value
- 5) Closest 1,000 homes to where you live that are in property tax default
- 6) Closest 1,000 homes to you that purchased at the most recent peak of the home price market (that could potentially be upside down due to purchasing at the peak of pricing)
- 7) Closest 1,000 homes that have been owned for 25 years or longer (Empty Nesters).
- 8) Closest homes to you with Divorce, Probate, or mortgage defaults that have occurred in the past 12 months.

NOTE: Your eight farms should be close to you in proximity and/or have reasons why monitoring the property for new events would be important for your business.

2.  Save the farms listed above and set them up for daily email notifications.

From: Morning Team [help@benutech.com]
Sent: Friday, July 26, 2013 6:02 AM
To: bfox@insightrealty.net
Subject: Daily Notices - 07/26/2013

LM Green Hills Geographical - TOTAL RECORDS: 2

[Notice of Sale - More Info - Order Profile](#)

Record Date: 2013-07-19	Lender:
Address: 16502 APPLE ST.	Trustee: RECONTRUST CO NA
City: LA MIRADA	Trustee #: 12-0022562
State: CA	Trustee ph: 8002818219
Zip: 90638	Del Amount: 0
Borrower: JOHN DOE	Loan Amount: 0
Doc #:	Sale Date: 2013-08-12
Loan Date: 2005-11-10	Phone: # ON DNC

[MLS LISTED - More Info - Order Profile](#)

Listed Date: 2013-07-23	Price: 412000
Address: 13201 APPLE ST.	DOM:
City: LA MIRADA	Office: Landpac Partners
State: CA	Agent: Linda Hahn
Zip: 90638	Agent #: 714-624-4989
Title Name(s): JOHN DOE	Status: Active
Phone: USE RG TOOL	MLSNUM: PW13145307

LM to Beach / Alicante to Rose Geographical - TOTAL RECORDS: 3

[Divorce Filing - More Info - Order Profile](#)

Record Date: 2013-07-23	Case #: VDO081975
Address: 15231 APPLE ST.	File Date: 2013-07-23
City: La Mirada	Participant: Petitioner
State: Ca	Name: Shin Ashley Sungwon
Zip: 90638	Owner Occ: 0
Title Name(s): JOHN DOE	APN: 8065011009
	Phone: USE RG TOOL

3. Based upon your projected monthly marketing budget, decide upon your "best" targets to mail, call, door knock – this is your monthly "route". If you don't have a budget, then your method will be calls and door-knocks. If you have a budget, then decide how many homes you will be mailing to each month. Example would be, if you have \$150 to spend each month as a budget – then this will allow for you to mail to approximately 215 people each month. This will be your mail list. In determining this list, take into account life events, purchase dates, loan types, and loan amounts vs. current value, along with other items like the condition of the home from your viewpoint. Another note, homes that are physically down-trodden may be closer to sale than homes that are well-kept.

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4. Choose a postcard, or mail company that will allow you to mail valuable information or catchy postcards each month. Once you've identified your mailing resource, upload your picture, since homeowners like to know who they are doing business with. Next, upload your logo to build your brand. Make sure there is a call to action on your cards (such as "Get Your Home Value") and be sure to offer some data of significance (closings in the neighborhood to show that other properties are selling, and what prices they are selling at, market trends for the area, etc.). You are building your brand in these mailings, be smart and choose your message carefully.

5. After the postcards are ordered, look up phone numbers on each property in your "Mail List". This is done by clicking on the 'blue plus' sign next to each property in your "Mail List" farm. The blue plus will look up the owners name in comparison to the property address and populate any phone numbers that ReboGateway can publicly find. Note: You may click on several blue plus buttons at a time. Click several and let the numbers populate, and then click on several more until the list is complete .

6. Break your "mail list" down into daily door knock or phone call task lists. Example: if there are 215 homes on your list, this would break down to approximately 10 homes per day (21 work days in a month, based upon a five day work week.) Make the commitment to contact 10 homeowners from your list each day, giving you 2-touches per homeowner, per month on your mail list (one by mail, one by door knock or phone call). There are farming scripts within ReboGateway for your use – if you need ideas on what to say, utilize these scripts.

7. If/when email notices come to your email on properties in farms that are being watched by your ReboGateway account – make these part of that day's phone call or door-knock list. Timing is everything. An event just occurred, use the data provided by the email notice to get to that door. The homeowner may consider your timing "fate", and you become the Realtor of choice. So get to those doors. Note – If you are door-knocking, leave behind a note, postcard, something that states: "Hello, I stopped by to introduce myself".

8. If/when email notices arrive with new "life events", make sure you add those NEW properties to the appropriate saved lists/farms in your "Live Farms" section. Do this by 1st logging in to ReboGateway. Then on the email notice, click on the "more info" link on the email notice. After review of the lead, if you choose to add this property to an existing list/farm, click on the "blue down arrow" to append (add) the record to one of your saved lists/farms – this will include it as part of a farm for future reference.

These steps will get you started and engaged with learning how to get the most out of your ReboGateway account, your farming efforts, and will also get you in the habit of using your ReboGateway daily to grow your real estate business.

"We are what we repeatedly do. Excellence, therefore, is not an act but a habit." - Aristotle)

Need more help in getting started with ReboGateway? Many resources are available on our website at www.rebogateway.com or give us a call at 866.887.0206. Thanks!