

# Getting Sellers & Helping Them Online

Digital Marketing for the Real Estate Industry

Module 12

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E-Facilitator

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# Module Objectives:

- Discuss examples of getting sellers online thru Re-Seller & Referrer programs
- Provide tools & tips to help sellers promote & sell online.
- Ways to train sellers using online means

# Segregation of Products/Services

## Primary

Property Listings

### Brokerage Services

- Sales (Buyer's/ Seller's Representative)
- Rentals (Landlord & Tenant Representation)

Sales & Marketing Consultancy

## Secondary

Title Search & Verification

Title Transfer and Sale Documentation

Legal services related to property

Property Management

## Tertiary

Home Loans Processing

Interior Design & Fit-out Project Management

Sales & Marketing Training

Insurance

Virtual products related to the biz or technology

# Primary/Secondary Product Reseller Network

Those who sell my listings or refer my key services

- Brokers
- Agents
- Referrers (not necessarily licensed but may have legitimate buyers)
  - Referring brokers or agents
  - Other professionals
  - Satisfied clients

# Some Sources of Brokers/Agents



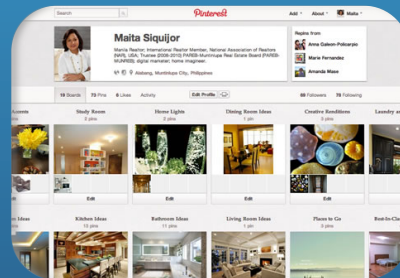
F2F Meet-ups at Associations



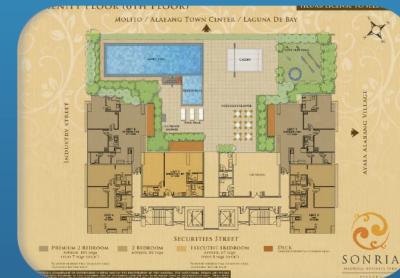
Broker/agent lead generation sites, directories, MLS sites



Virtual communities created by others



Virtual communities and sites created by you



Developer project launches, orientations, trade shows

Find Property Find An Agent

Advertiser Login

Quick Property  
Search

- » Newest Property for Sale
- » Newest Property for Rent
- » Cheapest Property for Sale
- » Cheapest Property for Rent

Find a Philippine Property Agent or Agency

By  
Agents

Search by entering the name of the agent

Search

Find by popularity

[CHOOSE] [CHOOSE]

Showing 1 - 20 of 14006 Results

Display

20 Per Page

Featured Agents



Ms virgie Hernandez

3951 total listings

I'm a PRC Registered Real Estate Broker License # 3823 (Deal only to PRC Registered L...  
View more



Richard

1635 total listings

View more



Bacolod best

1294 total listings

View more



# Campaign for Sign-Ups Online

- Encourage a sign-up in a mailing list, in exchange for white papers or free newsletters on a topic specialization
- Offer free exposure/profiles -- directories
- Offer a fuss-free, assisted listings/agents exposure
- Email Campaigns: Exclusive appeal to sell by-invitation-only

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## 25 New Year's Resolutions for Philippine Real Estate Brokers

Leave a comment »

As a Philippine real estate broker who experienced much more (or maybe much less) business than you expected in 2012, what resolutions can you make this 2013 to further improve your practice, raise your professionalism, hit your sales targets, and ultimately increase your disposable income?

Some people list their resolutions informally, in a journal. Others have more elaborate resolutions, evolving into a full-range plan complete with goals, Key Results Areas (KRAs), and financial spreadsheets to boot. The important thing is to write them down, so you can track your progress.

So if you are game to make a list for yourself, here are twenty-five examples of New Year's resolutions you can make and keep to improve your real estate brokerage business performance. If you can achieve item # 1 right away, you'll be a big step closer to positive change. You only need to choose one or a few of these. Then

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• Email

• First Name

• Last Name

• Mobile

• Business or Profession

• = Required Field

Submit

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commercial-realestate-training.com

## Are You and Agent or Broker?

- ✔ Free Prospecting Ebook
- ✔ Free charts and checklists to use
- ✔ Practical and efficient market facts
- ✔ Loads of new resources for agents and brokers

Your First Name...

Your Email Address...

**FREE INSTANT ACCESS**

We will never share your information

Home Newsletter Testimonials

### Commercial Training V


The sales planning and should be done by the broker and agent with their market plans of agents c

[Read Full Article](#)

### Proven Strategies and Prospecting Estate Agents

Often I get the question about prospecting and the opportunities. See


### Welcome Brokers & Agents



John Highman, Commercial Real Estate Coach, Speaker, Author. Please join our community here.

Get tips weekly ..

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### Commercial Real Estate Sales Planning Training Video

The sales planning process in commercial real estate is quite special and should be done as part of building a career in the industry. Every broker and agent should have a sales plan that helps them connect with their market of property buyers and tenants. The individual plans of agents can then be merged [...]

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### Proven Strategies for Finding Clients and Prospects in Commercial Real Estate Agency

Often I get the question put to me on just how agents can find prospects and the right people to talk to about commercial real estate opportunities. Salespeople that are new to the industry are commonly looking for that 'magic bullet' that will help them do their prospecting easily and directly. So there is no [...]


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### Hands-on Commercial Real Estate Listing Growth in 2014

#### Welcome Brokers & Agents



John Highman, Commercial Real Estate Coach, Speaker, Author. Please join our community here.

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# WHAT IF THERE IS A WAY TO MAKE THE PROCESS

✓ EASIER ✓ FASTER ✓ NO RISK

START NOW



## HOW ZIPMATCH HELP TO MAKE YOUR BUSINESS

- Create an Account
- Login ZipMatch
- Submit Your Listing
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Click any of the icon above and see how ZIPMATCH is easier, shorter and risk free than other

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<http://www.zipmatch.com>

# A Personalized Invitation to Sell/Co-Broker

to me ▾

## **DIRECT LISTING TO SHARE WITH REALTOR MAITA SIQUIJOR**

██████████ Ayala Alabang Village

**Lot Area: 912 sqm.**

### **PRIVATE & CONFIDENTIAL**

Dear MAITA,

I hope this finds you well.

I immediately thought about you as a broker partner to help me sell this owner-built and maintained home, when the owner asked me to sell it for them.

This California-mission styled home, built in 1998, and renovated in 2010, seats on a 912 sqm. lot on ██████████ St., with a developed area of approximately 1019 sqm. As we all know, Saranggani is one of the more premium streets with big-sized lots and beautiful homes.

I have attached a presentation to give you a preview of the property. I would be happy to arrange an ocular inspection of this home for your better appreciation.

Let me know what is best for you should you be interested in principle.

The asking price for this home is PhP 88M, negotiable if we can creatively work on the numbers so that the owner nets PhP 80M, after deducting their expenses (CGT and 3% Broker's professional fee) and rent for a 2-year lease back they are requesting until they complete their new home. In my opinion this would be the right and fair price. Kindly note that the documentary stamps tax, Transfer Tax, registration fees, notarial fees and other miscellaneous expenses for the transfer of ownership is for the account of the Buyer.

As is, with no necessary renovation, this property is very much a move-in home for an end-user, or is readily leasable should you target investors, or your clients who are in the leasing business.

# A Personalized Invitation to Sell/Co-Broker

← + ⓘ 🗑️ Move to Inbox 🏷️ More 17 c

To manage registration of clients, please register your clients to whom you have offered this property in writing, and who have acknowledged your offer in writing and designated you as their broker for this property. In turn, I will register said clients to the owner.

We can arrange for an ocular inspection for your clients with one to 2-days' advance notice.

Should we successfully close a transaction together, we will equally share the work for the transfer of the ownership, and the broker's professional fee of Three Percent (3%) of the final purchase price.

Please do not share this listing with other brokers without informing me in advance. Should we agree that you share this listing with another broker, I will share sixty percent (60%) of the broker's professional fee with you and your co-broker regardless of how many you are, while I retain forty percent (40%).

The best of luck in your selling endeavors, and may we have a mutually beneficial relationship as we build our real estate business.

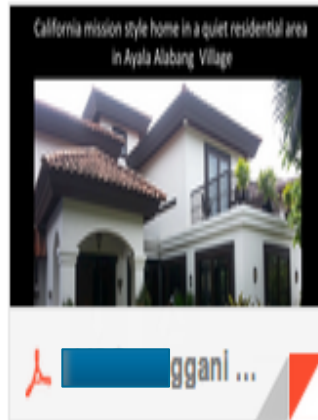
With warm regards and best wishes always,  
[Redacted]

[Redacted]  
*Licensed Real Estate Professional*  
*PRC Reg. No. 0008002*  
[Redacted] *pa Realtors' Board*

*International Realtor*  
*Member I.D. No. 61232041*  
[Redacted] *ltors*  
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# Issues in Re-Seller or Co-Brokering Programs Online

- Observe rules of co-brokering and listings exchange in public sites: Co-brokering or agency partnerships do not begin when you send a listing—it begins when it is accepted and acknowledged by the recipient, especially if acknowledgment is written (email, text).
- When a sale is consummated, co-brokering ends. Question: Do you have equal right to now serve or go directly to a client introduced by a co-broker, once the sale is consummated?
- Registration policy for in-house agents/brokers (no 'sulutan')
- To pay an allowance or not? To pay fixed or variable referral/commission fees? Incentives in kind or in cash?

# Ways to Improve & Expand Re-seller Network

1. Ensure that broker/agent contracts are clear regarding referral/client registration policy
2. Have a consistent policy for commission splits
  - Standard commission policy. E.g. of 50-50 split for a sale or rental for direct referrals, or 40-20-40 for licensed referrers, and agreement on a referral fee for non-practitioners.)
  - For those who plan to be regular referrers or have a referral site, you can specify a fixed fee for a qualified buyer or seller lead, like selling access to the information. This can be for 1 lead or to sell leads as one lot (listing).
3. Do you have a queuing/manning schedule for online & offline leads?



# Ways to Improve & Expand Re-seller Network

## 4. Diversify your re-seller network

- Strategic Selling Teams of Cooperative Sellers:
  - Smaller but many groups of either product or territory-specific sellers
  - Few but high-trust groups which can sell all products

## 5. Set-up an online customer re-seller support group for anything from documentation to FAQs

## 6. Provide a way to give feedback to broker/agent regarding quality of service/response online

Rating system (some are available in plug-ins)

This 12-webinar workshop session will cover the following:

**1. Online business model for Real Estate selling**

**2. Tools and Services every Real Estate Professional must know**

- Productivity tools
- Smartphone applications
- Virtual office tools
- Multiple Listing Systems

**3. Real Estate, E-Commerce, and Data Privacy Policies**


Schedule: October 17, 2013 (7 pm to 8 pm)

- Rules of engagement in advertising online in reference to the Real Estate Service Act
- Ethics
- E-Commerce Law
- Data Privacy Law

**4. Generating traffic, leads, inquiries from Search Engine results.**

Schedule: October 24, 2013 (7 pm to 8 pm)

- Creating useful, visually attractive, inspiring, and engaging content.
- Connecting with influencers and advocates online to expand your market.
- Making online and offline marketing work for your business.





### Can we help?

**We are offline.**

Please leave your name and email address, we will get back to you soon. You can also email us at [support@digitalfilipino.com](mailto:support@digitalfilipino.com) and we will reply. Thank you.

**Send Message**





# Broker & Agent Support


- Training as First Path to Support
  - Paid training
    - Product Orientations
    - Skills & management training
  - Free training
    - Online seminars
- Informal
  - Group
  - Mentoring & Coaching (group or one-to-one)
  - Field (on-the-job/guided)

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# An Introduction to Marketing

This Wharton course will teach the fundamentals of marketing by getting to the root of customer decision making. The course will focus on branding strategies, customer centricity and new market entry.



**Sessions:**

Oct 14th 2013 (12 weeks long) [Learn for Free](#)

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- Business Model Development
- Digital Tools & Services
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# Tooling to Aid Independence & Speed

- Access to Critical Project or Listing Information (Web & Mobile)
  - Information on listings sites
  - Brokers/agents only access
    - Computation sheets
    - Memos/policies
    - Pricing
    - Updated inventory
    - Client generation events/E-vites
- Provide Online Agent/Broker Tools for their Own Sites
  - Information/Access to Suppliers for Site Developers
  - Scripts/Badges as resources for the site for content
  - Timely response from Broker Coordinator thru online tools (cell, FB, PM)

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Sell More. Faster.



Streamline Buyer Management



Stay Informed 24/7