

7 "Must-Have" Systems for Your Real Estate Business



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Real Estate is a demanding career choice. There are so many tasks that need to be completed on any given day. Learning to manage these tasks is key to a successful Real Estate business. Automating as much as possible frees even more of your time for lead generation or working with sellers and buyers, which are your top priorities.

Don't mistake the word system with an expensive computer program you will have to purchase. A system can be as simple as a paper checklist. Systems can run the gamut of super simple to complex. You will need to create systems that work for your business style.

Technology has played a big part in improving systems. Take a look at this video by Gary Keller, Gary & the Box. <https://www.youtube.com/watch?v=ktfSmLegfFs>
Gary used a simple index card system to manage his lead generation that works very well. We now have technology that recreates the same principles of Gary's box.

To create a good system, you need to evaluate your daily tasks. Then you will need to write out the steps you take to accomplish a task so that you can repeat the steps exactly every time. When you complete documenting your procedures, you will have created an operations manual for your business. This operations manual will be invaluable should you decide to hire a buyer's agent or assistant to help you grow your business.

It is so hard to remember if you did a task for a transaction when you are dealing with several at a time. A checklist, whether paper or electronic, will help ease the stress when you are trying to remember if you got something done. Working with a good system will help you meet your deadlines.

You may be wondering where to start. Following you will find 7 "Must-Have" Systems you should implement into your day to day business operations. Real Estate Virtual Experts can help you evaluate your business and help you create the systems that will help you successfully grow your business.



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7 "Must-Have" Systems for Your Real Estate Business

1 Database/CRM

A database is the most important asset in your business. You can keep your database in any format you would like. Many programs can help you manage your database but do not integrate email, calendars, tracking systems or marketing. If you only intend to manage your database you can use an Excel spreadsheet, Outlook or your Gmail account. If you want a one stop system that will allow you to categorize, email and market to your database you will need to use a Customer Relationship Management system (CRM). You will need to create a client intake process so that your leads are entered into your system the same way each time for consistent categorization. You will also need to plan how you will manage and update your contacts as you are continually contacting and adding to your database. Many brokerages are offering free CRMs to their agents. Be sure to check out what your company has to offer before investing additional money in a program.

2 Lead Generation Systems

Your primary function as a real estate agent is to generate leads. You can't sell a home without buyers or sellers in your pipeline. There are several categories for systems that fall into lead generation. Lead nurturing is the process of contacting and following up with potential clients. Create a process to outline a series of contacts including phone calls, email and good old snail mail. Next think about a process for handling referrals. You may receive referrals from out of area agents, past clients, friends or former colleagues. Create a process for contacting the referral and a process to thank the referrer. Gathering testimonials from clients is an important way to stay in touch and provide information on your services to potential clients who may be checking you out online. Don't forget about creating and practicing scripts. Many people shy away from using scripts because they don't want to sound like a pesky telemarketer. If you take the time to internalize the scripts, when your clients ask a question you will be familiar with the answer.



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3 Internet Systems

The main internet systems to consider are email, website, social media and video creation. Again, your brokerage may offer you systems for email and websites. Some brokerages also offer systems for social media and video creation. If your brokerage does not offer these systems, you will need to create your own. Most buyers find their agent online now. It is no longer an option to have an internet presence, it is a must!

4 Contract Management Systems

There are many ways to manage and monitor your listing and sales contracts. Most offices are now going digital. There are some great options. If you are not utilizing a digital system provided by your company, there are options for you. If you are old school and still maintain paper files, you will still need a system. One of the most important items to include in your system is a checklist of required documents to prevent having to chase documents at the last minute.

5 Scheduling Systems

Managing your daily calendar is crucial in real estate. If you have an assistant helping you manage your calendar, you will definitely need a digital system for both of you to access. Another scheduling system to consider is for showings. These call centers take the calls from agents who want to show a property. The call center makes all arrangements with the seller. This is a great system for timely scheduling of showings. A frequently overlooked scheduling system is an out of office system. Whether you are going on vacation for an extended period, taking a day off, or going to be out of the office working with clients or attending training you will need to have some sort of system to handle calls and email.



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6 Listing Systems

There are many systems needed when you are a listing agent. Once you have nurtured your database and have a contact raise their hand to sell their home, what do you do? You need a system for the creation of your Comparative Market Analysis, Photography/Videography system, Staging/Virtual Staging systems, Marketing system, Open House system, Presenting an offer system, Closing system and After the Sale system. Don't overlook an important step by using checklists and simple systems to provide consistent service to all your sellers.

7 Buyer Systems

Working with buyers has many phases as well that require planned systems. These phases include the initial consultation, showing properties, evaluating properties of interest to your buyer, the offer process, closing process and after the sale process. These systems do not need to be complex, but you do need to have a planned process to provide consistent service, make sure that nothing falls through the cracks, and ultimately get paid.

You will find yourself less stressed and more organized by implementing these systems into your daily operations. Once these systems are documented, you have a training manual for any future growth of your business.

Not Sure Where to Start?

Real Estate Virtual Experts can help you create and implement these systems into your business. Schedule a Discovery Call with Cindy Winslow, Real Estate Business Strategist, to help you create a personalized **Real Estate Systems Blueprint** to implement into your real estate business. Email: Cindy@RealEstateVirtualExperts.com or Phone 412-294-8335



Cindy Winslow is a former full-time Realtor®, real estate trainer and new agent mentor who has been in the real estate industry for 24 years. In addition to training, Cindy's experience includes working with buyers and sellers, new construction and marketing.



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