

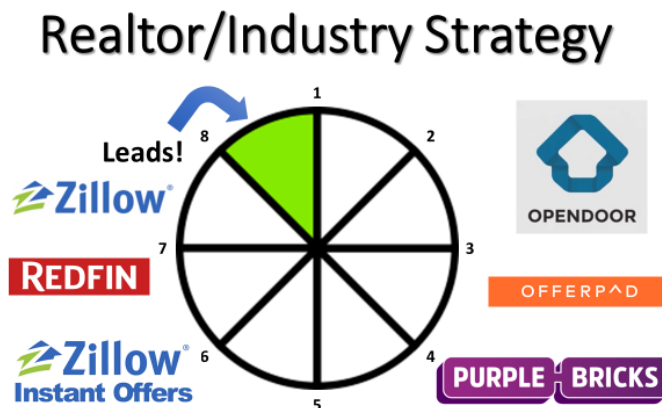
NINJA 氣 LEADERSHIP Institute

Pre-empt Disrupters. Follow the Road Less Traveled.

By Larry Kendall, author of *Ninja Selling* and Chairman Emeritus of The Group, Inc.

At a recent Ninja Selling workshop, a woman came up to me and asked if I was concerned about all the so-called industry disruptors – Zillow Leads, Instant Offers, Open Door, Redfin, Purple Bricks, etc. She was obviously distraught and said, “We won’t even have a chance to compete for the business. They will have the business before we ever get in the game!”

As she continued her rant, she suddenly stopped and said, “You don’t seem too concerned! Why aren’t you concerned?” I replied, that we have a different business strategy – a road traveled by only 6% of our industry. The other 94% is trying to compete with or buy leads from the disruptors. Here’s what the industry looks like.

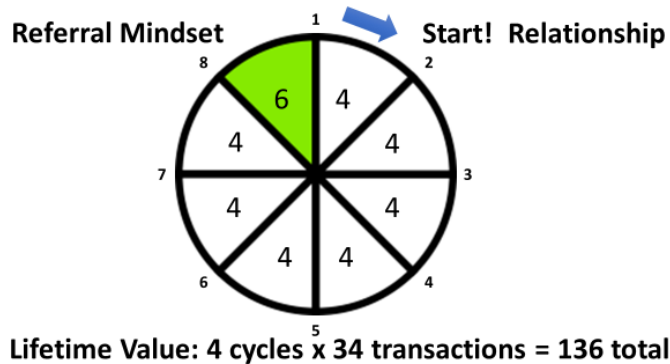


The typical American household buys and sells a home every 7 to 9 years – let’s say 8 years on average. The wheel above represents this 8-year cycle. Nearly our entire industry (94%) as well as the disruptors are focused on that last 12 months of the cycle (green section). Who’s moving? How do we capture them? How do we sell (or buy) the leads? Lead generation, capture, and conversion is the name of the game here.

At closing, the pattern starts over and the Realtor runs back to the green section looking for leads and the next deal. According to the Zillow Consumer Housing Trends Report, only 6 % of Realtors have a consistent (monthly) follow-up program with their clients after closing. An amazing 74% of buyers surveyed said they never heard from their Realtor ever again after closing! Their Realtor is back chasing the next lead in the final year of the 8-year cycle rather than building and maintaining a relationship.

Here's the Ninja Business Strategy, which is the road traveled by only 6% of the Realtors in our industry.

Ninja Business Strategy



The Ninja Business Strategy is built around three principles:

1. **Relationship Activities.** The closing is the START of the relationship not the end. Stay in “flow” with 3 touches a month that create value for the client. Maintain your relationship with them and you will know well in advance when they are ready for a move – pre-empting the disruptors who are swarming in the last 12 months of the home buying/selling cycle.
2. **Referrals Mindset.** According to Harris Interactive, Americans know at least 4 people who will move this year. The Ninja Mindset is, “How do I discover and earn those referrals?” Four referrals a year over the 8-year cycle is 32 transactions plus the client’s purchase and sale in year 8 results in 34 potential transactions over this 8-year cycle.
3. **Lifetime Value.** Assuming your client moves 4 times in their lifetime (four 8-year cycles), there are 136 potential transactions available to you. The relationship with this client is solid gold. Do the math. Take 136 times your average commission. What if you have 100 of these clients? You are “swimming in abundance”!

Why jump into the “mosh pit” with the disruptors and 94% of the Realtors who are chasing leads in the last 12 months of the process? Pre-empt them! Build a very lucrative and fun relationship business by following the road less traveled.