Clarity Leads to Power

A Ninja Webinar with Larry Kendall

1. What is causing you to lie awake at night?

2. Pushing your buttons:

   - FOMO _____ _____ _____ _____

   - Disruptors or Distractors?

3. Afraid and Confused:

   "He's hell bent for destruction, he's afraid and confused,
   and his brain has been mismanaged with great skill."
   - Bob Dylan

4. Why are they lying awake at night? What is their way out?

   - _____
   - _____
   - _____
   - _____
   - _____

5. Clarity Leads to Power – The Solution:

   - _____
   - _____
   - _____

6. Five Universal Pillars of the Real Estate Brokerage Process

1. _____
2. _____
3. _____
4. _____
5. _____

7. Practice your Ninja Nine! Flow fixes everything!

Daily;

1. _____
2. _____
3. _____
4. _____
5. _____

Weekly:

6. _____
7. _____
8. _____
9. _____

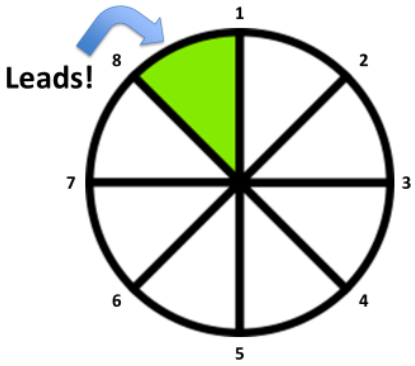
8. Ninja Business Strategy: Build Relationships

- Realtor Contact after Closing
  - Never _____%
  - Occasionally (once a year) _____%
  - Regularly (monthly) _____%

"My wife and I have purchased and sold 11 homes in our lifetimes.
We've never once had the Realtor connect with us after closing."

- Lee Cockerell, Executive Vice-President of Disney, (Retired)

9. Realtor/Industry Strategy:



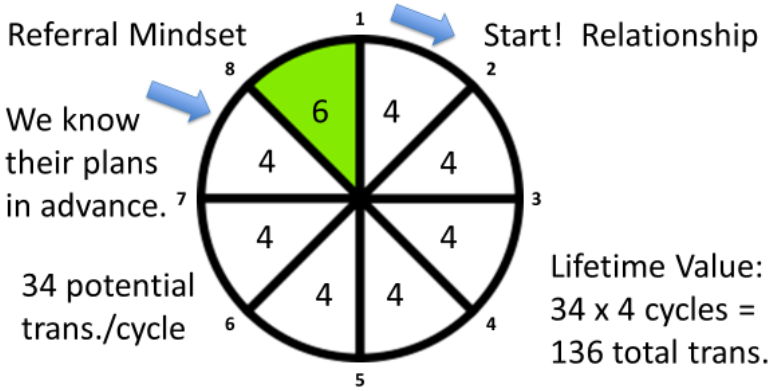
10. Ninja Referral Mindset:

"These clients know at least 4 people who will be moving this year.
How do I access and earn their referrals?"

"I'm interviewing 2 or 3 executives a week who are looking for multi-million dollar homes.
If my Realtor had stayed in touch, I could have made their career."

- Lee Cockerell, Executive Vice-President, Disney (Retired)

11. Ninja Business Strategy



12. The Lifetime Value of One Client (32-year Real Estate Career)

- 136 transactions @ $8,000 each = $1,088,000 in Gross Commission Income
- A data base of 100 households x $1,088,000 = $108,800,000 in Gross Commission Income
- Annual commission income available ($108,800,000 ÷ 32 years) = $3,400,000 per year.

13. Real Estate Terminology:

Industry	Ninja
_____	_____
_____	_____
_____	_____

14. Conversion Ratios:

Cold direct mail	2,000:1
Cold internet lead generation	1,600:1
Cold phone solicitation (illegal)	500:1
Door knocking	100:1
Personal contact with friends	50:1
Ad calls	25:1
Sign calls	20:1
Open houses	15:1
Walk-ins	10:1
Past buyers	9:1
Past sellers	4:1
Referrals	3:2

Source: National Association of Realtors

15. The Challenge: Each person knows _____ Realtors.

16. The Four Stages of the Buying Process

- _____
- _____
- _____
- _____

17. Hebert Research;

- The buying/selling process takes 9.3 months to 21 months
- They select their Realtor in 1 to 3 days during this process
- Their choice is quick based primarily on flow (who they most recently interacted with)

18. Factors in selecting a Realtor:

- Referral _____%
- Have listings like my home _____%
- Website's agent rating _____%
- Personal relationship _____%

Source: Real Trends Report, Relationships Still Matter

19. Lead Conversion Formula. Source: Greg Harrelson, Inman News, 3/22/19

- 100 leads purchased @ $40/lead = $4,000.00
- 10 contacts are required per lead (6 by phone; 2 by email; 2 by text)
- 10 contacts x 100 leads = 1,000 total contacts
- Results = _____transactions

3 Questions:

1. How many people will make 1,000 cold contacts?
2. If you do, is it a sustainable business plan? Can you keep it up?
3. What would happen if you made the 600 phone calls to friends & clients? The Ninja formula is 1 transaction for every 50 live contacts with friends/clients. That would result in 12 transactions versus just 1.8 transactions chasing strangers.

20. The story of 2 young guys.

21. The Record for Buying Leads:

- $_____Gross Commission Income last year
- $_____ per month buying leads
- $_____per year buying leads (annual contract)

22. The Ninja Mission:

- _____
- _____
- _____
- _____