

Acquiring a new customer can cost five times more than retaining an existing customer. The success rate of selling to a customer you already have is 60-70%, while the success rate of selling to a new customer is 5-20%.

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REFERRAL BUSINESS IS THE LIFEBLOOD OF REAL ESTATE

- $\checkmark~$ 92% of consumers trust word-of-mouth from peers and friends over advertising
- √ 82% of ALL real estate transactions came through word-of-mouth referrals and repeat business
- ✓ 21% of agents earn over 50% of their business through referrals
- $\checkmark\,\,$ The average agent generates 42% of their revenue through repeat and referral business

REFERRAL BUSINESS IS THE LIFEBLOOD OF REAL ESTATE At least ½ of my business is from a previous buyer, seller or friend YEAR 1 YEAR 5 WEAR 9 By my 5th year I'd sold 5 properties more than once (and one 3 x)

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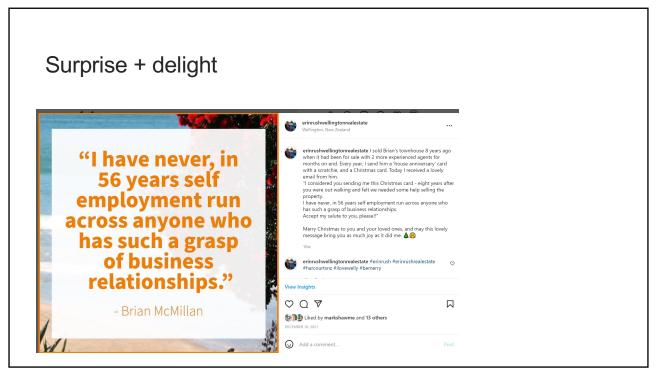
ADD VALUE + STAY IN TOUCH

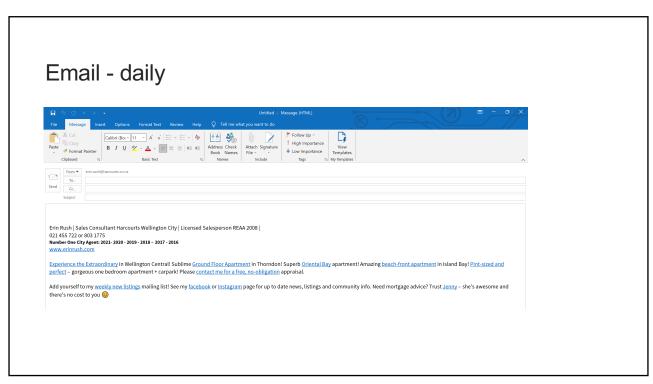
3 MAIN GROUPS OF PEOPLE

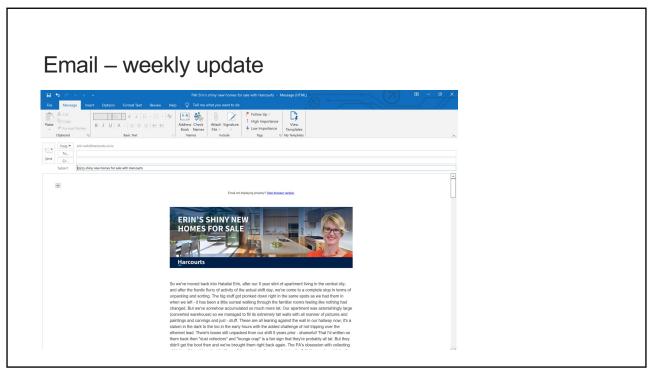
- 1. My past and present customers and clients
- 2. My potential clients who have made contact with me but have not yet transacted
- 3. Key centres of influence who can potentially refer large numbers of new people to me regularly

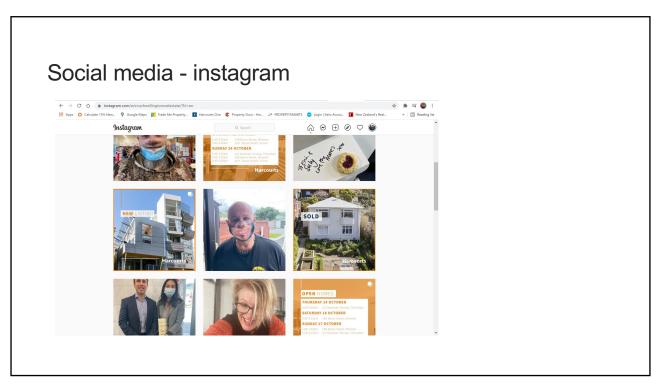
MY AIM IS TO LEAVE THEM BETTER OFF EVERY TIME I COMMUNICATE WITH THEM

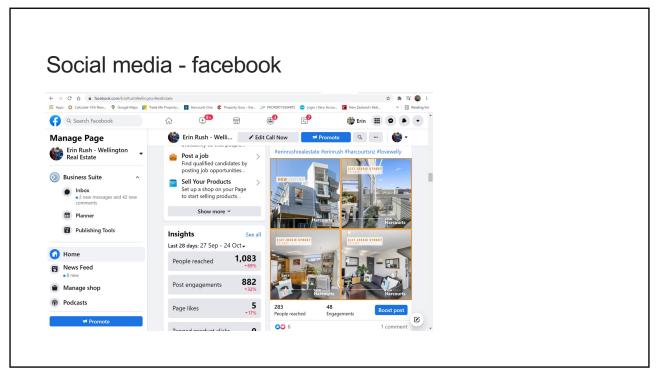












Snail mail - BI-monthly

13 February 2020

Dear (first names)

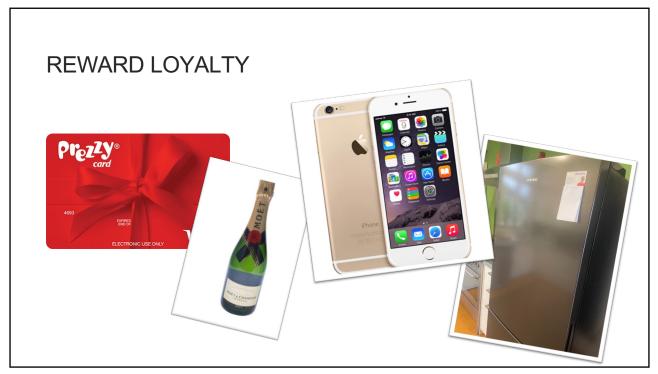
Since we last spoke I have travelled another orbit around the sun and this one ended in an 0. As a January baby, and let's face it, in the 70s no one really did children's birthday parties (or maybe I wasn't invited to them - that's just occurred to me, https://memouspaper.org/ instead of a big party I ticked off a real dream of mine and went with a friend to the Australian Open. We saw the final round four and two quarter finals. The organisation of the event, the activities, the facilities - all top notch. And the tennis - well, I had to pinch myself that I was just 10 rows from the front watching Ash Batty, Simona Halep and then my here Roger Federer. In no day, we watched 9 hours of tennis (three quarter-final matches) for the sum of \$164. Considering we could then go out of the arena and watch the evening session in deck chairs in front of the many big screens made this pretty decent value for money, don't you think? You'd pay this for 80 minutes of rugby and awful food and overpriced booze at a rugby stadium near you. So I say - go - if you've ever wanted to go - just do it.







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BECOME OBSESSIVE ABOUT CUSTOMER EXPERIENCE

80% of brand building is about the behaviour of an organization and its people – not marketing

Inconsistent customer experiences erode the sense of reliability, predictability and dependability that underpin trust.

... today it is the **EXPERIENCE** a business creates that can make or break their trustworthiness

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FOCUS ON MAKING A GOOD LAST IMPRESSION

We've always been told that FIRST impressions are what counts

But, research has shown that our LAST impression of a product or brand is most significant in shaping our memory and perceptions of the experience.

Design customer journeys to finish with a bang in order to create an experience that makes your customers feel emotionally positive and remember you fondly.

THANK YOU