**Marketing Strategies**

**For You as a *Stepping Up!* Agent** 

**Brochures**

A great way to get the word out that you are a Stepping Up! Agent and to let potential Referral Agents know what you are all about! Target agents in your company or area with occasional mailings and updates. Hand them out when you meet with potential agents.

**Agent on the Other Side of Your Transactions**

Mail a brochure out to all agents when you send your thanks after a good transaction with them (it gets the word out even if they are not themselves ready).

**Word of Mouth**

The absolute best recruiting tool is your reputation and relationship with potential agents and others. Let them know your new plan and give them a few brochures to hand out to others.

**Office Managers & Brokers**

This is the most effective source of Referral Agents! Managers are always talking to agents about their business and know who is ready when. Keep reminding them that you’re there and working!

**Lenders & Escrow Officers**

Meet personally with the people in your industry who work with other agents daily. They know what is happening out there! Give them a few brochures and tell them to call when they run out, you’ll take them out to lunch and replenish them!

**Presentation and Classes**

Use of our own CE (Continuing Education) Class designed for Arizona with 3 hours credit towards bi-annual Commissioner’s Standards requirements. Can be presented in AZ and adapted for other states’ Departments of Real Estate. Also, shorter presentations are available designed to educate and recruit Referral Agents.

**Your Office**

If you’re active in your office, you’ll know who is perhaps getting ready to step back. The best recruiting tool is to let them know that they need to join your Team before they allow their sphere to die. You want to keep it alive forever, and profitable for them! If they do as most agents do, no marketing and only work with the ones they like for the last couple years in business, they’ll slowly allow their sphere to die and it may not be recoverable when they finally make the decision to join your Team. Don’t let them do that!!!

**Your Referral Agents**

An excellent source of other Referral Agents if they’re enjoying what you are doing for them!

**Team Agents**

Let them know that if they recruit a Referral Agent, they’ll be the one mostly working with them! Income!!!

**Trust**

They have to trust you and be impressed with your commitment and follow-through in order to make the move. They want their clients cared for just as they have done for years! Work extra hard to prove this with new Referral Agents to get them comfortable with you.

**The Referral Agent’s Sphere**

It’s important to consider how well the RA has kept up with his/her sphere the past couple years. The key is to come to you with an active sphere that has been well maintained and marketed to so you can continue that service for them. It is typical for agents who are considering “retiring” to first stop their marketing for a year or two and be more choosy about who they work with as they slowly transition out of the business. This allows their sphere to die and slowly move on to other agents. You need to pick up their sphere while they are still very actively being marketed to. This makes the transition successful and allows you to market to them in an uninterrupted manor, showing that the RA has Stepped UP! and created a larger Team! If their sphere dies, you most likely won’t be able to revive it without the full involvement of the RA (calls and notes for a decent time period). Help potential RA’s to understand this as they consider their next move!

**Website – eBook Download**

We offer a free download of our eBook, *Stepping Up! An Exit Strategy for Realtors®*, from our website. We get an automatic email from the website with the name and contact info for the downloading agent. This will automatically enter them into our email drip system and monthly newsletter (eNews). Unless a Stepping Up! Team Lead already has a relationship with this agent, their name will be passed along to the nearest Team Lead geographically for follow up. We suggest your follow up be very low key simply asking if there is any more information you can supply them. Suggested spiel:

I simply want to thank you for your recent download of our eBook, *Stepping Up!* *An Exit Strategy for Realtors®.* Please let me know if you had any problems in the download. If you would rather have a hard copy, just ask and I’ll deliver/mail one to you free of charge (use judgement as it’ll cost you a little). We’re here to help! Thanks again.