



# ELITE AGENTS ONLINE

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DEBBIE DE GROTE

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**Debbie:** Alright guys, welcome to the call. So, it is Debbie De Grote. I want to do as many of these calls this year for you guys as I can, and then I'm going to cycle through other coaches so you can meet some of the great coaching faculty. And I know you're working with some of them, so that's terrific. So, what I thought we'd do today is, let's just go first of all to a "free for all" of anything you guys are working on, may need some additional help with. And then if we run out, I have some emailed questions that we could jump into. So, go ahead, guys. Why don't you fire away? Don't be shy.

**Male speaker:** Yes, good morning, Debbie.

**Debbie:** Good morning.

**Male speaker:** I've got a question here regarding the program in that I've got a unique situation. I'm actually working with a couple of lead generation systems now, and what I'm finding is I'm actually overwhelming myself with trying to find the nuggets. And I'm desperately working through all of these systems and I'm very impressed with the number of leads we're getting, but the filtering process seems to be overwhelming me.

**Debbie:** Okay. So, when you say the "filtering", you mean just all... How many leads are you getting typically in a month?

**Male speaker:** We're getting anywhere from 60 to 80 on just one system, and I'm working three different systems right now.

**Debbie:** Got it. And just because I'm familiar with a lot of them, and maybe some of the group is here too – what are the systems that you're buying the leads from?

**Male speaker:** I'm working with Conversion, working through Zillow, and working through Offrs.

**Debbie:** Offrs, okay. Are you having good luck with Offrs?

**Male speaker:** I am. We're into about our, I'm going to say 90-day window with them. It took me some time to build up the nurturing and the connection with the leads, but I am now at a point where I'm actually scheduling appointments, which is phenomenal.

**Debbie:** Okay, wonderful. Well, guys, the dilemma of course as we know with these online lead purchases is that most of them convert after four months. Now that doesn't mean you won't get some conversion early on, but it's usually like the seventh, eighth attempt, or actually I should say connection with them, or conversation with them, and anywhere from 4 to 18 months. So yes, it does become quite overwhelming to nurture them all, especially when you've got them probably they each have their own campaigns and drip systems. Is that correct?

**Male speaker:** That is absolutely correct.

**Debbie:** Yeah, that is kind of a pain in the you-know-what. (Laughing.)

**Male speaker:** Exactly.

**Debbie:** Everyone is different. So guys, does anyone who's on the call right now – we certainly won't spend our whole call on this – but does anyone who's on the call right now have any thoughts on this or any suggestion, since we like to use this as a bit of a mastermind opportunity? So, here would be my thought, and we have a lot of campaigns and things going on here. And I don't know that this will be an easy answer for you, because I'm not sure there is an easy answer for you.

What we try to do is have a really established best practice. And guys, this would go for everything you really do in your



business. So, I'll give you an example. We do a lot of targeted Facebook ads. So for that targeted Facebook ad group there's a very specific campaign, drip system, team members who are responsible for particular activities, and then an accountability method behind that to monitor the conversion. And so I guess I would say, use what you've got first of all, making sure that any lead system that you guys buy, that you're really educated on their campaigns, so that you can really use them at a high level.

Now, I do know some people take multiple lead gen methods and then they feed them over to a different CRM, and they've got all their systems set up in one CRM and it's all going into that. But I would say most people with multiple campaigns are just running those individually. And this is such a big topic, I don't know that I can really do it justice in a short answer here without taking up the whole call. Who are you coaching with? I don't have that screen up right now.

**Male speaker:** I actually was introduced to your program through our One University in our back office, so I'm currently not coaching with anyone, and that's one of the reasons I was excited when I found your program because I'm really drilling down and realizing that I probably need to get some good, solid coaching behind me to utilize what I have in front of me, as far as lead potentials and organizing myself.

**Debbie:** Well, let me do this for you: Send me a direct email – [debbiedegrote@gmail.com](mailto:debbiedegrote@gmail.com), and if you would, write in your email just your synopsis, your scenario here. And what I'm going to do is I'm going to copy my personal marketing coach and then also one of my coaches that was used to managing thousands and thousands and thousands of leads for Lending Tree. So I'll try to get you back a response in the next day or two. How's that?

**Male speaker:** Great, thank you, Debbie.

**Debbie:** Awesome. Okay, so next question?

**Nancy:** This is Nancy from Berkshire Hathaway.

**Debbie:** Hi Nancy.

**Nancy:** Hi, how are you?

**Debbie:** Good.

**Nancy:** I just want to know what other people or agents are using regarding the auto dialer, because I switched to Vulcan7 and it's getting really pricey. I pay \$270 a month, and the numbers are not very accurate. So I was wondering what other agents are using.

**Debbie:** Well, I can give you a quick rundown. There are auto dialers – for example there is Mojo, which is a very popular one, but I think just the basic Mojo dialer itself – they don't necessarily provide you leads and phone numbers. Obviously they may have things you can purchase that do, but a lot of the lead systems use Mojo as their auto dialer.

Vulcan7 is considered to be one of the better ones for expired listings, because they seem to have a little bit better data, little bit better phone number, but they are pricey and in a lot of your markets there's not that many Expireds. So, does anyone here on the call use any different dialer that you might be able to share with Nancy? My suggestion would be, you might take a look at Mojo and just lay it side by side with Vulcan7.

**Nancy:** I've used them before for many years.

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**Debbie:** Okay. It's not easy, right, guys? This whole thing about getting phone numbers and all that stuff is probably one of the biggest challenges. We use something called, I think it's called FiveStreet, but I think it's a lot more expensive. So, you'd probably be better off with what you have.

**Nancy:** Okay, thank you.

**Debbie:** Alright, anyone else have a question? Nothing, really? Come on, guys. I know you do. (Laughing.)

**Dan:** I'll give you one.

**Debbie:** Go ahead.

**Dan:** It's Dan McWhorter from California Remax.

**Debbie:** Hi Dan.

**Dan:** Hi. I've been out of the business for 15 years. I just came back into the business, so I'm starting from scratch. And the business has changed so much in 15 years, it's just incredible. And I'm kind of lost, to be honest with you. I started doing open houses again because I was very successful in the past with it. And I'm finding that a lot of the leads that I'm getting from the open houses, trying to reach them after the fact is tough; it can be really, really hard.

And I'm being told basically that I need to set appointments with these people at these open houses, right there while I have them in front of me. And what am I setting an appointment for – to show property, a buyer consultation, get them pre-... I sent you an email the other day and you responded back to me in regards to the lenders that I'm working with have been very, very difficult, as far as following up and getting people prequalified. Including the last one wanted me to collect all the information myself and basically take it to him and hand it to him.

**Debbie:** Well, that's just ridiculous, yeah.

**Dan:** He chastised me. I gave him nine leads this weekend – names and phone numbers of all people that wanted to be prequalified, and he told me that he hasn't been able to reach any of them. And the funny thing is I picked up the phone and I had no problem contacting these people. And he's telling me he wants me to collect their W2s, all their basic information, and take it to him.

**Debbie:** Stop right there because you just need to kick that guy to the curb. He's gone, dead to us. Right, guys, he's dead to us?

**Male speaker:** Yes.

**Nancy:** Yes, absolutely.

**Debbie:** Yeah, that's unacceptable. So going back, and again, just to get to the heart of a quick answer since we want to deal with some other questions – you're not wrong for going after open house. If I had very little budget and I were getting back into the business today, and I wanted to get some quick money, I'd go find any agent I could and get an open house. I would do that. And I used to make a lot of money off of open house back when.

But here is what has changed, and I think since you were in the business before and I think we'd probably all agree that today's buyers are tougher to pin and win at open house because they don't think they need us, right? They think they can go

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on Zillow and do everything they do. So, we've got to get in their head. We know they're coming in there with the mindset that they don't need our help, and therefore back when, we had all the keys to the kingdom with all the information. Now we have to find a different hook.

And so if you think about it, guys, what is it that buyers want? They want the hidden inventory, right? They know inventory is low, they know they're going to have to, in many markets, compete in multiple offer situations, so they want to get to that pocket listing, the quiet sale, the off-market stuff. So, you feed into that; that's the hook. Now, the person also told you to try to book the appointment at the open house. Yes, but then to your question, what would that be for – well, if I said to you...

Here's what I do that's a little different than the typical agent that you might meet. They are going to put you in an MLS search, and that's fine. I would do that as well. But what you really need is an agent that only works with a couple of buyers at a time, and gets out there into the market once they know those buyers' needs and wants, and aggressively hunts to find off-market properties. And I can do that in a number of ways – door-knocking, phone prospecting, Expireds, For Sale By Owners, Withdrawns and Cancelleds, going out into neighborhoods and mailing "I Have a Buyer" letter. The great news is, that doesn't cost you a thing at all. But what I would expect is that you would sit with me for a 20-30 minute thorough debrief of your needs, so I'm hunting the right thing. And the only thing I would ask is that once you're convinced I'm a great agent and you feel comfortable, that we'd work together. So why don't we do this: Why don't we get together tomorrow at my office? And here's what I'm going to do for you: I'm going to try to find a couple of properties that are the closest sample possible to what you want. Not assuming you're going to buy them, but just so you can go out and show me – "Yes, no, don't like this feature, love this feature." Then we're going to sit down at my computer, we're going to set up your custom search, which only takes a few minutes, but it's going to be very accurate. And then I'm going to go hunt for you. So, in a short amount of time we're going to get a lot done, get a great start, and you're not going to waste time. So how about 2:00 o'clock tomorrow?

That would be really my approach with them, guys. And they may say "Yes", they may say "No", and if I have to follow up with them to get them, I'm going to follow up with them tomorrow. And I'm going to follow up with them Tuesday and I'm going to follow up with them Wednesday. You're going to have to hunt them pretty aggressively, guys.

And also, I'm not a fan of sign-in sheets, because they don't want to give you their information when they don't know you. And then they write down a phony phone number, email, then they talk to you and they like you, but what are they going to do? Say, "Yeah, I lied on the paper"? So, you've got to win their information. Now if you want to have that sign-in sheet that if you can't get to them because it's too busy or they didn't talk to you or it just didn't work out, then what I would do is have them sign it on the way out the door. That'd be better than signing it on the way in the door, if that makes sense, guys.

**Female speaker:** You've already established a little bit of rapport with them hopefully by then, so they're not so likely to give you a fake one.

**Dan:** When I first started I was getting a lot of fake phone numbers, a lot of fake email addresses when they walked in the door. And I found recently by just letting them walk past it when they come in and walk around and talking with them, I'm getting all correct information now for the most part, by not forcing it down their throat or asking them to sign it as soon as they walk in. So that's absolutely 100% correct. And also I'm determining who I want to work with. I don't want to work with somebody I don't like and don't get along with right off the bat. So, I ask the people that I like, for the most part, to sign the guestbook as well.

**Debbie:** I was going to make a smart alec comment like, "Well, that lets out about 90% of the world." (Laughing.)

**Dan:** No, I get along pretty good. (Laughing.)

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**Debbie:** I'm kidding. But I do think that what your point is, which is valid is, people may be a little difficult to win, but once you get engaged in that conversation with them, there's someone that you think you have a good opportunity there; there's a little bit of respect and communication. So no, I totally get what you're saying; I was just teasing. Alright, guys. Another question?

**Dan:** Thank you.

**J.P.:** Debbie, it's actually J.P.

**Debbie:** Hey J.P., go right ahead. J.P. is one of our awesome coaches. So J.P., fire away.

**J.P.:** You bet, Debbie. Happy to be on the call, happy to be on the call. I wanted to comment a bit further, if I may, on that first agent who had a question, if I understand the question correctly, who was getting leads from Offrs and from Zillow. And the question specifically was he had three different sources and each one was 60 to 80 leads per month, so it's about 240 leads per month. Is that correct?

**Male speaker:** Yes, that is correct.

**J.P.:** Okay. A couple of things – there is a company called Follow Up Boss. I don't necessarily know if you need them yet, because they collect leads from over 200 different sources for you and they collect them into one place. Now if you've only got the three different lead sources – Zillow, Offrs, and what was the third?

**Male speaker:** Conversion.

**J.P.:** Conversion, okay, great. I don't know that you need that, but there's another company that you might want to look into. They're very inexpensive; they do great work at a pretty reasonable price. It's called Agentology. Have you heard of Agentology?

**Male speaker:** I have not. I will look into it.

**J.P.:** Okay. Essentially what they do, real quick here, is basically a US-based ISA team. There are a lot of ISA teams out there, but they generally are located say in the Philippines. These guys are located here in the United States, and I've spoken with them. They speak great English, they're very clear, and they follow up with your leads within 5 minutes, 24 hours a day. A lead comes in at 2:30 in the morning, they're going to have somebody call them. And then they know all the great questions to ask, and of course they send any reports to you to follow up with the more serious leads. So that might be something to consider as well.

**Male speaker:** Great, thank you.

**Debbie:** Thanks, J.P. Alright, another question anyone?

**Kailyn:** Debbie, this is Kailyn. How are you all?

**Debbie:** Good. Hi Kailyn, Happy New Year!

**Kailyn:** Happy New Year to you all! I have a quick question. The other day we were reading the Orange County Register. Jeff Collins wrote that it looks like 2018 there may be 50% less of transactions in Orange County. So, my question is, my

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morning is usually scattered. How do I make myself focused so that I can focus on listings more this year? Like one main thing that I can keep reminding myself throughout the day.

**Debbie:** Well, Kailyn, because I know you so well, and then what I'll probably do – J.P., I may answer her question and then I think I'll turn the group over to you, since I have a webinar to dash into in a moment. I'll let you finish up the call with them, if you will.

**J.P.:** You bet.

**Debbie:** Kailyn, I think first of all yes, we probably will see in many markets this year a lower inventory market continuing. And yes, people are taking longer to move than many did before. So, my thought around that is this: Number one, I also read that the 80/20 rule is shifting to the 90/10. So in other words, 20% of the agents doing 80% of the business is moving to 10% doing 90% of the business.

And that's why I'm so excited that you guys are on this call today, that you are in coaching with us, and we also as a company are very dedicated to keeping you on the cutting edge. So for an example, Kailyn, you don't even know about this – nobody does – but in March at our March event we are going to launch our Inner Circle program, and that's going to be automatically available to all of our coaching clients at no additional charge, and that's going to run little mini programs, like how to do Facebook ads, how to do social media, how to leverage your online lead pipeline. And our clients can jump in where they choose. So I think it's going to be more critical than ever to have coaching, to have cutting edge training and to stay one step ahead. So, we're going to help you with that.

Now, the second piece is, I think we have to leverage every opportunity. So if you have a new listings, guys, I want you to blow that thing up. And I'll let J.P. maybe take a few minutes when I jump off to talk about how to really maximize your opportunity of each listing to get another listing. And many of our clients are doing like a two-week pre-launch where they're knocking the neighborhood and they're doing things in there to drive traffic. Stanfield Group just did that past week and they had 70 people through their open house, and wrote four offers and double-ended it, and picked up three additional sellers and four additional buyers. So, we've got to make the most of every listing and not just rush it to market and sell it quick.

And I think the other thing, Kaylin, is you are a hard worker; you just need to be very disciplined about time-blocking that minimum standard – one hour to one and a half in the morning, and hitting your 55555 – 5 great contacts, 5 emails, 5 text, 5 handwritten notes, all focused on listing. And then the rest of the time you can deal with your buyers; you've got a whole day ahead.

**Kailyn:** Got it.

**Debbie:** Alright, J.P., I'm going to have to run into the Green Room, but I'm going to turn them over to you because there are a few minutes left, and I'll let you maybe give them some tips on maximizing the exposure around open house.

**J.P.:** You bet. Thank you, Debbie.

**Debbie:** Excuse me, not open house but new listing. But open house too. Alright, thank you. Thanks guys! Have a good day!