

A man in a dark suit and white shirt is pointing at a tablet on a table. In the background, a woman with sunglasses on her head is hugging a man in a plaid shirt. The scene is set in a modern office or kitchen area with large windows. The entire image has a teal overlay.

Getting to the Top:

# **7 Steps to Get Your Business REAL Trends Ready**

**BoomTown!**



**REALTRENDS**  
THE TRUSTED SOURCE

Every year, REAL Trends releases lists of the top residential real estate agents, brokers, and teams in the country. It's the most trusted source to meticulously measure success and it's an incredible accomplishment to find yourself on one of these esteemed lists.

**Fortunately, BoomTown clients dominate the REAL Trends Top 250, and we have the opportunity to pool their knowledge as a resource for agents and brokers who want to find the same success.**

The following 7 steps are the most highly recommended strategies from REAL Trends-ranked, Stephen Cooley and Treasure Davis.

## Meet Your REAL Trends Experts



### **Stephen Cooley**

The Stephen Cooley Real Estate Group  
Keller Williams Realty  
Rock Hill, S.C.  
[www.StephenCooley.com](http://www.StephenCooley.com)

*#43 Teams by Transaction Sides*

*#163 Teams by Transaction Volume*



### **Treasure Davis**

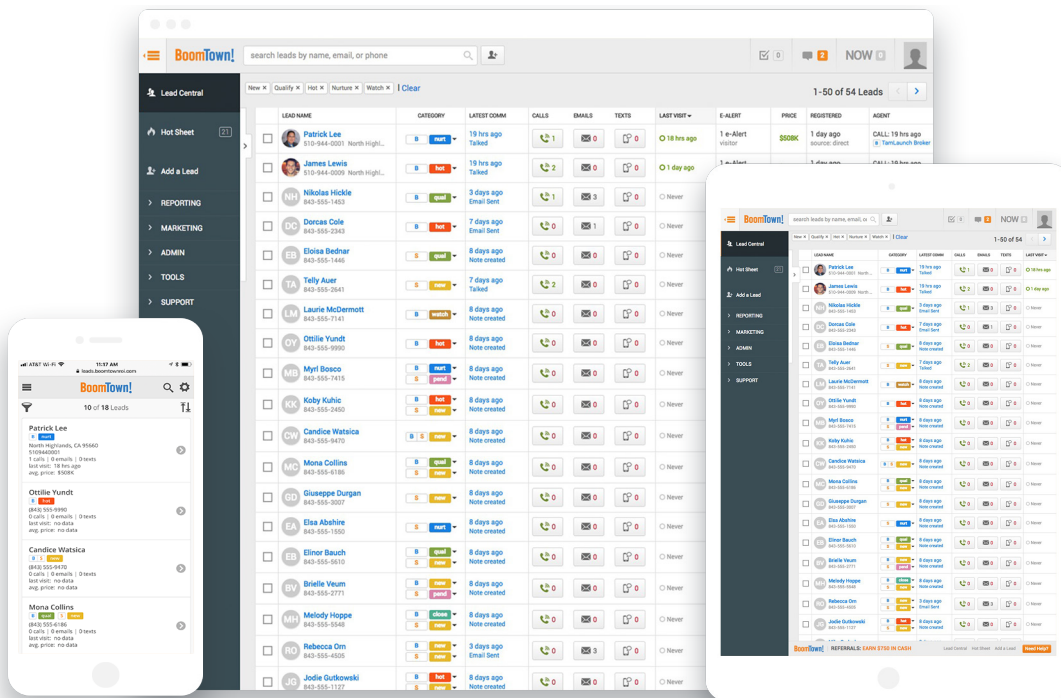
Team Treasure Davis  
Colorado Springs, CO  
[www.TreasureDavis.com](http://www.TreasureDavis.com)

*#231 Teams by Transaction Sides*

# Step 1: Organize Your Business Like You're Already a Mega-Team

**Want to get to the big leagues?** Start planning now for how you're going to scale. This will help you avoid growing pains or plateaus.

It's critical to get organized and stick to your process. A CRM functions as a central hub for your business, and in today's real estate market, it's nearly impossible to operate without one. Do yourself a favor early on and find the right CRM for your business that has the power to organize a database of thousands of leads and help you meticulously categorize, sort, and work them to a closed deal.





*"Every single lead goes into BoomTown. Every open house lead, walk-in, call-in. They all go into BoomTown. Without it, it'd probably take 3 or 4 staff-people to manage the 80,000+ leads we're working with."*

- STEPHEN COOLEY

## Why is it important to have a perfectly organized database?



*"Even in the archived leads...we can see that people are re-engaging. We're like, 'oh my gosh, those leads are coming back around. We had archived them, but now they're back in and maybe they just need a different person to reach out to them.'"*

- TREASURE DAVIS



**Becky Babcock**

October 16, 2019

6 year old Realtor lead. Zero 2-way communication. Buyer ghosted us so was archived. She just popped up on NOW and favorited listings. This is why we play the BT long game.



You, Mindy Hansel, Jaycie Mariotti and 105 others

13 Comments





## Step 2: Quantify & Categorize Your Time

Become familiar with the concept of “dollar-productive activities.” Stephen Cooley and Treasure Davis both point out that your time is your most valuable asset. So you need to organize your time strategically so as not to waste it in areas that aren’t making you money.

**“Be where the money is.”**

Stephen says he learned from a young age that the doctor shouldn’t do the billing at the front desk. They shouldn’t take your measurements and check your blood pressure. Those aren’t the most valuable use of the doctor’s time or expertise.

### Maximize Your Dollar Productivity



Have a “fierce” morning routine



Time block. If it’s not on your calendar it doesn’t exist.



**Understand your strengths and weaknesses. Don’t try to do it all!**

*Hire help where you can to handle the things that you don’t need to be spending your energy on.*



**Track and measure everything. Be data-driven with how you spend your time.** *Ex: “I have to prospect for 2 hours a day in order to generate X amount of leads, which will on average turn into X amount of closings, which will allow me to reach my transaction goal.”*

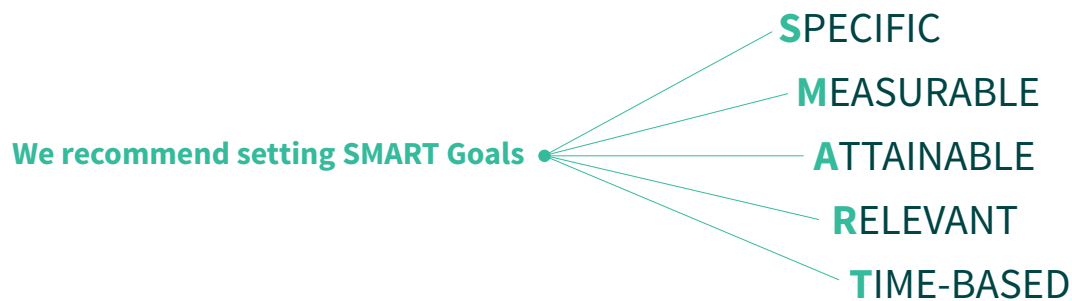
## Step 3: Set Clear Goals

If there's one thing every top team has in common it's clarity in goal setting. Most agents go through a few years of uncertainty in the beginning. You just have to do the best that you can, close as many deals as you can, and learn along the way. But you'll learn quickly that in order to build a sustainable business, your sales goals need to be strategically outlined.

### Consider setting goals around:

- ✓ Number of Transactions
- ✓ Sales Volume & GCI
- ✓ Median Home Price
- ✓ Net Revenue & Profit

The biggest mistake is to set goals and then forget about them. Or to set goals that you don't actually believe are attainable.





## Step 4: Understanding Fundamentals

Here's some unexpected advice from our REAL Trends experts: "It's not that complicated." At the end of the day, you just need to be a great real estate agent. Don't get caught up in the bells and whistles of trying to build an empire...just be great at what you do and success will follow.

Treasure Davis has gotten to where she is by focusing on doing her own personal best, not beating the competition. "It's you vs. you, not you vs. everyone else." You'll do better in the long run if you focus on outdoing yourself rather than competing with your peers.

### Checklist of Fundamentals

- ✓ Practice your scripts
- ✓ Know how to negotiate and objection-handle
- ✓ Learn LPMAMA
- ✓ Have a clear brand
- ✓ ABP = Always Be Prospecting
- ✓ Focus on lead follow-up
- ✓ Educate the consumer
- ✓ Know your market (be a local expert)
- ✓ Master your CRM

*"Top agents become top agents by mastering the fundamentals. The basics are never outdated."*

- GARY KELLER

## Step 5: Culture & Accountability Are Nonnegotiables

“Culture” rose in popularity with the boom of tech companies and the millennial workforce. But don’t write company culture off as a trend. It’s critical for a thriving real estate team.

To build a company culture you have to be clear about your core values. What’s important to you? What do you want to accomplish within your business? Build your team with those values in mind and your culture will come naturally.

### Tips for Building & Maintaining a Team Culture

- ✓ Start from the hiring process. Recruit for team members that will be a culture fit.
- ✓ Regular team-building activities/outings like dinners, parties, events.
- ✓ Over-communicate (team & individual meetings).
- ✓ Celebrate success!
- ✓ Provide support, encouragement, and training to empower your team.





Like company culture, we cannot overemphasize the importance of accountability. Treasure and Stephen both have bullet-proof accountability strategies for making sure their agents are staying on task.

**Both Treasure and Stephen leverage BoomTown to hold their agents accountable. The agents on Treasure’s team have to complete their “to-dos” in the system every single day. This way, she knows that every lead that registers on her site has been contacted and is being nurtured.**

On the Stephen Cooley team, they have a dedicated team member check their BoomTown analytics every single day. They share the **Vitals Report** with the team (a tool that shows how effectively they are using the system), and they never allow it to go under 96%.



*“It has to be more than the rat race...there has to be meaning. When people are happy at work they want to be successful.”*

**- TREASURE DAVIS**

## Step 6: Leverage Your Tribe

You're in the business of people. So it's no secret that you shouldn't go it alone. Top agents, brokers, and team leaders don't work in vacuum, they connect with their community to empower their success.

Whether it's networking, masterminding, coaching, or attending conferences, the REAL Trends top teams are taking advantage of the collective wisdom within the real estate industry. Think of your team and your colleagues as your own personal mastermind and try to check your ego at the door. There is always something new to learn, and the most successful real estate agents understand that.

Treasure notes that even when you're starting out as a solo agent, you're still not really working alone. You have your preferred lender, your home inspector, and your CRM partner. "Utilize your CRM system as a *partnership*." Be sure to leverage all of the support that is available with your technology partner(s), so they can empower you and drive growth in your business.



*"Utilize your CRM system as a partnership."*

- TREASURE DAVIS

# Step 7: Automate, Integrate, Outsource, Invest

I know, I know, this is **4 steps in 1**. But the overall theme here is to work smarter not harder. You may be great at what you do, but you cannot do it all. And you shouldn't! Take advantage of the tools, team members, and technology available that can help you build a thriving business.

## Automate

Any time you have the ability to automate something rather than doing it manually, take advantage of it. For example, BoomTown has SmartDrip plans, which automates your follow-up communication with leads. It allows you to touch base with thousands of leads at the right time, based on smart insights from your CRM, saving you hours each day.

## Integrate

Build your tech stack and leverage tools that help you accomplish more than you ever could on your own. Treasure and Stephen both use the BombBomb + BoomTown integration... allowing them to send personalized video emails directly from their CRM. When you partner with a CRM, explore their integration options so that you know you can leverage countless tools from one central spot.

## Outsource

Outsource or delegate tasks that don't require your skill set and level of expertise. (Or, things that are beyond your capabilities.) Be honest with yourself about both what you're good at and what you want to spend your time doing. Don't get bogged down in busy work and tasks that could be delegated to someone else. Additionally, try not to DIY something that should be outsourced to experts. *For example, if you don't want to dedicate the time it takes to master digital marketing, allow your technology partner to guide your strategy.*

## Invest

The two most important investments that you'll make in your real estate business are your tools and your team members. Do your research and invest in a technology partner that will be in it for the long run as your partner. Understand also that with any investment, you get what you give. Treasure and Stephen know that when you use a system like BoomTown correctly, the ROI speaks for itself.



Real estate is a competitive industry, but it's also one of the most rewarding. You're already one step ahead of the rest by reading this guide and investing time in your personal growth.

**Now get to work and we'll see you on the REAL Trends list!**

[www.BoomTownROI.com](http://www.BoomTownROI.com)

**BoomTown!**