

PICTURES FROM CHRISTOPHER BENNETT FUNDRAISER



1950 AND INTERNET LEAD GENERATION
Continued from Page 1

under Education/Learning. An agent, who I apologize I do not know the name of, mentioned this as she was sharing. She said, "I have gone back to selling real estate the way my mother and grandmother did." This comment has been sticking with me for two reasons. The first is how cool that real estate is a family business that leaves a legacy. The second is the subject of this blog.

We are living in the digital age. Things are changing so quickly it is hard to keep up. When you hear computer lead generation wizards like Ben Kinney speak, it is easy to feel lost in space. I consider myself pretty "with it"; yet one trip to Family Reunion has left my head

spinning. Is my Facebook page properly placed? Do I really need to start using Twitter? What are track-back and ping-backs? Is my blog out of date, because it is not video? If I go to video, I need to lose some weight! (This leads to a whole other set of concerns.) Now we have all these new amazing systems - eEdge, Listingbook, VoicePad, RealValuator, Fusion and the list goes on. Yet, at the mastermind, I heard that agent say she has gone back to selling real estate the way her grandmother did. Granny did not drop Twitter bombs.

This has me thinking about 1950 and internet lead generation. What exactly are we trying to do with Search Engine Optimization, Facebook marketing and YouTube videos of the neighborhoods we work in? The same thing Granny did to sell real estate- build relationships. Behind every Lead on our eEdge account, there is a living, breathing human who registered on our site. Sometimes that human does not even realize there is another human (you) on the other end who wants to help. It is our job to connect. How did Granny connect? She walked the neighborhood and introduced herself. She became involved in community events. She mailed out her prized banana bread recipe. Guess what? That still works. For you, this may mean getting an internet lead and "friending" them on Facebook, sponsoring your daughter's soccer team, and mailing a recipe for a killer margarita for Cinco de Mayo. No matter what year it is, 1950 or 2011, there is nothing more effective than "in person". So walk the neighborhood and introduce yourself! When you are as recognizable as the US Postal Service, you will own your farm area.

Technology is here to enhance our life and our business. If it is not your strength, then leverage it out. I am sure there is a high school kid that would love to update your Fan Page on Facebook for you, for

pennies on the dollar. That will free you up to knock on some doors, shake some hands and kiss some babies! Remember when it was said the internet would take the place of Realtors? Wrong! People still sell houses to people, not computers! Get out there and meet people. After that, let me know how your business has exploded! On Facebook (Michelle Mechem) or better yet over a cup of coffee - in person! It's your business; you get to choose how it goes!



RICK HALE ON BUILDING A WINNING TEAM
Kim Smith
Closing Coordinator
770-874-6208

Leaders have vision and a consistent approach. Write down what you want your life to look like 5 years from now (such as "I have a business that runs itself"). This should help crystallize your vision and your "BIG WHY". You can then work backward to review the steps it will take to get there. In order to hit a target, you must know what your target looks like.

Before you make a hire, spend six to ten hours with that person. This time spent up front will reduce the chances that you will hire a poor fit. Use the DISC profile to make sure that their abilities are a match for the job you have for them. Then verify the information on the DISC test by sitting down with them and asking them questions. Ask the candidate to tell you their 5 year vision as well, and see how it fits into your company's vision. A great tool to use for the interview process is the KWU "Recruit-Select" system. Ask your team leader about this if you are interested.

The biggest factor that prevents agents from building a team is inconsistent lead generation. The time that you save with the leverage you have put in place must be replaced with lead generation in order for your business to grow. Consistent business is essential for growing a winning team!

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A Message From The Desk of Terrie Cummings
RED DAY IS MAY 12TH THIS YEAR
WHAT IS RED DAY? RED

Day (Renew, Energize and Donate) is an initiative dedicated to celebrating Keller Williams Realty's year-round commitment to improving our local communities. Each year, on the second Thursday in May, tens of thousands of associates from across the United States and Canada participate in a wide range of projects, devoting our time to renewing and energizing aspects of the neighborhoods in which we serve.

Recognizing her leadership in guiding the culture of our company, RED Day is held in honor of Mo Anderson, vice chairman of the board, Keller Williams Realty. (Read more about Mo here)

Our vision for this day is that all Keller Williams associates will actively engage in a coordinated effort to improve their local community. Activities run the gamut, including rehabbing a house, cleaning up a local trail, or providing food for the homeless or any service related activity needed in your community.

In order for this day to be a huge success, we need your energy and your commitment. Each market center will be asked to identify and coordinate an activity which will have a visible impact on their local community and surroundings. We are confident that each market center will embrace this opportunity for positive change while demonstrating KW culture and spirit to their community.

This event is an entrenched part of Keller Williams Realty's culture and displays the extraordinary effect a company can have when individuals come together to work as a team for the greater good of everyone. As Mark Ozman, associate with the Indianapolis/Carmel market center, wrote in an article you can view here,

"RED Day isn't about cleaning up a park. It is a one-day expression of what

3rd annual
RED DAY
RENEW | ENERGIZE | DONATE
KW INTOWN ATLANTA

Old Fourth Ward Clean-up

THURSDAY MAY 12th
9am - 1pm

TAKE A DAY TO GIVE BACK BY CLEANING UP THE OLD 4TH WARD

happens 24/7 in the Keller Williams culture. It is seeing a need, discovering who can meet that need and then getting it done."

So, please join our KW Intown family this year and we'll all make a difference spending time cleaning up the Old Fourth Ward!



Michelle Davis
Productivity Coach's Update
1950 AND INTERNET LEAD GENERATION

I was recently able to rearrange my schedule and attend one of Shaun Rawls masterminds at the City Club. It is amazing how well time blocking works! It is now in my schedule until the end of the year. One of the most important things I have learned from Gary Keller and the

Millionaire Real Estate Agent book is to manage my calendar. Personal/Family time goes in first, Education/Learning goes in second and Business fills in the cracks. This monthly mastermind falls

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Monday		Tuesday		Wednesday		Thursday		Friday	
SUN	MON	TUE	WED	THU	FRI	SAT			
					1 Trey D.	2 John E.			
3 John E.	4 Dustin D.	5 Raed E.	6 Bruce G.	7 Sandy G.	8 Pam H.	9 Hunter			
10 Hunter	11 Rebecca J.	12 Tiffanie J.	13 Lexa K.	14 John M.	15 Alan M.	16 Vickie S.			
17 Vickie S.	18 Connie M.	19 Abbie S.	20 Bill S.	21 RJ V.	22 Jill W.	23 Josh W.			
24 Josh W.	25 David B.	26 Frank B.	27 Trey D.	28 Dustin D.	29 Raed E.	30 John E.			

WEEKDAY SHIFTS: 5PM PREVIOUS NIGHT-5PM (CALENDAR DAY LISTED), MONDAY THRU FRIDAY; WEEKENDS 5PM FRI THROUGH 8:30AM MON

HAPPY BIRTHDAY!
4/13: Rob Smith
4/17: Ben Hester
4/22: Kim Parmer, Raed Elzorkany
4/23: Wayne Hannah

4 RER Monday Motivators, 9-10am CAMP 4:4:3 - Path to Success/Basics of Lead Generation @MIDTOWN, 10am-12pm	5 Team Meeting, George Niezgoda with Remediation Group Brings Breakfast & Len Nelms with American Lifestyle presents at Team Meeting, 9:30-10:30am	6 RER & MREA Weekly Session (Open to all agents), 9-11am CAMP 4:4:3 - 4 Laws of Lead Gen/Lead Gen through Mets @MIDTOWN, 10am-12pm	7 CAMP 4:4:3 - Buyer Consultation: Initial Steps @MIDTOWN, 10am-12pm Mastermind for Cappers (Cappers Club) with Terrie Cummings @INTOWN (Intown agents only), 2-3pm The BOLD Purple Bunch @INTOWN, 3-4pm	1 RER (Goals and Tracking), 9-10am
11 RER Monday Motivators, 9-10am Memory for Business with Dianne Young, 11-11:40am eEdge My Transactions Training with Lionel Lagrow @INTOWN 1-2:30pm	12 Team Meeting, Carol Bolka, 2-10 Home Warranty Brings Breakfast, 9:30-10:30am	13 RER & MREA Weekly Session (Open to all agents), 9-11am CAMP 4:4:3 - Listing Consultation: Initial Steps/Listing Presentation @MIDTOWN, 10am-12pm E-edge Training with Bill Shoemaker and Michelle Mechem @INTOWN, 3-5pm	14 ALC Meeting, 10am-12pm CAMP 4:4:3 - Listing Consultation: Objections/Selling a Home @MIDTOWN, 10am-12pm The BOLD Purple Bunch @INTOWN, 3-4pm	8 RER Goals & Tracking, 9-10am
18 RER Monday Motivators, 9-10am Contracts Class with Justin Seeby, 10-11am CAMP 4:4:3 Open Houses/FSBOs @MIDTOWN, 10am-12pm New Agent Orientation, 11:30am-1pm eEdge My Transactions training with Lionel Lagrow, 1-2:30pm	19 NO TEAM MEETING	20 RER & MREA Weekly Session (Open to all agents), 9-11am Camp 4:4:3 Expired & Withdrawn/Prospecting to a Farm @MIDTOWN, 10-12 Real World Lead Generation Techniques with Jennifer Barnes @DECATUR, 11:30am-12:30pm 3 HOURS FREE CE Credit , Sick House? Presented by BPG, 1-4pm	21 CAMP 4:4:3 - Making, Receiving, Negotiating Offers/Closing @MIDTOWN, 10am-12pm Herb Kuper - Advanced Business Solutions-Agent Photos, 10am-4:30pm The BOLD Purple Bunch @INTOWN, 3-4pm Cocktails and Listings, 5-7pm	15 RER Goals & Tracking, 9-10am 6-Figure GCI on Facebook with Eric Benjamin @DECATUR, 1-2:30pm
25 RER Monday Motivators, 9-10am Scripts Class with Terrie Cummings @INTOWN, 2-3pm	26 BIG Team Meeting, Heinrich Kuhn presents & Brings Breakfast, 9:30-10:30am	27 RER & MREA Weekly Session (Open to all agents), 9-11am E-edge Training with Bill Shoemaker and Michelle Mechem @INTOWN, 3-5pm	28 Market Stats with Rick Hale & Terrie Cummings @INTOWN, 9:30-11am The BOLD Purple Bunch @INTOWN, 3-4pm	22 OFFICE CLOSED for GOOD FRIDAY
				29 RER Goals & Tracking, 9-10am Generational Selling with Jeff Luther @DECATUR, 1-4:15pm

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