

Marketing Strategy 32: Partnering With Real Estate Agents

What I'm going to discuss in this lesson opens the doors to many potential clients and jobs simply by having this one particular contact.

The real estate agent.

As you know, real estate agents work with both buyers and sellers. At some point during the sale of a home, the carpets get cleaned. Often, realtors will suggest to the seller they get their carpets cleaned before being listed. If the seller doesn't get them cleaned... then the buyer will for sure before they move in.

You can benefit from this situation by becoming the 'preferred cleaner' for the agent. That means you are the first person the agent calls if the carpets need cleaning.

And since a good real estate agent should be able to recommend you for at least 2 jobs a month, that's a lot of extra work.

Even better, you don't have to stick with just one agent. You can partner with 5... 10... 20 agents and potentially get an extra 20 jobs a month without lifting a finger.

How to get real estate agent partners

Obviously, getting your first agent partnership is the hardest, but real estate agents are a close-knit group and tend to do lots of things together. So once you get one, the others are much easier.

The most obvious way to form a partnership is to talk to agents you already know and have them recommend you to their clients when carpet cleaning is needed.

If you don't already know someone... no problem. You can still break into this way of getting more business. And, you'll actually be doing the agent a favour.

How To Meet Lots of Realtors - All At Once!

Most agents work for a broker, such as Century 21 or Ray White. All of these brokers have weekly sales meetings. And to keep things interesting for the agents, there is usually a guest speaker who gives a little 10-15 minute presentation.

The agent who is in charge of scheduling these shirt presentations has a very difficult time finding people to come in and speak. It is extremely easy to get yourself on the agenda at one of these meetings.

All you need to do is contact one of the broker companies, ask for the person in charge of the weekly sales meeting and then speak to that person. Simply introduce yourself, tell them what you'd like to speak about and ask when they could fit you in.

You will be an answer to their prayers! It should take no more than 3-4 weeks to get you on the agenda.

During your brief presentation be sure to include the following points:

1. Explain exactly what you mean by a referral. It's not just saying, "Oh, and when you want to get your carpets cleaned, use ABC company..." It's more than that.
2. Explain you are a very good carpet cleaner (using your USP) and you'd like to expand your business.
3. Tell them you realise realtors are in a great position to recommend the best services, such as carpet cleaners, to their buyers and sellers.
4. Offer a referral bonus.

Here you can decide what you'd like to offer. \$10.00 per job, or maybe a certain per cent of the job. If you offer a per cent, be sure to show them how much that would be. Your average cost multiplied by the certain per cent you offer, equals what the realtor would get. Or maybe you would clean their carpets free after so many referrals.

But regardless of what it is... be sure it is crystal clear so there is no misunderstanding. Leave with a card from everyone so you can follow up with a letter or an email. You will again explain what your referral bonus is and ask them if they will be recommending you.

You should get at least 1 or 2 (if not more) who come on board with recommending you.

TODAY'S TASK: How To Remember To Test

1. Make your list of brokers to contact
2. Make the calls and get yourself booked for at least 1-2 meetings
3. Prepare your short presentation
4. Now go and ask for those referrals!