



CHAPTER 12

Establish Better Realtor® Relationships & Recruit 3-5+ New Realtor® Partners

A lot of the mortgage professionals I've worked with over the years have told me that real estate agents are difficult to work with. Many would say that's a nice way of putting it.

Although not in the same capacity, I've worked with Realtors® for the last 12 years.

As a whole, they're no more difficult to work with than mortgage professionals, insurance agents, or any other type of business professional/small business owner.

Some of them are awesome, some are a pain in the butt. You've got folks on both ends of the spectrum and everywhere in between.

That's how it is with everything.

The fact is: as a mortgage originator, if you play your cards right and learn how to play the game, Realtors® can make you a LOT of money.

You also need to be empathetic and understand that Realtors® are getting hit up by mortgage people for referrals every single day.

Nonstop.

Agents might as well keep a fishbowl on their desk for LO business cards and setup a separate vm box for all the loan officers hitting them up trying to get their foot in the door for referrals.

That's where a lot of the loyalty issues come in.

You've got real estate agent/loan officer relationships, which, most of the time, are a one-way street when it comes to referrals.

On top of that, these agents are getting bombarded all the time by new loan officers trying to outdo each other—offering all kinds of goodies, from dinners to ballgame tickets, paying for marketing with MSAs, etc.

Everybody says they'll do a good job on the loan, they'll close on time, they've got great communication... Yada, yada, yada.

So, what separates you from the other 25 loan officers that are approaching the same Realtors® you're talking to, also asking for business?

How are you going to prevent the next LO that comes along with a decent value offering from snagging one of your producing agents out from under you?

Here's the key that's going to separate you from all that noise:

Bringing REAL VALUE to the table.

Not donuts or rate sheets, or promises of impeccable customer service.

And you definitely don't want to just start paying for half of their marketing with your fingers crossed hoping that they'll eventually refer you a deal.

That hardly ever works, and when it does, it's not the position you want to be in.

You don't want to be chasing real estate agents around with your hand out because you paid for something.

A good place to start is by gaining understanding of what the obstacles are in building new Realtor® relationships. Once you do, they're a lot easier to overcome.

For example: any Realtor® that's worth talking to already has loan officers they're comfortable working with.

Pretty obvious, right?

You need to disrupt their existing loan officer relationships; you have to get the in-house mortgage person out of the equation, and establish loyalty.

And all of that is a lot easier than you might think.

The fact is, Realtor® co-marketing is broken.

You could spend a life-time chasing around the wrong agents with a revolving door of Realtors® that seem hot one minute and then never return your calls the next.

You don't want that.

Neither do I—that's why I wrote this chapter.

The strategy I'm going to share with you does not entail you becoming their marketing assistant, or some lengthy honeymooning process.

What I'm going to show you is how to:

1. **Find the RIGHT Realtors®.**

We call these your "WHALE Agents" WHALE stands for Worth Helping A Little Extra. These are producers that you enjoy (or at least can tolerate) working with that are in a position to refer you at least 1 client/deal every 30-60 days. Not 1 referral—1 sale.

2. **Approach the relationship from a position of strength.**

You don't want to find yourself genuflecting to real estate agents and groveling for their referrals.

That's not going to be needed when you're actually bringing them business (while generating your own exclusive leads).

That's what this strategy is all about.

Just like you can't sell a mortgage to a click, Realtors® can't sell houses to clicks.

Chances are, if they're doing any marketing (SPOILER ALERT—those are the ones you want get in with!) — they're getting a lot of traffic with very few leads...

Or, just as bad, they get a ton of leads, and almost none of them close. They have a quality issue.

A lot of times, it's both—they don't get enough leads and the leads they get don't close at a high rate.

Those are two key and universal pain points for Realtors®.

This strategy lets YOU step in and bring a solution.

That's going to be your USP. And it's one you can take to the bank... literally.

Realtors® want to close more deals, and you can make that happen.

Good WHALE Hunting: Strategy for Establishing NEW Realtor® Partners

First, start by making a list of the real estate agents you're interested in working with.

These should be new agents you don't currently have a relationship with and aren't sending you any business.

Chances are you already have a few of these in mind. If so, great—get them on the list.

You probably need more though, so let's dive right into how to find them.

The way you identify Realtors® that are “Worth Helping A Little Extra” is by looking for agents that are actually doing business and actively marketing.

No sense in teaming up with Realtors® that don't sell and just want free stuff from loan officers.

The fact is: the good Realtors® are already taken, and they're busy.

They're not just sitting around waiting for a loan officer to come in, chat, and hand them a stack of business cards.

They're also comfortable with who they're already working with.

You're going to have to disrupt their current loan officer relationships to make something happen.

With the right approach and a solid Unique Selling Proposition, that's a lot easier than you might think.

We already know that Realtors® aren't all that loyal to loan officers, *which works to your advantage when you're on the offense.*

When it comes to their LO relationships, agents are often thinking, “What have you done for me lately?”—leaving the door wide open for you to swoop in.

(Remember, they're the ones usually dishing out the referrals, so this sense entitlement isn't altogether unwarranted.)

Before we go any further, let's reexamine why the loyalty issues exist between Realtors® and loan officers.

Think about it... This LO comes in with a box of donuts. That one has a fruit basket—everyone has “great rates and service, with excellent communication skills, quick turnaround time, and thorough follow-up procedures...”

Do you see where I'm going with this?

Question: what's your USP for a Realtor®?

Say a new producing agent is standing in front of you right now; what's your pitch?

How do you move past the usual (awkward) nonsense and get them to hear you out?

Will you win them over and get them excited about working with you?

I should be able to shake you out of your sleep at 2:00 AM and you knock that out of the park every single time.

And don't get caught up in the hype of an in-house loan officer. That's a nonissue.

I talk to in-house loan officers all the time, and they usually can't figure out for the life of them how they're sitting on the floor with 20+ agents and they're getting hardly any business out of it.

It all comes back to agents being comfortable with who they're already working with.

Another fact is that, like loan officers, agents change brokerages all the time.

When a producing agent switches companies, they usually keep their entourage, including loan officers they've been working with... assuming those LOs are doing a good job on the loans and answering the phone when the agent or their clients call.

(By the way, I hear agents gripe all the time that LOs don't answer the phone—that's an easy way to separate yourself from other loan officers. Answer the phone!)

These are the reasons why you need a bullet proof USP.

We'll cover your USP shortly, but first, let's talk about finding the right agents so you can put your new USP to use and start making some money.

Good WHALE Hunting: Finding NEW Producing Agents

Preparation is key. You don't want to waste time talking to and chasing Realtors® that have nothing to bring to the table.

Rather, spend time up front researching and finding the right agents to approach.

For this next part—building your lead list of Realtors®, adding notes, etc.—having a good CRM will be incredibly helpful.

If you don't have a CRM, use an Excel or Google Docs spreadsheet.

Producing agents are not hard to find, and there are a lot of ways you can go about it.

One of my favorites is to use the search engines just like a consumer would.

More often than not, you'll see producers at the top of search engines for phrases like "CITY real estate" and "CITY homes for sale".

If an agent has a website that's on the first or second page of Google or Bing for highly competitive real estate search phrases, whether it's an organic listing or a paid ad, they're doing more than the average real estate agent to promote their business.

Not to mention they're getting plenty of traffic as a result.

You'll have to sift through the mega sites like Realtor.com, Zillow, Trulia, Homes.com, etc. (we'll talk about how to use these sites as well) to find the individual agent websites, but they're definitely there if you dig just a little bit...

Especially when you make your way to pages 2 and 3, which isn't optimal placement, but still pretty good considering we're talking about highly competitive real estate key phrases and Realtors® that are going toe to toe with giant national real estate portals for search engine placement.

You can find these agents all over for any city or geographic area you're interested in targeting.

Some of the most popular real estate search phrases are:

- ▶ CITY real estate
- ▶ CITY real estate listings
- ▶ CITY homes for sale
- ▶ Homes for sale in CITY
- ▶ CITY condos
- ▶ CITY condos for sale
- ▶ CITY realtor
- ▶ CITY real estate agent
- ▶ Search CITY real estate
- ▶ Search CITY homes for sale

Simply replace “CITY” with your city, town, county, or community of interest, and test searches including a reference to state or state abbreviation (i.e.—“San Diego, CA homes for sale”) where applicable to pull up search results with Realtor® websites that are getting traffic to them.

Many of the results will be larger Brokerage websites (which may or may not be a good option for you—set these aside for later), and also, major real estate search portals.

These major real estate portals can provide you with direct access to their advertisers—agents that are spending money on marketing.

You can do similar research directly on these real estate portal websites (Zillow, Trulia, Realtor.com, Homes.com, etc.)

Same idea—just run some searches and take note of the Realtors® that are paying for premium advertising listings.

Now, obviously just because an agent is paying for premium placement doesn't mean they're a good fit for you (or a producer for that matter), but it shows that they're investing in their business, which is a good starting point.

Keep in mind: this strategy is not about paying for their marketing. Instead, you're going to piggyback off of *their* marketing efforts. To do that, you need to provide a lot of value. We'll get into that momentarily.

Another strategy to help you determine which Realtors® are worth approaching is looking at their track record by checking information available through the MLS.

This includes number of sales for the year, listing inventory, length of time their listings are on the market, and other helpful information you can access.

You can also find proactive agents that are marketing and driving traffic through social media, videos on YouTube, Craigslist, email marketing, etc.

There's also no shortage of agents that are consistently spending money on traditional advertising, which you can spot all over your local market.

These are all agents you could be helping generate more business—that's the key.

Good WHALE Hunting: Eligibility Checklist

Once you've come up with a list of 25+ new WHALE candidates, you're going to stack-rank these agents based on the perceived opportunity they present, and productivity—your A's, B's, & C's.

Of the 25+ potential WHALE agent partners, your goal is to partner up with 3-5 of them, no more than 10.

Each of these agents should be in a position to send you at least 1, possibly 2 new clients every 30-60 days.

Add these agents to your CRM, along with their contact info, website address, LinkedIn profile URL, Facebook business page URL, and other details you uncover that may be helpful to have at your fingertips.

You're also going to want to grade your potential relationship with them on a level from 1-5 (5's are your best friends)—do this after your first phone call and/or meeting based on how the conversations go, and keep this score current as your relationship develops.

Other helpful information to look at before you start reaching out to agents:

If they have their own website (which is an important indicator of a more serious agent), look for the following:

- ▶ **What kind of mortgage information are they offering on their website?**

Most Realtor® websites have very weak mortgage content, often times linking to 3rd party websites like Zillow or Mortgage 101, which basically *hijack* their traffic and do nothing to help the Realtor® generate qualified leads for themselves.

That, or they have an intimidating pre-qual form that goes for the jugular, which is ineffective from a lead

generation standpoint and doesn't convert leads for them.

Same goes for a mortgage calculator. If that's all they have, they're not going to generate any business from it.

Or they have nothing for mortgage at all, which means people have to leave their website and venture off on their own to go find that information. Once a potential client leaves their site, they're not coming back.

That gives you a chance to explain the disadvantages of this kind of setup, while offering a solution to patch the hole + help them generate pre-approved buyer leads by replacing their busted (or altogether missing) mortgage content with a mortgage lead generation landing page that captures qualified leads for both you and the agent...

Basically, doing the same thing Zillow, Trulia, and all the other big dog real estate technology companies are doing to convert visitors into qualified pre-approval leads.

You're not necessarily going to start out conversations with new agents talking about this right out the gate, but that's where this is headed, and knowing whether a Realtor® will be a good candidate for this kind of partnership is key.

Your goal is to find strong agents that are doing marketing with websites that you can plug your lead generation landing pages into.

This will help them get better results from their marketing efforts and generate exclusive leads for both you and the Realtors® you're partnering with.

Also, the more pre-approved buyers an agent has in their database, the more ammunition they'll have when going into listing presentations and convincing sellers that they're the Realtor® for the job when it comes to selling homes.

More pre-approved buyers = more exposure = more showings = more competitive offers = higher bids = more homes sold quicker and for more money.

More buyers = more sellers.

Sellers are future buyers... And so it continues.

► **How is the Home Search setup on their website?**

Knowing what the agent is using to capture homebuyer leads for home searches will help you figure out their strengths/weaknesses when it comes to lead generation.

Play around with their home search tool.

Is there any lead generation ability like a "register to search" form before you start searching?

Is it just an open/free search where you can look at properties and the Realtor® gets nothing out of it?

Is it a delayed lead capture pop-up that appears after you run a couple searches and try to look at listings?

Not having any lead capture is the worst type of setup, followed by a register to search right up front that just goes for the jugular.

The most effective of the 3 is the delayed pop-up, which can generate a lot of leads, but lead quality is usually an issue as many people put in bogus information just to bypass the form.

As a mortgage professional, having home search landing pages that you can plug into your own website and marketing, and that you can offer to partner agents to use in their marketing, will further separate you from your competition, and once again, allow you to ride the coattails of your partner agents' marketing efforts while generating leads for both you and your select WHALE Realtors®.

Using a home search landing page that advertises exclusive property lists, like hot investment opportunities, foreclosures, pocket listings, homes qualified for zero down financing, etc. can further create value for homebuyers that might not be excited about a "standard" home search offer.

► **How is the Home Values Estimate page setup on their website?**

Similar to a home search landing page, as a mortgage pro, you can use a home values landing page in your own marketing, and also, offer one to Realtor® partners to help them generate more leads.

When analyzing the home values lead generation strategy of a potential WHALE partner's website, here's what to look for:

How easy is it to find? Is it one of dozens of buttons, links, and options that gets lost in the shuffle, or is there a big, bold CTA button that pulls you into the "Home Values" section right away?

Do they have a professional looking, standalone home values landing page that asks for some pertinent home information before asking for more sensitive information, like contact info... ?

Or is it a clunky form nested into the website that goes right for the “jugular” and starts out by asking for contact info, home address, and then a bunch of other questions, with red asterisks and other information all around competing for attention?

The former might be good. The latter is weak, and presents yet another opportunity for you to help a newly found WHALE agent get better results and more listings from their marketing efforts.

You will learn more about how well their current page is working for them when you speak with them.

► **Who built their website?**

A lot of Realtors® use real estate website template companies, many of which have thousands of real estate agent clients all over the country.

Most of these companies “brand” their websites with a link and/or text, or an image, at the bottom of all of their websites...

This can make their clients very easy to find, which can be another prospecting method for you to recruit agents.

For example: say you have success with a couple Realtors® that are using the same website platform.

You know that it’s really easy to plug your landing pages into those websites and they have crappy stock mortgage info built into all of them—that’s a prime opportunity.

Now you want to find more agents in your local market that are using that same website platform to pitch about your marketing and lead generation system that can help them get more leads and better results from their marketing...

All you need to do is run some specific Google searches that include the tagline that specific website company puts on all of their websites + the geographic area you want to find agents in, and Google will pull up every website in its directory that matches that criteria.

Knowing who built an agent's website can be helpful in determining what kind of flexibility they have in customizing their website.

Some are very easy to edit and customize, others are more restrictive.

You'll get familiar with a few of them and know exactly what you can/can't do next time you spot an agent using that website platform.

Keeping in mind, you only need a handful of good, producing WHALE agents to send you business. You want to focus on quality over quantity. You also need to be able to support the referrals they send you.

A bonus section included at the end of this chapter will show you specific search strings to put into Google that will pull up websites for the top real estate website template companies all over the country, allowing you to pull up targeted lists of Realtors® using specific website platforms in any local area you're interested in targeting.

- ▶ **How many listings do they have?** _____
- ▶ **From what you can tell, what kind of marketing are they doing online?**

Email | Blog | Social | PPC | SEO | Video | Other

Notes: _____

► **And what kind of marketing are they doing offline?**

Mailers | Magazines | TV | Radio | Other

Notes: _____

Be sure to plug the agents and answers into your CRM.

Once you've organized your list, now it's time for the fun part: making first contact.

You can also get an online version of the WHALE Eligibility Checklist as a worksheet you can print up here:

www.leadPops.com/manifesto-bonus

**Good WHALE Hunting: Guidelines & Script for Locking Down
NEW Agents**

Here's a great strategy to get your foot in the door and approach WHALEs you've never spoken with:

Introduce yourself along with a plan that includes qualified leads and technology designed to help them generate more business.

The goal is to develop relationships with the right real estate agents by providing them with qualified leads that you're generating from your own marketing efforts (all the stuff you're doing currently + the new stuff you're learning in this book)...

And helping them get *better results* and *more sales* by plugging in your mortgage and real estate lead generation landing pages into *their* marketing efforts.

That's your Unique Selling Proposition!

There is no better way to get a good Realtor® (a WHALE) fired up and differentiate yourself from other LOs than by making it clear that your goal, as their preferred mortgage partner, is to help them grow their business (without having to pay for their marketing).

Later in this chapter, I'm going to cover how to improve relationships with *EXISTING* WHALEs you've already worked with.

But first, here's the low-down on how to establish *NEWWHALE* relationships to further grow your sphere of influence and referral network.

Immediate Goals

1. Find New WHALE agents.
2. Approach these WHALE agents with real value and differentiate yourself from the other loan officers that are also trying to earn their business.
3. Establish loyal WHALE agents by bringing qualified leads to the table, while strategically cementing your business into all of their marketing efforts.

Passion and conviction are the keys to success on any open.

Be sure to use voice inflection!

Good WHALE Hunting: Open Script for New Agents

This can be used on a cold call or in person.

- ▶ Have a genuine desire to help your WHALE agents.
- ▶ Ask good questions and be an excellent listener.
- ▶ Don't oversell on the open.
- ▶ Set the solid appointment.

"Hello _____, this is _____."

"I came across your website _____?" (OR -I came across your information on _____?)"

"Great, well _____, let me cut to the chase. I'm actually a loan officer/mortgage broker with _____."

“I compete with the loan officers you’re currently working with.”

That last line sets the tone for the rest of your conversation.

Instead of shying away from the primary objection (they’ve already got loan officers they’re working with), you’re tackling it head-on.

By saying you compete with their current loan officers, you’re immediately inferring that you’ve got something to bring to the table that their current mortgage partners do not.

You’ve got their attention. Keep going.

“I’m sure most of them are nice people, but my experience is that typically LOs don’t do ANYTHING to actually help their Realtor® partners grow THEIR business.”

“It’s like they’re just kind of sitting back with their hand out waiting for referrals, and not really bringing anything to the table in return...”

You’ve addressed the fact that most of their current LO partners are deadbeats ☺ without bashing them, simply by saying:

“I’m sure most of them are nice people...” which diffuses any sentiment that you’re just talking crap about the folks that they’re working with, or questioning their judgment.

Use voice inflection!

You want to convey that it boggles your mind that, in this day and age, there are still LOs out there that don’t do anything to help their agents generate business!

You can pause after the last sentence and let them chime in.

This is where you’ll be delighted to hear many agents cut you off and lay into their current loan officer relationships... all of a sudden, it’s you and that Realtor® having a chuckle about the absurdity of loan officers expecting referrals for nothing.

“Alright, so I take a completely different approach.”

“I provide my Realtors® with good leads, and also invest in tools to help my agents generate more, and better qualified leads from their marketing efforts.”

“I don’t have a Realtor® in your area that I’m doing this with currently...”

“All I was hoping to do today is chat with you for literally a couple minutes to learn more about your goals—what’s working, what isn’t—a few questions just to see if we’re a good match.”

“If so, we can setup another call or meet in person to discuss the details.”

“So, how long have you been in the real estate business?”

Keep rolling. You don’t need to ask for permission.

You’re going to ask the following open-ended questions.

Get them talking about themselves (agents love doing that) and it’s the perfect opportunity to learn more about how you can help them and uncover hot buttons.

Be an excellent listener. Take notes (plug them into your CRM) and look for ways to help them.

Good WHALE Hunting: Open Questionnaire

You can print this questionnaire up and take it with you if you’re meeting with an agent in person (link below).

If you do that, you’re going to want to get the rest of the script memorized as much as possible.

It’s money. Literally. I’ve tested it. My mortgage clients have used it with great success. Anyone that’s decent on the phone can literally

take your agents from you with it, so try it out before someone else uses it on your agents.

Keep in mind: real estate agents (and people in general) love to see others taking notes as they speak, but you don't want to be reading the whole script in front of them. 😊

Once you get the answers from the agent, add them to your CRM or spreadsheet, combining their answers with your original research from the Eligibility Checklist.

To print this up, get the online version of the "Good WHALE Hunting: Open Questionnaire" here:

www.leadPops.com/manifesto-bonus

1. **What kinds of clients do you like to work with?**

Buyers | Sellers | Investors | Expired | FSBO | Military | Relocation | Luxury | Other

Notes: _____

2. **What's your main website address?**

Any other websites? Y | N

Notes: _____

3. **How many visitors do you get to your website each month?**

4. **What kind of digital marketing are you doing?**

Email | Blog | Social | PPC | SEO | Video | Other

Notes: _____

5. **What kind of traditional marketing are you doing?**

Mailers | Magazines | TV | Radio | Other

Notes: _____

6. **Of all your marketing efforts, what's currently working best for you?**

7. **How many open houses are you doing each month?**

8. **How many listings do you have?**

9. **What are some of the challenges you face in your business?**

10. **On average, how many transactions are you closing per month?**

11. **What's your goal—where would you like to be?**

12. **What are some of your other LOs doing to help you with marketing and lead generation?**

Open Script Continued (after the questions):

“Great _____, thanks for sharing. This is all really good stuff.”

“Based on your answers, I definitely think this is going to be a good fit.”

“In a nutshell: I use the same technology and strategies that some of the most successful companies out there are using to generate qualified buyer and seller leads...”

“I share these leads with my exclusive Realtor® partners, and I also setup my preferred agents with tools and strategies so that you can get better results and generate more leads from your marketing.”

“It’s the same stuff the big boys like—Zillow, Trulia, Realtor.com, Homes.com—are using to convert website visitors and anonymous clicks into actual leads.”

“And the best part is: they’re exclusive.”

“You can’t sell houses to a bunch of clicks, right?”

“Without the right lead capture technology, driving a bunch of traffic through online marketing, SEO, social media, traditional marketing efforts, etc. doesn’t do anything for you.”

“That’s like running the A/C but leaving all the windows open! You end up losing a lot of opportunities.”

“Great, _____, well the solution I’m offering can fix that for you.”

“I’ve also got some powerful tools to help with listing presentations, which, if you’re interested, we can discuss more on our next call/meeting.”

“It’s not going to cost you anything, and based on everything you’ve told me today...”

“AS LONG AS YOU CAN SELL...”

“I can pretty much guarantee that I can help you generate additional business.”

“So, _____, if that sounds good, I’d love to setup an appointment to show you exactly how it works and explain everything in more detail.”

3 Action Items Talk Summary

1. What the most successful companies in the industry are doing to generate quality leads from their marketing efforts.
2. How they (your Realtors®) can use the same technology and strategy in their marketing efforts.
3. A guaranteed increase in their marketing ROI, qualified leads, and referrals.

Remember to sprinkle in some additional strategic open-ended questions along the way and get them talking about their business.

Plant seeds of value. Uncover hot-buttons and pain-points, and get them talking and thinking about the fact that, for the most part, the other loan officers they work with aren’t doing ANYTHING to help them actually generate business.

While other LOs are waiting on Realtors® to send them referrals, or at best bringing them coffee and donuts, you’re investing time and money into helping your agents generate more business.

Setting the Solid Appointment: Following Through on Your Open

On your next call or meeting, you’re going to want to have the following lead generation landing pages ready to share with each Realtor® partner:

Real Estate Landing Pages:

- ▶ VIP Home Search
- ▶ Dream Home Finder
- ▶ Home Valuation

Mortgage Landing Pages:

- ▶ Home Purchase Qualifier
- ▶ Today's Mortgage Rates

These are landing pages that will be shared exclusively with each WHALE Realtor® partner to generate leads for both you and that partner agent.

Landing pages can be co-branded, just branded with the Realtor's® info, or unbranded (no logo, photo, or other branding), as long as the lead notifications that come from these pages go to both you and your partner agent.

Your WHALE agents will be able to use these lead generation pages in all of their marketing efforts.

Installing landing pages just about anywhere is as simple as copying and pasting a link to the desired landing page from whatever the source—their website, blog, emails, social media posts, single property websites, Craigslist, PPC campaigns, using the domain on listing signs, direct mail, and much more.

All of these conversion-optimized landing pages, and many more (32 total), are available for you to try free for 30 days at:

www.MortgageFunnels.com.

Good WHALE Hunting: Guidelines & Script for Locking Down EXISTING Agents

This approach of teaming up with agents and providing them with leads and lead generation landing pages works just as well for existing Realtors® that you've already worked with.

In fact, it's easier to call on agents you already have a relationship with (even if you've only worked with them on a deal or 2) than it is to go after brand new agents, cold.

This strategy gives you a compelling reason to call on Realtors® that you've worked with in the past and would like to get more business from, without it being an awkward (and usually pointless), "Hey you got any referrals you could send me?" type of phone call.

Usually, it's not necessarily the fault of the LO that a relationship fizzles out.

A lot of times, it's because another loan officer came into the picture and snatched away the agent by offering some sort of value above and beyond a promise to do a good job on the loan.

By the way, most Realtors® won't call to report that to you either (unless they're trying to pit you up against one another to see who can come up with the best perks, which is a red flag in terms of their character and may not be the type of agent you want to be working with).

Usually, they just become less responsive and eventually, fade away completely. Sometimes it's more abrupt than that.

Another common scenario is you've worked with an agent on just one or 2 transactions, you know they're a producer and could be sending you deals regularly, but they're not and you haven't found a good way of circling back to them and taking the relationship to a new level.

I'm sure you've also got agents you work with that do send you clients rather consistently, but you know they could be sending you more deals than they are currently, and you'd like to position yourself ahead of the other LOs that are getting that business.

Other times, a deal falls through and so does the relationship with the agent.

Or you just lose touch for no reason in particular.

And when it comes to agents that you know are sending you all the clients they can... remember: all good things come to an end.

Continuing to do a great job on the loans and answering their calls is of the utmost importance, but chances are, if they're a producer, you're still at risk of another good LO that's a strong salesperson and persistent in their pursuit of that Realtor's® business luring them away.

These are all golden opportunities and low-hanging fruit when you have the right USP.

The bottom line is you've got to go after you want.

This strategy gives you the ability to reach out to the Realtors® who you know are producers and that you've enjoyed working with, but for one reason or another, ended up losing contact with you and are currently referring their business elsewhere.

Like I said before: Realtors® aren't all that loyal to loan officers, giving you ample opportunity to bring them back into your inner circle when you've got a solid USP.

This time, by making sure the referrals are a 2-way street and helping them generate more business, it's going to be a lot harder for the next LO that comes along to steal your agents.

There is no better way to get a good Realtor® fired up and differentiate yourself from other LOs than by making it clear that your goal, as their preferred mortgage partner, is to help them grow

their business by providing them with qualified leads and helping them get more sales from their marketing efforts.

The great rates, service, answering calls, communication, quick turnaround time, etc.—of course that’s important too, but that’s to be expected, and you should let them know that.

All of a sudden, the other LOs that are harping on those things as if they’re groundbreaking offerings, never before seen or heard by anyone... seem pretty silly.

The fact is: good agents come and go. Although you can’t prevent good Realtors® from working with other LOs, you can put systems in place that increase loyalty and make it a lot more difficult for other loan officers to waltz in and snatch your agents out from underneath you.

You’re going to use the same WHALE Eligibility Checklist from the earlier section to stack rank your existing agents’ productivity and likeability before you start reaching out.

Also, same as before, you’ll want research their Facebook, LinkedIn, MLS data like number of transactions and listings, website, online marketing, offline marketing, etc. to make sure you’re only focusing on agents that are worth going after.

Once you’ve got all that information in your CRM or spreadsheet, you’ll be ready to make contact with your existing agents.

The goal for these conversations is to build stronger relationships with your agents so that you can get more referrals from Realtors® that have sent you business in the past, or are currently sending you business but could be doing more, and also, rekindling relationships with agents that have fallen by the wayside.

Good WHALE Hunting: Open Script for EXISTING Agents

This can be used on a cold call or in person. This script is similar, but not identical to the “New WHALE Open Script”.

- ▶ Have a genuine desire to help your WHALE Agents
- ▶ Ask good questions and be an excellent listener
- ▶ Don't oversell on the open
- ▶ Set the solid appointment

"Hello _____, it's _____, with (company name)."

"How are you?"

Chat them up briefly and then cut to the chase.

"Great _____, well let me cut to the chase."

"The reason for my call is that I'm selecting a couple Realtors® locally to work with on some lead generation and marketing strategies."

"For one, I'm doing marketing in your area, which is producing some good leads that I'd like to be able to refer to an agent that I know will do a great job for my clients."

"The second part is I'm setting up my partner agents with the same lead generation technology I'm using in order to help my agents generate more, better qualified leads from their own marketing efforts."

"It's the same kind of lead gen strategy Zillow, Trulia, Realtor.com, and a lot of the other big boys are using to generate qualified leads (instead of just a bunch of tire kickers)."

"I think you'd agree that typically LOs don't do ANYTHING to actually help agents grow THEIR business."

"It's like they're just kind of sitting back with their hand out waiting for referrals; it's a one way street..."

Use voice inflection!

You want to convey that it boggles your mind that, in this day and age, there are still LOs out there that don't do anything to help their agents generate business!

You can pause after the last sentence and let them chime in.

This is where you'll be delighted to hear many agents cut you off and lay into their current loan officer relationships... all of a sudden, it's you and that Realtor® having a chuckle about the absurdity of loan officers expecting referrals for nothing.

“Alright, so I've taken a completely different approach.”

“Thing is, I don't have a Realtor® partner in your area that I'm doing this with currently...”

“So _____, long story short: I sat down to make a list of who I wanted to offer this to and you're one of the first people that came to mind.”

“I'm obviously not looking for an answer from you now or today...”

“And before we get into it too much further, I was hoping to chat with you literally for a couple minutes—just to learn more about you—your goals, what's working, what isn't—just a few questions to see if this is going to be a good fit.”

“If so, we can setup another call or meet in person to discuss the details.”

“A few minutes is all we need today.”

“So, _____, remind me: how long have you been in the real estate business?”

Keep rolling. You don't need to ask for permission!

You're going to ask the same open-ended questions as before.

Get them talking about themselves—Realtors® love doing that and it's the perfect opportunity to learn more about how you can help them and uncover hot buttons.

Be an excellent listener. Take notes (plug them into your CRM) and look for ways to help them.

Good WHALE Hunting: Open Questionnaire

You can print this questionnaire up and take it with you if you're meeting with an agent in person (link below).

If you do that, you're going to want to get the rest of the script memorized as much as possible.

It's money. Literally.

Keep in mind: real estate agents (and people in general) love to see others taking notes as they speak, but you don't want to be reading the whole script in front of them. 😊

Once you get the answers from the agent, add them to your CRM or spreadsheet, combining their answers with your original research from the Eligibility Checklist.

To print this up, get your online version of the "Good WHALE Hunting: Open Questionnaire" here:

www.leadPops.com/manifesto-bonus

1. **What kinds of clients do you like to work with?**

Buyers | Sellers | Investors | Expired | FSBO | Military |
Relocation | Luxury | Other

Notes: _____

2. **What's your main website address?**

Any other websites? Y | N

Notes: _____

3. **How many visitors do you get to your website each month?**

4. **What kind of digital marketing are you doing?**

Email | Blog | Social | PPC | SEO | Video | Other

Notes: _____

5. **What kind of traditional marketing are you doing?**

Mailers | Magazines | TV | Radio | Other

Notes: _____

6. **Of all your marketing efforts, what's currently working best for you?**

7. **How many open houses are you doing each month?**

8. **How many listings do you have?**

9. **What are some of the challenges you face in your business?**

10. **On average, how many transactions are you closing per month?**

11. What's your goal—where would you like to be?

12. What are some of your other LOs doing to help you with marketing and generating business?

Open Script Continued (after the questions)

“Great _____, thanks for sharing. This is all really good stuff.”

“Based on your answers, I definitely think this is going to be a good fit.”

“As I mentioned before (and we're almost finished)...”

“I use the same technology and strategies that some of the most successful companies out there are using to generate qualified buyer and seller leads...”

“I share these leads with my exclusive Realtor® partners, and I also setup my preferred agents with tools and strategies so that you can get better results and generate more leads from your marketing.”

“It's the same stuff the big boys like—Zillow, Trulia, Realtor.com, Homes.com—are using to convert website visitors and anonymous clicks into actual leads.”

“And the best part is: they're exclusive.”

“You can't sell houses to a bunch of clicks, right?”

“Without the right lead capture technology, driving a bunch of traffic through online marketing, SEO, social media, traditional marketing efforts, etc. doesn't do anything for you. Not like it should, anyway.”

“That’s like running the A/C but leaving all the windows down! You end up losing a lot of clients and opportunities.”

“Great, _____, well the solution I’m offering can fix that for you.”

“I’ve also got some powerful tools to help with listing presentations, which, if you’re interested, we can discuss more on our next call/meeting.”

“It’s not going to cost you anything, and based on everything you’ve told me today...”

“I can pretty much guarantee that I can help you generate additional business.”

“You just need to be able to sell, which I know isn’t a problem for you!”

“So, _____, if that sounds good, I’d love to setup an appointment to show you exactly how it works and explain everything in more detail.”

3 Action Items Talk Summary

1. What the most successful companies in the industry are doing to generate quality leads from their marketing efforts.
2. How they (your Realtors®) can use the same technology and strategy in their marketing efforts.
3. A guaranteed increase in their marketing ROI, qualified leads, and referrals.

Remember to sprinkle in some additional strategic open-ended questions along the way and get them talking about their business.

Plant seeds of value. Uncover hot-buttons and pain-points, and get them talking and thinking about the fact that, for the most part, the

other loan officers they work with aren't doing ANYTHING to help them generate business.

While other LOs are waiting on Realtors® to send them referrals, or at best bringing them coffee and donuts, you're actually investing time and money into helping your agents generate more business.

Set the Solid Appointment: Following Through on Your Open

On your next call or meeting, you're going to want to have the following lead generation landing pages ready to share with each Realtor® partner:

Real Estate Landing Pages:

- ▶ VIP Home Search
- ▶ Dream Home Finder
- ▶ Home Valuation

Mortgage Landing Pages:

- ▶ Home Purchase Qualifier
- ▶ Today's Mortgage Rates

These are landing pages that will be shared exclusively with each WHALE Realtor® partner to generate leads for both you and that partner agent.

Landing pages can be co-branded, just branded with the Realtor's® info, or unbranded (no logo, photo, or other branding), as long as the lead notifications that come from these pages go to both you and your partner agent.

Your WHALE agents will be able to use these lead generation pages in all of their marketing efforts...

Installing landing pages just about anywhere is as simple as copying and pasting a link to the desired landing page from

whatever the source—websites, blogs, emails, social media posts, single property websites, Craigslist ads, PPC campaigns, using the domain on listing signs, direct mail, and much more.

All of these conversion-optimized landing pages, and many more (32 total), are available for you to try free for 30 days at:

www.MortgageFunnels.com.

Overcoming Possible Objections

I'm going to state the obvious: not every agent you pitch is going to become a partner.

However, through the strategic prospecting outlined in this chapter, and knowing common hot buttons and pain points going into these conversations, you're going to greatly increase your chances of converting agents you want to work with into a strategic partners and referral sources.

Preparing for questions and possible objections will further help you in your efforts to grow your Realtor® base, so I'm including the top questions and objections along with scripts to help you overcome them.

As with all sales, these objection handlers won't all work on everyone, but if you're talking to the right agents, they definitely will help you flip those whose knee jerk reaction is to object or reject any new loan officer who tries to pitch them.

1. I already have loan officers I'm working with.

"Hey awesome. I understand. All of my agents have other LOs they're working with. I totally expect that."

"And that's actually why I called you."

"In my experience, most LOs want referrals from agents... but they hardly ever reciprocate. I think that's outrageous."

“I approach it the other way around.”

“I bring my agents good leads that I generate, and help them get more leads out of their marketing, so I’m really selective about who I partner with.”

“By the looks of it, you seem like the type of agent I like to work with, so I’m just looking to throw my hat in the ring and see if there’s a match.”

IF YOU HAVEN’T ASKED THIS YET—

“What are some of your current LOs doing to help you generate business?”

“How is that working out in terms of generating leads?”

IF YOU ALREADY ASKED THE QUESTIONS ABOVE, JUMP TO—

“As I mentioned, I’m generating leads in _____ (city or community) and I’d love to develop a relationship with a good, reliable agent in the area so that I can refer these leads out and know they’re getting taken care of.”

“You don’t have to change a thing.”

“I just need to know if you have the bandwidth to handle extra business at this point.”

“How does that sound?”

2. I don’t know how to plug these landing pages into my website.

“Not a problem. It’s super easy.”

“All we’re doing is basically copying and pasting links to the landing pages in strategic areas of your website to make sure that potential clients that are coming on here aren’t slipping through the cracks.”

“It’s a simple copy and paste to get them on there, and it’s just as easy to remove them at any point if you decide you want to go a different direction.”

“I can help you with it if you provide me with the login.”

“I’ve got a techy assistant that can plug these in for us in like 15-20 minutes tops.”

“If you like it and you see results, we’ll keep ‘em on there. If not, we’ll take ‘em off.”

“I do recommend trying it out for at least 60-90 days to give them a chance to start producing.”

“Some of my partners see results the day we go live, sometimes it takes a few weeks.”

“It depends on your marketing and current traffic.”

IF NEEDED—

“You can also have your assistant or web company do it.”

“I’ll supply the links, we just need to tell them where to plug them in. I can help with that too.”

3. What if I want to remove the landing pages?

“Great question.”

“I have a hunch that once you start seeing the leads come in, the last thing you’re going to want to do is remove these pages!”

“However, if you decide you want to remove them, taking them off is as easy as it is to add them.”

“Simply login and remove the links, or point the links somewhere else. I can help you with that too.”

“So far, none of my partner agents have asked me to do this, but if you do, I’ll be more than happy to comply, of course.”

4. Is this RESPA compliant?

“Definitely. First off, I’m sending you leads because these people need help from a real estate agent. I’m not a real estate agent.”

“You’re not obligated to send me referrals in return.”

“Whether or not you add me to your LO rotation is up to you. If you do decide to refer me clients, I’ll be honored and I’ll take great care of anyone you refer me.”

“Something else to consider in terms of RESPA compliance is that I’m paying for the landing pages and conversion optimization tools, but you’re still paying for your website and marketing.”

“If you want to take it a step further, I’ve broken it down to where each of these landing pages costs me \$X per month.”

“I’m providing you with X number of pages, so how about this: we do a 90 day agreement.”

“For the 90 days, you pay me \$X for the landing pages, and if at the end of 90 days, we decide it’s a good fit and want to continue, we do another 90 days.”

“Obviously the system costs me a lot more than I’m charging you for it, but you’re only going to pay for the portion you’re using.”

“If for some reason, at any point, we decide it’s not a good fit, we’ll go ahead and cancel the agreement and I’ll reimburse you the full amount.”

EXAMPLE OF HOW THIS WORKS—

Most landing page systems cost under \$200/month.

Let’s say for \$200/month, you get up to 100 landing pages.

That's \$2 per landing page/month.

If you give each Realtor 5 landing pages, that's \$10 per month.

Over 90 days, that's \$30 they owe you.

Ask for a check. Take them out to dinner to discuss the marketing plan and pay for the meal.

Note the opinions above do not constitute legal advice and I recommend that you consult with an attorney if you have questions about how to comply with RESPA.

5. I don't like the idea of plugging your links into my website.

"Thanks for being candid with me about that. No problem."

"What are some of your concerns?"

"Anything else?"

SEE IF ANY OF THEIR CONCERNS ARE COVERED IN THIS SECTION, THEN ADDRESS THEM ONE BY ONE—

"There are a lot of other ways you can use these pages besides plugging them into your website, but keep in mind: your website is the hub of all your marketing, so if that's not optimized to convert leads, everything else will suffer."

"A few other ways my agents are using these pages is in email marketing, social media, listing signs—you can plug them in anywhere!"

6. I'm busy enough as is.

"I love it. That's usually a great problem to have!"

"A lot of my best agents told me the exact same thing when we first started working together."

“Let me ask you this: does that mean if I send you pre-approved buyers and serious sellers, you’d have to turn them away?”

“If I could help automate some of the follow up on buyer leads so that you’re not wasting time with tire-kickers and people that aren’t qualified, would that be of interest?”

“Is it an issue with lead quality—wasting time with too many leads that aren’t qualified?”

“A lot of my best agents have found that they’re getting bogged down by crappy leads... quantity isn’t a problem, it’s the quality...”

“I’m not going to be wasting your time with people that aren’t serious.”

“How are you getting your leads currently?”

7. Will you pay for some marketing?

“That’s not typically something I do since I’m paying for the landing pages and lead conversion tools, but we can discuss it, definitely. It also, of course, depends on the marketing.”

“And the ONLY way I’d do that is if we plug the holes in your website and other areas that are missing lead conversion tools.”

“Without that, it’s pointless for either of us to pay for marketing.”

“Right now, you’ve got a website that has very little chance of converting qualified leads.”

“It looks nice, but it’s not optimized for lead generation.”

“If I’m going to do any co-marketing with you, we need to fix that ASAP.”

“Otherwise, it’s like me coming over to hang out at your house and you asking me to pay for half of the A/C bill, but when I look around, you’ve got all the windows and doors open.”

“Sure, if I’m going to hang out for a while, I’ll help you pay for the A/C bill... but FIRST we’re going to need to go around and close the windows and doors to make sure we’re both getting something out of it. Make sense?”

8. Where else can I use these landing pages?

“I’m glad you asked! Anywhere and everywhere!”

“What’s your next marketing campaign?”

“Are you doing any email blasts or social media posts in the near future?”

“Besides your website, I recommend we plug them into blog posts, single property websites, listing signs and open house signs, email blasts, email newsletters, direct mail, social media ads, Craigslist, TV and Radio ads, webinars, events, door hangers, your email signature, your voicemail message—you name it!”

“I recommend we start with your website, since that’s the hub of all your marketing, but then we look at plugging them into some of the other things you’re doing to make sure it’s all optimized to convert leads and you’re not missing out on clients.”

9. Who gets the leads?

“We both do.”

“They’re exclusive to us. I set it up so that as soon as a lead comes through, we’re both notified instantly via email.”

“I can also set up a text message alert to your cell phone if you want.”

10. Who follows up with the leads?

“We can do it either way.”

“Most of my agents want me to follow up with the buyer leads, that way you’re not wasting time with people that aren’t qualified.”

“I get them pre-approved and send them back to you as soon as they’re ready.”

“Keep in mind: we’ll both get the notifications as soon as a lead comes through, so you know about every single lead, but typically I follow up and make sure they’re serious before handing them off to you.”

“For the seller leads, I’d recommend you follow up, and I can step into the picture when it comes time to getting them pre-approved for their next home.”

“One thing you’ll also find about me is I ANSWER THE PHONE. Communication between my agents, clients, and I is definitely one of my strong suits.”

Finding Realtors® with Websites Built by Specific Website Providers

Earlier in this chapter, I covered how to find Realtors® using some general searches on Google and the large real estate portal websites.

That works well, but you’ve got to sift through the results to find the agents that have websites.

Here’s another prospecting strategy for you that yields nothing but agents with their own websites...

There are a lot of real estate website template companies out there.

Many of them have hundreds, thousands, and in some cases, tens of thousands of Realtor® clients... all with nearly identical websites.

That makes their clients easy to find—if you know what you’re doing.

The good news is: even if you don’t, I do.

I'm going to share with you how to strategically target Realtors® in YOUR market that are using some of the most popular real estate website companies out there.

A few advantages of targeting Realtors® with websites include:

- ▶ Most of them are full-time and more serious about their business than agents who just have a page of their broker's website.
- ▶ Most of them are doing marketing and trying to generate leads.
- ▶ Most of them have mortgage content on their website, which typically does nothing for them at best, and actually hijacks their traffic at worst.
- ▶ Once you get your landing pages onto one of their sites, showing other agents with the same website provider how it works is even easier.

The key to successfully prospecting Realtors® online is in having a basic understanding how search engines work.

Each search engine will produce different results, so if you plug the same search phrase into Google and then Bing, you will know you have “exhausted” a search phrase and can move to a new one.

Using Trigger Words/Phrases

There are “trigger words/phrases” that you can add to just about any search string that will define your search results and help you find prospects you would not have found otherwise.

Whenever you type in a specific search phrase and you're looking for an exact match of that phrase, such as—Mortgage Center—you must place that phrase in quotes—“mortgage center”—in order to yield an exact match (whether or not you use capital letters doesn't matter).

If the segment of the search string is only one word (or has no spaces), for example—Apply—you don't need to use quotes.

Here are some examples of trigger words and phrases:

- ▶ “Apply Now”
- ▶ “Apply Online”
- ▶ “Apply Today”
- ▶ “Branch Manager”
- ▶ Financing
- ▶ “First Time Homebuyer”
- ▶ “Get Pre-Approved”
- ▶ “Home Search”
- ▶ “Home Sellers”
- ▶ “Loan Application”
- ▶ “Loan Officers”
- ▶ “Mortgage Application”
- ▶ “Mortgage Calculator”
- ▶ “Mortgage Center”
- ▶ “Our Team”
- ▶ Relocation
- ▶ “Search for Homes”
- ▶ Staff
- ▶ “Staff Directory”
- ▶ “Your Home's Value”

You can also use large brokerage names to find agents with a specific agency:

- ▶ “Better Homes and Gardens”
- ▶ “Century 21”

- ▶ “Coldwell Banker”
- ▶ ERA
- ▶ “Exit Realty”
- ▶ “Keller Williams”
- ▶ RE/MAX
- ▶ “Realty Executives”
- ▶ Sotheby’s
- ▶ Weichert

To define geographic targets to include in your search strings, include one of the following:

- ▶ Area Code
- ▶ City
- ▶ City, State
- ▶ State
- ▶ Zip Code

To attach search strings together, use a plus (+) sign. This will produce results that match your specific criteria of websites that **ONLY** include your trigger words/phrases + a reference to, for example, the city or state you’re targeting.

Real Estate Website Companies

Many real estate website providers brand their websites with phrases like “Website Built by _____”, which makes it easy to find their clients.

You literally copy and paste the phrase into Google (in quotes) + any city or state you want to target and there you go—a list of every Realtor® in that area using that specific website template provider.

The following is a breakdown of some of the largest real estate website template providers in the US, along with search strings on how to find their clients.

Keep in mind: including trigger words/phrases within these searches allows you to create even more customized and specific results.

One last thing: I'd include examples of these websites, however, most agents change website providers every 1-2 years, so including URLs is pointless as the website providers are not going to stay the same, and if anything, would create confusion.

The good news is: adding your landing pages to any of these websites is a matter of copying and pasting links on the desired pages. All of these sites are customizable and ALL OF THEM need conversion optimization.

Tips:

- ▶ Replace the references to "STATE" with an actual state, city, or zip code you want to target.
- ▶ Add additional trigger words/phrases to any of the search strings below to get more specific results.
- ▶ At the end of the list, I'm going to give you a link to a web page so you can just copy and paste these search strings right into Google.

Agent Advantage (Homes.com)

Search Strings:

"Homes Media Solutions" + "mortgage calculator" + STATE

"Powered by Homes.com" + STATE

/MortgageCalc.aspx + homes.com + STATE

Agent Image

Search Strings:

“Design by Agent Image” + STATE

“Agent Image” + “mortgage calculator” + STATE

AgentWebsite.net

Search Strings:

AgentWebsite® + “property organizer” + STATE

“Web Hosting by AgentWebsite®” + STATE

BoomTownROI

Search Strings:

boomtown + financing + “what’s my home worth” + STATE

“is a team of local real estate experts ready to reveal the secrets of how we can help you sell your home. From setting the price to creating marketing campaigns” + STATE

Tip: the entire paragraph above is “stock” on these websites, so by placing the entire text in quotes and running a Google search, you will pull up all the websites that have that exact same paragraph on them.

Craig Proctor Systems (Consulnet)

Search Strings:

“owned by ConsulNet Computing” + STATE

“craig proctor” + “Buy with ZERO Down” + STATE

iHomeFinder

Search Strings:

“Powered by iHomefinder” + STATE

iHomefinder + /valuation-form/ + STATE

LinkURealty

Search Strings:

“Powered by LinkURealty” + STATE

LinkURealty + “VIP Home Request” + STATE

MarketLeader

Search Strings:

“Powered By Market Leader” + STATE

“The quality of a school can greatly influence home values in an area. As a local expert” + sell + STATE

PipelineROI (a la mode)

Search Strings:

“Another website by PipelineROI” + “looking to buy” + STATE + “home search”

“Another website by PipelineROI” + “looking to buy” + “your home’s value” + STATE

Tip: a la mode has mortgage, appraiser, and home inspector clients, as well... avoid those by using more specific searches, like those including a brokerage name in the example below...

One more example search string:

“Another website by PipelineROI” + california + “keller williams”

Placester

Search Strings:

“Real Estate Marketing by Placester” + STATE

“Powered by Placester” + STATE

“Real Estate Advertising by Placester” + STATE

Point2Agent

Search Strings:

Point2Agent + “how much can you afford” + STATE

“The correct selling price of a home is the highest price that the market will bear. To assist you in determining the correct asking price” + STATE

Real Estate Webmasters

Search Strings:

“Real Estate Webmasters” + STATE

“Listings Site Map” + “Search MLS” + STATE

RealGeeks

Search Strings:

“Address Search” + “Interactive Map Search” + “IDX Real Estate Websites by” + STATE

“How much is your home worth?” + “... get instant property value now!” + “advanced search” + STATE

Real Pro Systems

Search Strings:

“Real Pro Systems” + /Buyer-Resources/Loan-Analysis + STATE

“Real Pro Systems” + “homes for sale” + STATE

Superlative

Search Strings:

Superlative + “homes for sale” + STATE

Superlative + /dream-home-finder.html + STATE

Top Producer

Search Strings:

“powered by TOP PRODUCER” + STATE

“TOP PRODUCER” + /home_values.asp + STATE

WebsiteBox

Search Strings:

WebsiteBox + “get a free home evaluation” + STATE

WebsiteBox + buyers + sellers + communities + “search homes” + STATE

Wolfnet

Search Strings:

“Website Service by WolfNet Technologies” + STATE

“WolfNet Technologies” + “What’s Your Home Worth?” + STATE

Z57

Search Strings:

Z57 + “homes for sale” + STATE

z57 + “your home’s value” + STATE

z57 + “mortgage center” + STATE

z57 + /prequalify.shtml + STATE

Zillow

Search Strings:

“our coverage areas” + “Zillow, All rights reserved” + STATE

“Compare Mortgage Rates” + “Zillow, All rights reserved” + texas +
“SEARCH FOR HOMES”

Extra:

Find websites with Zillow’s “Zestimate” tool:

“Home Value Estimate” + zestimate + “Another address?” + STATE

To get all of these search strings online so you can simply copy and paste any of them right into Google, go to:

www.leadPops.com/find-agent-websites