
Michael Mahoney

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Becoming a Listing Magnet: For Julie Smith

OVERVIEW

Julie has expressed an interest in becoming more focused on becoming a listing agent in the real estate business. She is currently working as a buyer's agent mostly. She would like to shift from being a buyer's agent to doing more work of obtaining listings and marketing homes.

GOALS

1. Develop a marketing system to attract listings to Julie Lieberman's real estate practices using marketing methods which are designed to obtain seller opportunities. This will teach you "hands on" tactical marketing methods which will develop a flow of listing leads to your real estate practice.
2. Develop a pre-listing system to ensure that when the listing opportunities arise that a high level of targeted marketing and messaging is delivered consistently to each prospect.
3. Development of pre-listing, listing presentation and delivery system which is to deliver the message on point and effectively
4. Learn a method for managing your personal productivity and effectiveness while keeping the hours of work to a minimum by developing systems to handle the incoming and outgoing flow of information (CRM, email management, calendaring, telephone calls and text management). This will help you learn to automate more and leverage technology to increase personal effectiveness and free up time for other areas in your life.
5. Develop a system for keeping in touch with clients/vendors and past clients to ensure that your referral business is developing as you go out and seek new business.
6. Explore passions in your life and how to tie those passions back to your real estate practice to bring more soul to your business and get you into flow

SPECIFICATIONS

The consulting consists of 1 discovery / assessment call for about an hour. Based on the discovery, Michael Mahoney will deliver to you 5 hands on webinars each about 1 and 15 minutes long which will be one to one. These will be individually tailored and focused on working on areas you are looking to improve on. For example, you may be great on a listing presentation but just not great at getting leads. We will focus on that.

We can record each webinar and you can maintain for your own individual use. These will be hands on as if you were sitting with me in the conference room. These will be delivered live using web conferencing software.

DISCOVERY CALL

Included in the package will be one discovery call before we begin. This will be an assessment of what Julie has in place for marketing, what systems she has for management of her business. We will also discuss who would be her ideal client. In addition to that, we will discuss what her ideal schedule/work life/home life would look like. The goal of this discovery call is to identify where you are and where you want to be. This will be to make sure that we tailor the 5 consulting calls towards achieving those ideals.

PRICING

The price of the consulting engagement is a one time fee of \$300.00. In addition to these 5 webinar/calls - you can have 20 minutes of telephone consulting per as needed per week to ask Q/A to ensure that you are implementing the lessons taught.

Michael will personally answer any questions that you may have during and after the sessions for 1 year. In addition, if it is a question of how to do something, Michael may provide screen capture videos to show you how to do something you have questions about.