

2019
BROKER / OWNER

Conference & Expo



How to Grow Your Business through BDMs

(Business Development Managers)

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Empire Industries Co-Founder





UNITED

787 DREAMLINER N20904

BURN THE BOATS...

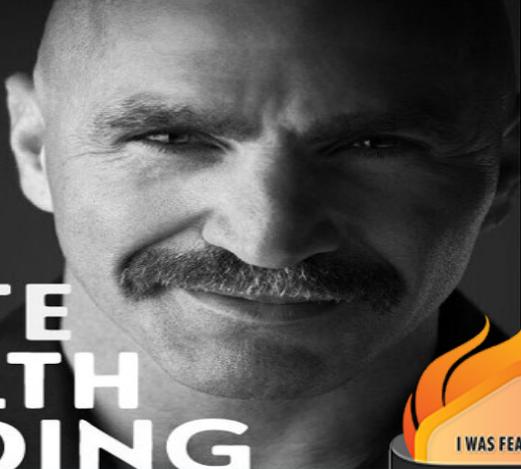
December 1, 2012



2018...

450





REAL ESTATE WEALTH BUILDING

THE ULTIMATE LANDLORD SURVIVAL HANDBOOK

www.selfmanagemyproperty.com



THE LANDLORD SURVIVAL

RADIO SHOW



" What Happens When People Stop Being Nice and Things Get Real? "
What the Gurus Don't Tell You About Owning Rental Properties



The Lion's Leadership Den Podcast



With your hosts
Steve Rozenberg and
Alex Osenenko

Episode 14 Year End Business Reviews and EOS Magic



I am an **Educator**

Not a Motivator...

A motivator just makes you do...

Stupid Shit Faster



BE * DO = HAVE

WHAT

WHO

TOOLSET?

1

Top Ways To GROW With BDMs?

Number 1 Identify Your Target

- Understand value of leverage
- Do not want to do it “Themselves”
- Long term focus on appreciation
- Passive income
- Building of wealth over time

Number 2 Identify their problem?

- Be the solution...
- What is your message ?
- Does it fix their problem?
- Know / Like /Trust

Response

- Response time to an inbound lead
- What is the goal of the initial call?
- What do you say?
- What information do you send? **DISC** Specific
- What is your follow up?
- Procedure for handover to operations?

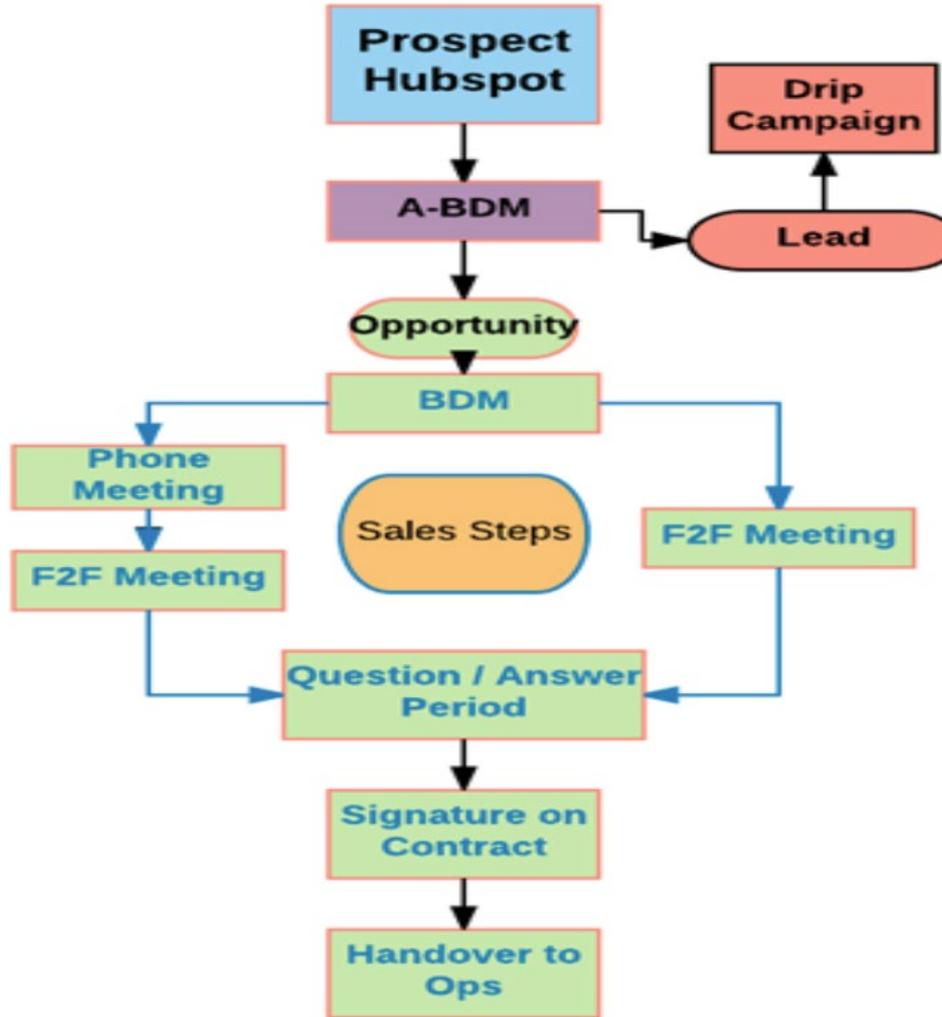
Sales Steps Documented

Every sales step needs to be:

- Flowed out
- Reviewed
- Streamlined
- Manual created
- KPI



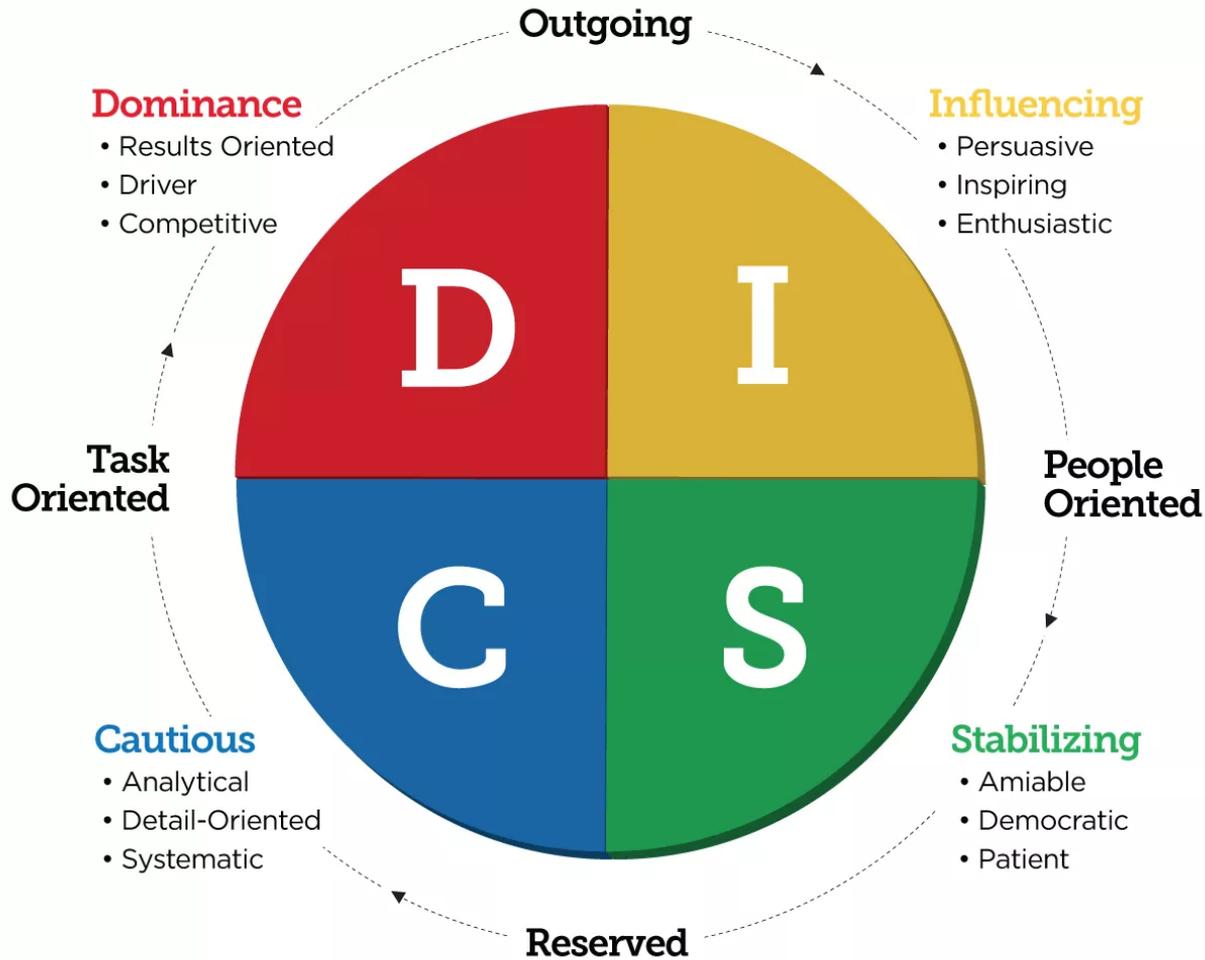
FLOW



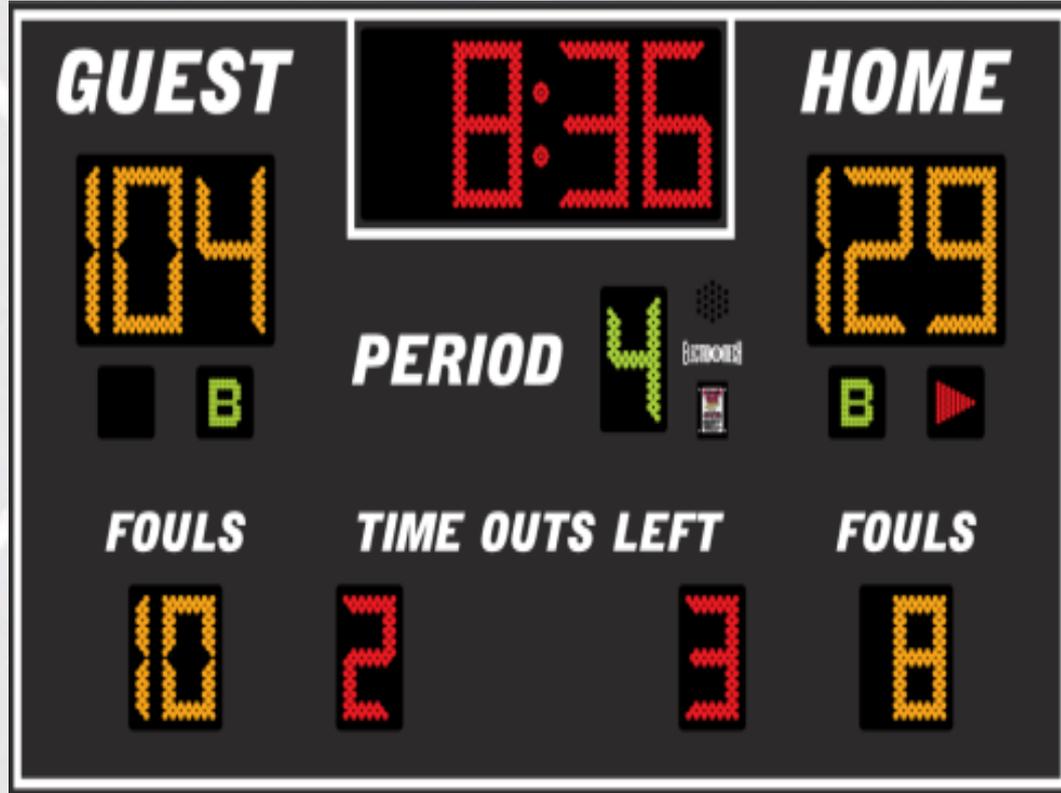
Number 3



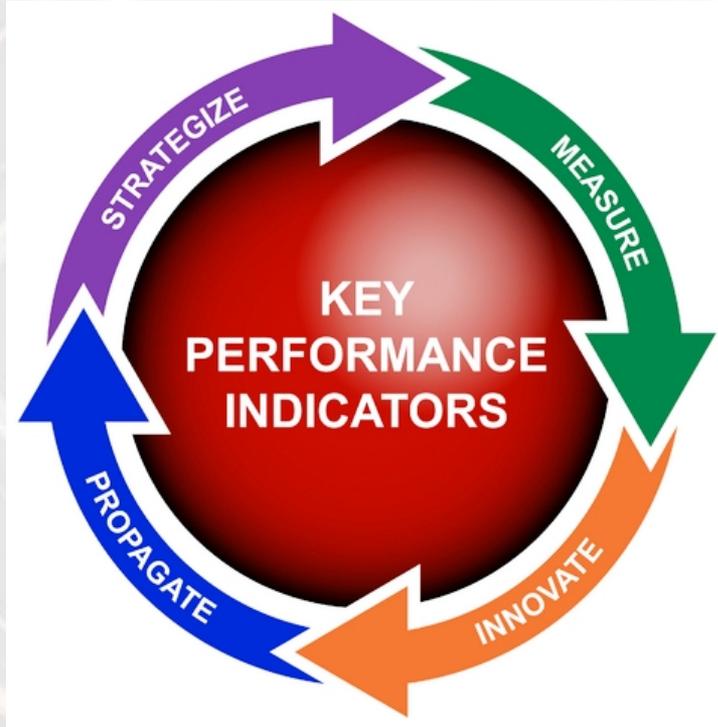
- Hire slow
- Right person /
Right Seat
- DISC



What Does This Tell You?



Number 4

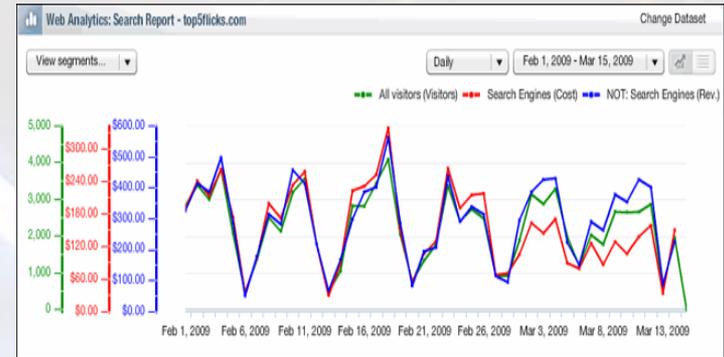


Key Performance Indicators

- **Respect what you Inspect**
- Everyone in the company needs to be tracked

What to track

- What is a current **problem**
- 3-5 things to track
- Conditional - **Red** or **Green**
- Executive Summary when turning in
- Weekly 1-on-1 meeting to review



A	B	C	D	E	F	G	H	I	J	K
Company						Leads	Meetings Set	Percent of Meetings Set per Lead	New Properties Signed	Avg \$ Sale per New Property
Goal						56		45%	11	\$140
Month	Total Leads	Total Meetings Set	Average Percent of Meetings Set per Lead	Total New Properties Signed	Avg \$ Sale per New Property	Week 1	Week 1	Week 1	Week 1	Week 1
January										
February										
March										
April										
May										
June										
July										
August										
September	179	89	50%	85	\$107	40	20	50%	4	\$133
October	183	97	53%	43	\$127	33	17	52%	7	\$148
November	168	107	64%	27	\$129	11	8	73%	3	\$162
December	66	45	68%	7	\$114	33	23	70%	5	\$114
Total YTD =	596	338		162		117	68		19	
Average YTD =	149	85	59%	41	\$119	29	17	61%	5	\$139

	A	B	C	D	E	F	G	H	I	J	K
1	Month	New Doors	Week 1	Week 2	Week 3	Week 4	Week 5	Avg Mgt Fee	Avg Rent Amt	Avg Mgt Percent	
2	January	24	8	6	3	5	16	\$128.93	\$1,642.50	8.3%	
3	February	19	0	6	5	3	20	\$141.44	\$1,656.70	9.6%	Quarterly Goal =
4	March	12	0	6	3	6	3	\$146.44	\$1,658.61	9.1%	Current Quarter =
5	April	36	5	4	24	4	10	\$126.65	\$1,593.40	8.2%	Monthly Average =
6	May	28	1	14	8	12	7	\$158.67	\$1,917.50	8.4%	
7	June	30	0	5	5	9	11	\$140.83	\$1,805.00	8.4%	
8	July	29	7	5	4	10	3	\$153.07	\$1,698.82	8.9%	
9	August	14	0	4	0	3	7	\$147.27	\$1,689.63	8.7%	
10	September	65	3	2	1	4	2	\$108.87	\$2,421.71	5.7%	
11	October	2	2	0	0	0	0	\$127.39	\$1,445.16	9.0%	
12	November	4	0	3	1	0	0	\$128.63	\$1,925.93	7.0%	
13	December	0	0	0	0	0	0	\$113.74	\$1,360.00	8.0%	
14											
15	Total doors YTD =	263	20	39	42	42	48				
16	Average doors per month =	23.91	2.33	4.47	4.94	5.02	5.52	135.16	\$1,734.58	8.3%	
17											
18			Week 1	Week 2	Week 3	Week 4	Week 5	Quarterly Goal = 40%	July = 30%	Oct = 26.14%	
19	Total Customers Closed		0	0	0	0	0	Current Quarter = 26.04%	Aug = 28.24%	Nov = 25.93%	
20	Phone Meetings Set		0	0	0	0	0	Monthly Average = 26.04%	Sep = 22.22%		
21	Face to Face Meetings Set		0	0	0	0	0				
22	Total Meetings Set		0	0	0	0	0				
23	Percent of Customers to Meetings Set										
24											
25	Total online reviews										
26	January										Quarterly Goal = 6
27	February										Current Quarter = 0

	New Meeting Set	Percentage	Meeting Attended	Hard Contract Signed	Digital Contract Signed	Handwritten Contracts Signed	Unsigned Contracts Open
Week 5							
Monday 28th	6	600	4	0		2	2
Tuesday 29th	4	200	4	0	1	2	1
Wednesday 30th	2	200	4		2		0
Thursday 1st	3	150	4	0	1	0	0
Friday	2	200	1			0	0
Saturday	2	50	0	0	0	0	0
Sunday	0	0	2	0	0	0	0
Total	19	272727	19	1	5	7	3
<i>Work Related~</i>							
Total	46		41			12	7

Where do they need help in the closing process???

Pop quizzes & constant training

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
Company										Owner Gave Notice	Doors Lost Due to Notice	Real Estate Transactions	Net Income from Real Estate Transactions	Cash Balance
Month	Total Owner Gave Notice	Total Doors Lost Due to Notice	Total Real Estate Transactions	Total Net Income from Real Estate Transactions	Average Cash Balance	Average Line of Credit	Total Number of Negative Reviews	Average Tenant PMELD Rating	Average Percent of Calls Answered	Week 1	Week 1	Week 1	Week 1	Week 1
January														
February														
March														
April														
May														
June														
July														
August														
September	1	4	41	\$83,895	\$93,314	\$101,948	0	0.00	0.00%	0	0	6	\$17,950	\$94,629
October	8	7	54	\$76,155	\$33,636	\$102,387	0	2.87	0.00%	1	0	16	\$22,260	\$0
November	8	14	38	\$70,638	\$44,445	\$152,296	2	4.10	0.00%	1	7	3	\$15,795	\$59,665
December	0	7	19	\$44,755	\$67,980	\$177,899	1	4.65	0.00%	0	7	12	\$23,482	\$68,966
Total YTD =	17	32	152	\$275,443						2	14	37	\$79,487	
Average YTD =	6	8	38	\$68,861	\$59,844	\$133,633	2	3.87		1	7	9	\$19,872	\$74,420

Fanatical with DATA!

- Test and Measure everything you do
- Learn what is working and what is not
- Stop spending money and time that is not working
- Spend more money on marketing working.



How Does This Help?

What wins the race...

The **car** or the **driver**?

Technologies can never beat
out training...

EVER!!!



Number 5



- Scripts
 - Why / Why Not
 - (phone / in-person)
- **R.U.M.M.I.**

(Basic Data)

Name: _____ How did you hear about us? _____ **D**
 Contact #: _____ - _____ - _____ Email: _____ **I**
 Address: _____ **S**
 (subdiv) _____ **C**

What are some of the challenges you are having with your properties?

-SLOWLY-

Audio Script**Video**

CREATE A RAPPORT - ASK / LISTEN

Initial Call

Hi this is _____ with Empire Industries Property Management, I am calling you regarding our property management services you inquired about... *(Pause)*

!!!SLOWLY!!!

(Hands up in the air).....Is this a good time to talk or would you rather set up a specific time?

Just so I can help you best, is it **OK** if I ask you a couple of questions? OH OK GREAT,

First of all how did you hear about us?

Control the conversation: Make sure you have their attention
(Repeat – Approve – Respond)

Information about the home:

What is the address of the property you own?

What subdivision is your property in? *(R.A.R)* – Oh GREAT!!...

We actually manage a quite a few homes in that area!

Is the property a 3 bedroom or 4 ? and how many baths? (size, square footage, bed, bath, garage)?

What is the rent on the property?

Is the property occupied or vacant? If vacant how long?

Is the tenant current on their rent?

If rented... What is the situation with this property or tenant?

Any problems with the home or maintenance needed?

Is this your only rental? If not how many?

What is their motivation

So if you don't mind me asking you, what made you decide to look for a professional property management company like mine?

(BIG EYES) Let me ask you, if you had to nail it down, what is the MOST important thing when you hire my company? *(R.A.R)*

Talk about Empire

Is it ok if I tell you a little bit about us and why we **may be** the perfect fit?

We successfully manage **Close to 1000** homes and have a **1% eviction rate**. The reason that important to you and your situation is because _____.

At Empire, we operate on **2 core values** and we do them **very well**. May I explain???

1st, we run your property as a business with **policies, procedures, and structure....** because whether you **realize it or not...** you are considered a business.

Through the eyes of the **IRS, Texas Property Code, Tx Real Estate Commission , and Fair Housing laws** you are considered a business whether you own 1 house or 50 you are **operating as a business**.

As a matter of fact, 1 out of every 3 landlords **will be involved** in some sort of lawsuit within the next year.

Which brings me to the **2nd thing we do very well**, and that is keeping you out of a **lawsuit**. We are the only single family property management company in Houston & DFW that has a full time SENIOR property manager who oversees all property managers here, she has over 30 yrs experience and is an **expert** with current laws such as **landlord law, tenant law, fair housing laws and TX property code..Basically all the things that get owners sued**.

By partnering with Empire to manage your property, you are able to leverage our knowledge to protect **you and your business**.

I think you will **...agree with me...** that if we operate on these 2 core values, **...and we do...**, then everything else falls into place and we will be able to help alleviate you from dealing

Number 6



- Set scheduled days to practice
- Roleplay
- Daily script training

Number 7



- CRM system
- Know / Like / Trust
- Drip Emails
- When you sell it's about you
- When you educate its about...

Number 8

- Follow up
- Relentless



SALES STATISTICS

48% OF SALES PEOPLE **NEVER FOLLOW UP** WITH A PROSPECT

25% OF SALES PEOPLE MAKE A **SECOND CONTACT** AND STOP

12% OF SALES PEOPLE ONLY MAKE **THREE CONTACTS** AND STOP

ONLY 10% OF SALES PEOPLE MAKE **MORE THAN THREE CONTACTS**

2% OF SALES ARE MADE ON THE **FIRST CONTACT**

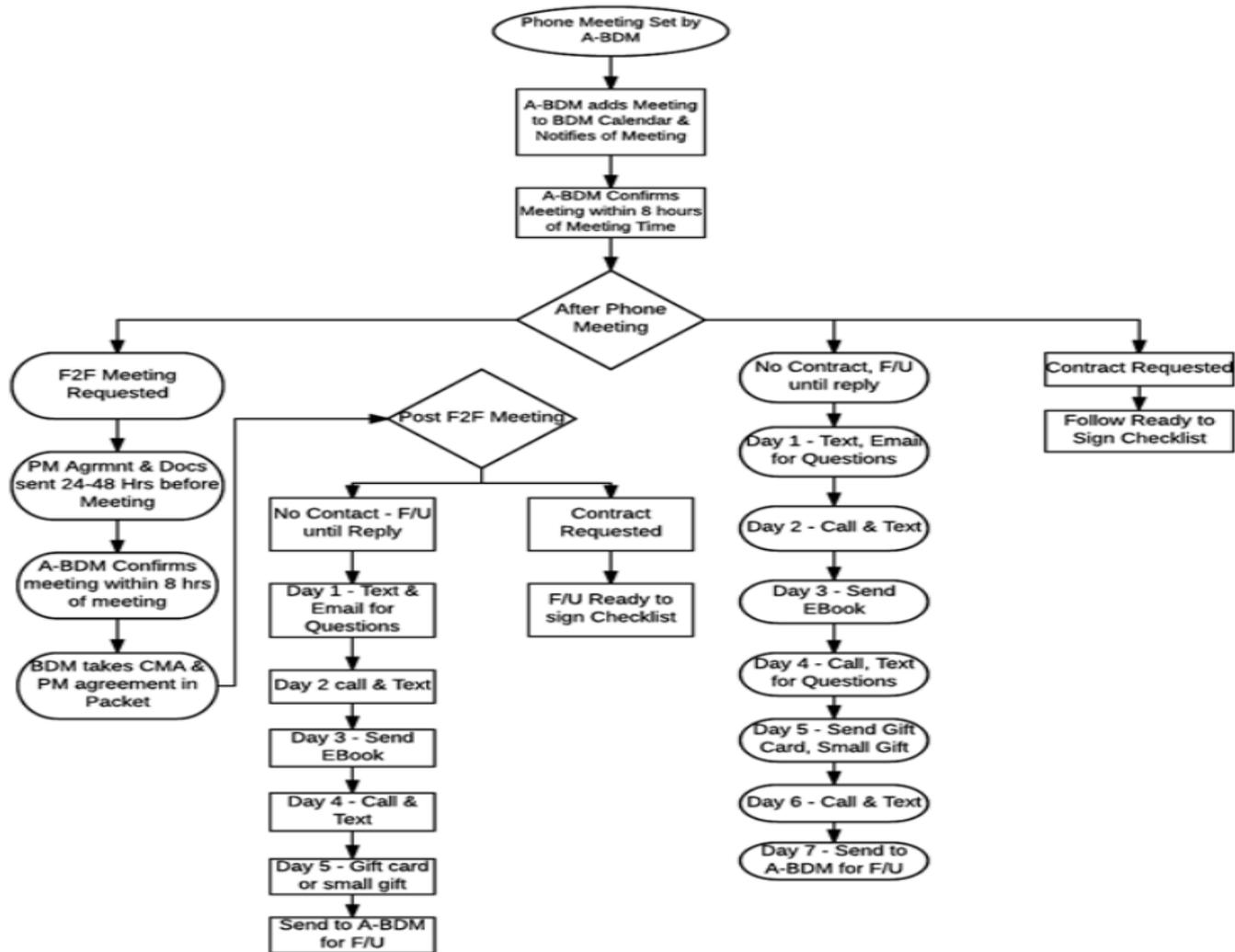
3% OF SALES ARE MADE ON THE **SECOND CONTACT**

5% OF SALES ARE MADE ON THE **THIRD CONTACT**

10% OF SALES ARE MADE ON THE **FOURTH CONTACT**

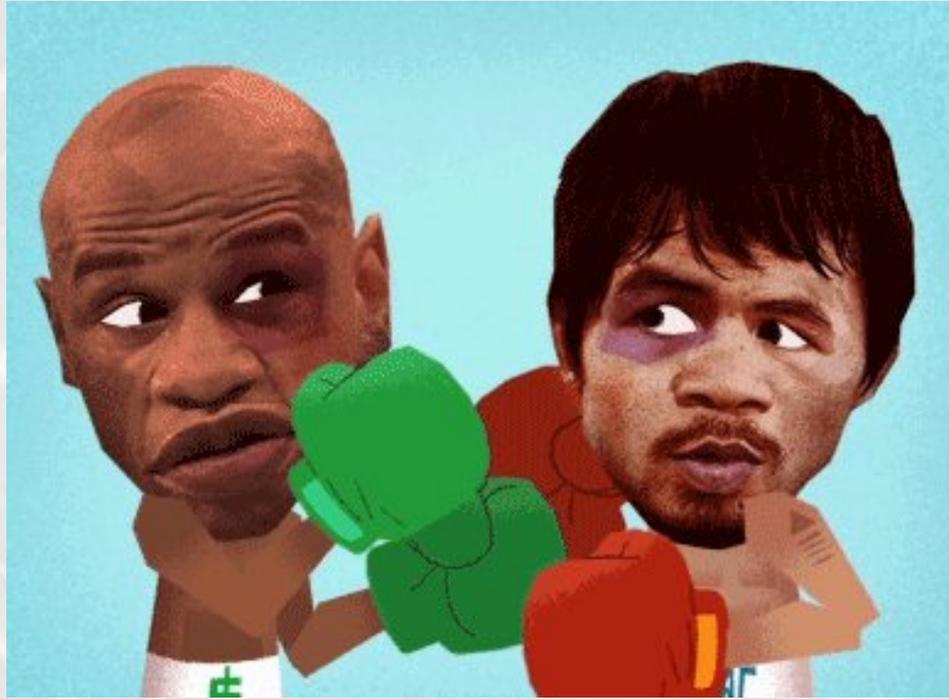
80% OF SALES ARE MADE ON THE **FIFTH TO TWELFTH CONTACT**

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- When you walk into the door
- You are there to close not sell
- Pen / Contract / Signature
- Laser focus



Sales *vs.* Operations

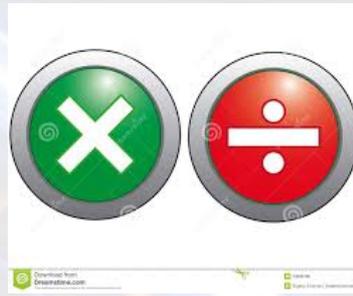
Selling when
operations is
stressed

What Are You Telling Yourself?

- 1500 words per minute go through your subconscious every minute
- 70% of them are negative self-talk
- What are you telling yourself on a daily basis?

Be careful
how you
are talking
to yourself
because you
are listening.

~Lisa M. Hayes

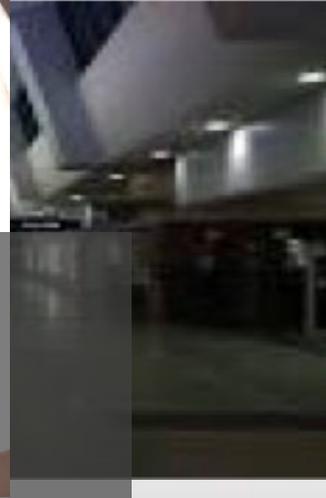


Bottom line...

You have to Divide
to Multiply...

FAIR...





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