

## What Successful Area REALTORS Had to Say About Business Planning

The 2017 DBAAR Leadership Participants spoke with 10 of the area's most successful REALTORS®, and here are suggestions they gave:

### **Business Planning:**

**Sphere of influence**-look to your friends/past clients/family for business. Send them postcards and/or emails to let them know of your career in real estate. Ask them for referrals.

**Farming**-pick an area(s) that you want to farm. Do your homework about the area. Send postcards/flyers/emails quarterly regarding the area and/or market.

**Consistency and persistence**-stay in contact with any leads you may have and be persistent. Always follow up.

**Return phone calls**-always return phone calls whether it be to a client or another realtor. Work hard with other agents so they will want to work with you.

**Contact management**-choose a contact management program to stay in touch with your sphere and clients.

**Continuing education**-take advantage of the classes that the DBAAR has to offer and read the Friday Five for information.

**Lunch and Learn**-they are free and full of good information.