



TOP PRODUCER TIPS

Henry Moulin,
RECS, CRES, ABR
www.SaskatoonRealEstate.com

Henry Moulin Realty Inc. Saskatoon **RE/MAX**

ON TARGET
www.SaskatoonRealEstate.com

Today's Agenda

- 🎯 BECOMING RECOGNIZABLE
- 🎯 EDUCATION - CLIENT IMPORTANCE
- 🎯 EFFECTIVE USE OF ASSISTANTS
- 🎯 BUYER'S BROKERAGE
- 🎯 CLIENT RETENTION TECHNIQUES
- 🎯 QUESTIONS



Henry Moulin Realty Inc. Saskatoon **RE/MAX**

ON TARGET www.SaskatoonRealEstate.com



DO YOU RECOGNIZE THESE PEOPLE?

Henry Moulin Realty Inc. Saskatoon



ON TARGET www.SaskatoonRealEstate.com

SQUARE WATERMELONS???



Henry Moulin Realty Inc. Saskatoon



ON TARGET
www.SaskatoonRealEstate.com

SQUARE WATERMELONS IN JAPAN:

- Smart Japanese Farmers forced their watermelons to grow into a square shape by inserting the melons into square, tempered glass cases while the fruit is still growing on the vine
- Today the cuboid watermelons are hand-picked and shipped all over Japan.*
- Sells in a selection of department stores and upmarket supermarkets, appealing to the wealthy and fashion-conscious of Tokyo and Osaka, Japan's two major cities.*
- Each melon sells for 10,000 yen, equivalent to about \$83. It is almost double, or even triple, that of a normal watermelon.*
- British supermarket chain, Tesco introduced the square watermelons in the UK at much more affordable prices than those sold in Japan.



Henry Moulin Realty Inc.

Saskatoon



WHAT IS THE
VALUE OF
YOUR TIME?

ON TARGET

www.SaskatoonRealEstate.com

SUCCESSFUL BROKERS:

Work **ON** the Business not just **IN IT**.

TECHNICIANS:

Do the **ACTIVITIES** that generate the revenue and run the business

MANAGERS:

Responsible for organizing the work and implementing the **VISION**

ENTREPRENEURS:

DEFINE the **VISION**,
ESTABLISH the **GOALS**,
HIRE the staff and
LEAD the charge!



Henry Moulin Realty Inc. Saskatoon

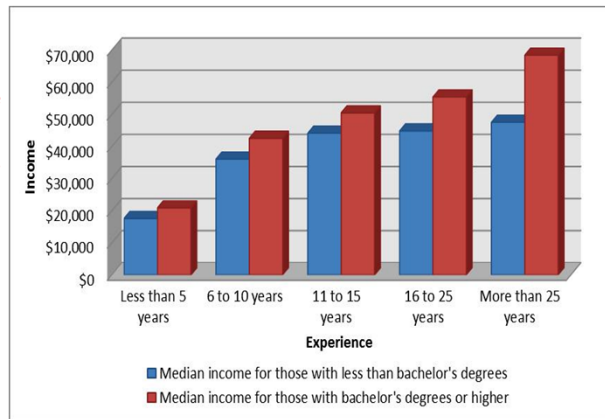


ON TARGET

www.SaskatoonRealEstate.com

THE MORE YOU **LEARN** THE MORE YOU **EARN**

- Education
- Experience
- Ethics
- Continuous Learning



According to the 2010 NAR Member Profile, those with a college education earn higher income.



Henry Moulin Realty Inc. Saskatoon



ON TARGET www.SaskatoonRealEstate.com

- BANKER
- MORTGAGE BACKGROUND
- APPRAISAL INSTITUTE
- MARKETING
- CRES
- ABR
- RECS
- RELOCATION SPECIALIST

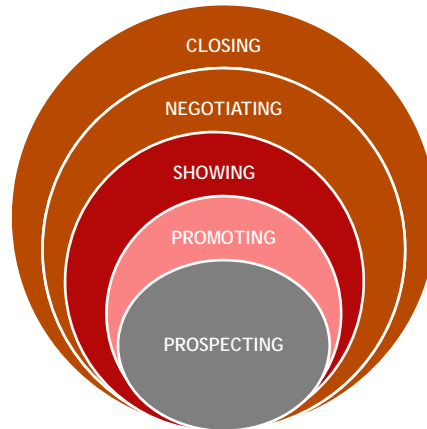


Henry Moulin Realty Inc. Saskatoon



ON TARGET www.SaskatoonRealEstate.com

Licensed Real Estate Activities



What Regulators in your jurisdiction expect you to do in promoting, listing, selling a property



Henry Moulin Realty Inc. Saskatoon




ON TARGET
www.SaskatoonRealEstate.com

LICENSE:

There are some things that you can not delegate to your staff because :

- your client expects you to handle it or
- it is too sensitive for your staff to handle



Contract Details

- Following up

Negotiation Commitments

- Personal Promises from negotiations

Events

- Home Inspections

Face to Face Time

- Possessions

Henry Moulin Realty Inc. Saskatoon **RE/MAX**



EFFECTIVE USE OF ASSISTANTS

Henry Moulin,
RECS, CRES, ABR

www.SaskatoonRealEstate.com

Henry Moulin Realty Inc. Saskatoon **RE/MAX**

ON TARGET
www.SaskatoonRealEstate.com

OFFICE ADMINISTRATION

The Old Model

- Being Everything to Everyone

The New Model

- Recognizing your own strengths and outsourcing the rest



■ Old ■ New

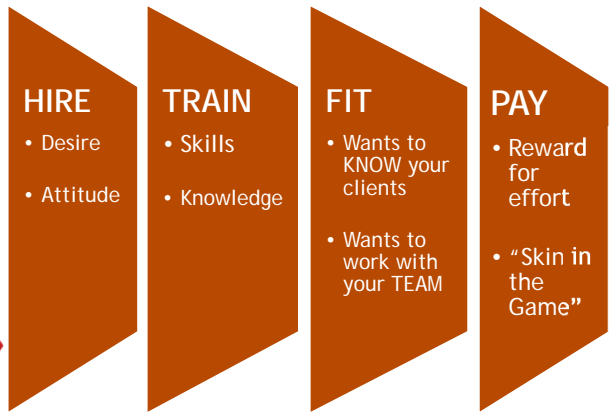


All things that can be delegated to your staff allowing you more time to spend face to face with Buyers and Sellers

Henry Moulin Realty Inc. Saskatoon **RE/MAX**

ON TARGET
www.SaskatoonRealEstate.com

KEY CONSIDERATIONS:



- #### HIRE
- Desire
 - Attitude

- #### TRAIN
- Skills
 - Knowledge

- #### FIT
- Wants to KNOW your clients
 - Wants to work with your TEAM

- #### PAY
- Reward for effort
 - "Skin in the Game"



Henry Moulin Realty Inc. Saskatoon **RE/MAX**




BUYER BROKERAGE

Henry Moulin,
RECS, CRES, ABR
www.SaskatoonRealEstate.com

Henry Moulin Realty Inc. Saskatoon **RE/MAX**

ON TARGET www.SaskatoonRealEstate.com

MAKING BUYER BROKERAGE WORK FOR YOU



When	<ul style="list-style-type: none">• Introduce the "concept" early to your "buyer"• Important stepping stone to a positive relationship
Why	<ul style="list-style-type: none">• The value of your time• Do you take a listing without a contract?• Easy to be enthused when you know you are going to get paid
How	<ul style="list-style-type: none">• It's not WHAT you say it's HOW you say it• Assume the Sale

Henry Moulin Realty Inc. Saskatoon **RE/MAX**




CLIENT RETENTION

Henry Moulin,
RECS, CRES, ABR
www.SaskatoonRealEstate.com

Henry Moulin Realty Inc. Saskatoon **RE/MAX**

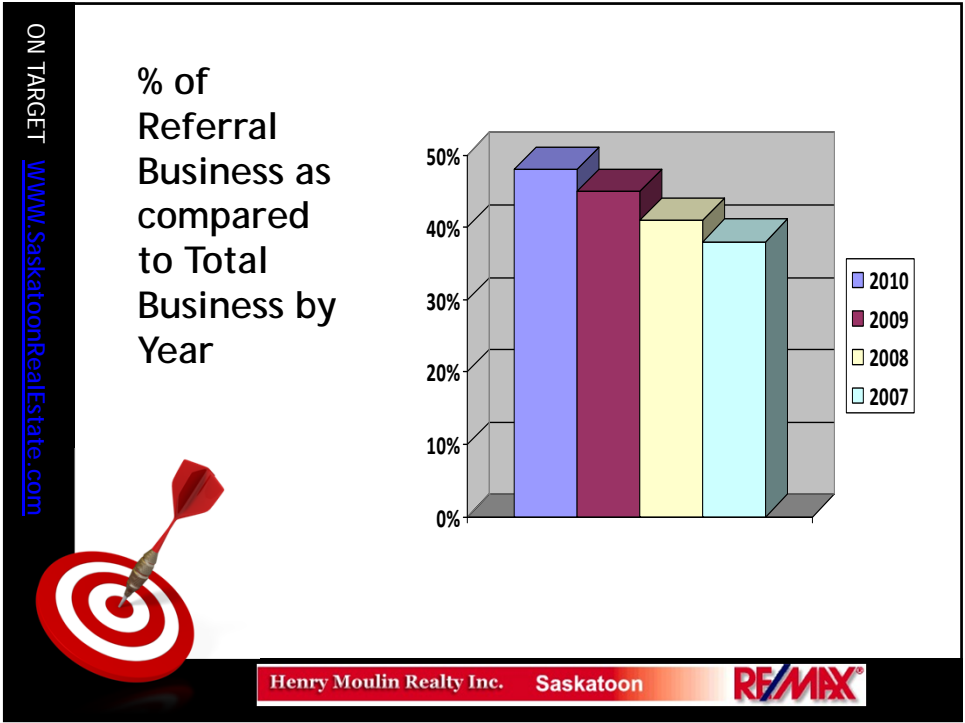
ON TARGET
www.SaskatoonRealEstate.com

RETENTION VS NEW



VALUE	<ul style="list-style-type: none">• 6 to 7 times more \$\$ to acquire a <i>new</i> customer• Happy clients will promote your business
RELATIONSHIP	<ul style="list-style-type: none">• Trust / Honest / Respect• Communication• Dependability
REFERRALS	<ul style="list-style-type: none">• Promotion / Awareness• Ongoing Contact• Incentives

Henry Moulin Realty Inc. Saskatoon **RE/MAX**



ON TARGET

CUSTOMER CONTACT PROGRAM:

CUSTOMER CONTACT
 • "CLIENT FOR LIFE" Program
 HENRY MOULIN REALTY INC

- Closing Gift
- Visit 3 mos after closing
- Thanksgiving "gift"
- Calendar & Christmas Letter
- Anniversary Letter
- Specific Neighborhood Needs

KEEPING TOP OF MIND
 • Be remembered by doing something UNEXPECTED

- Tickets to games Concerts/Events
- Community Involvement
- Blog Site
- Social Media

BUILDING BUSINESS
 • Be there when they need you!


- Monthly Market Updates by Client Newsletter
- Advertising
- Ad Mail
- All correspondence has a "tag line: We are never too busy for your family or friends"

BlogSaskatoon.com

ON TARGET


BUILD YOUR REFERRAL NETWORK

(REFERRAL AGENT CONTACT PROGRAM)




RECEIVING REFERRALS

- YOUR CLIENTS ARE MY CLIENTS
- Buyer's Brokerage Agreement
- Regular Follow Up with progress reports
- Courier Referral Check
- Christmas Letter
- Specific Client Needs




KEEPING TOP OF MIND

- Be remembered by doing something UNEXPECTED
- Tickets to games Concerts/Events
- Children's Miracle Network
- Blog Site
- Social Media




BUILDING BUSINESS

- Be there when they need you!
- Regular Market Updates by Monthly Newsletter
- Exclusive Agent Wine & Cheese
- Personal Promotion Booth at Conferences
- Attend Conference & Education Sessions
 - "Oh Henry"
- Email on special occasions




BlogSaskatoon.com



ON TARGET

The Touch Of The Master's Hand

Myra B. Welch



www.SaskatoonRealEstate.com



Henry Moulin Realty Inc.
200 - 227 PRIMROSE DRIVE Saskatoon
Saskatchewan, S7K 4E5
Tel: 306-933-0145 | Fax: 306-242-0959 |
Email: Henry@SaskatoonRealEstate.com

