

# 45 Homes Sold His First Year!

BY FRANK KLESITZ, CEO, VYRAL MARKETING



Clients and friends –

I'll get to the point - here's how Eric sold 45 homes *his first year*.

Eric first worked for a team for two years with buyers to understand the business and mindset to be self-employed. He was a chef before selling real estate.

- When he left to go on his own, he **made a list of 400 people he knew** from his time on the team. This was his database. He included agents he worked with on the other side, too.
- **He put the VyrAl Marketing Plan in place.** He sent them two videos a month and mailed them a monthly postcard. He also started mailing 1,000 postcards once a month to a target, high turnover farm via Every Door Direct Mail (about \$.70 each).
- The goal was to **talk to everyone in his 400-person database** 3x a year. He would just be friendly, polite, and let people know he was in real estate. He looked for referrals.
- He **didn't make any cold calls** when he started his business on his own.
- He used a simple CRM to manage all his calls and follow-ups, in this case Real Geeks.
- **56% of his business came from his current relationships** in his first year, with 14% coming from referrals from other agents he met while on his previous team.



- The rest came from following up quickly (within 5min) and listening to the needs of Zillow, Realtor, and Pay-Per-Click leads to his Real Geeks website.
- He sets aside time daily from 8:30am to noon to make calls to work on the business. He calls 25 people every day. He hired a part time assistant within the first six months of going on his own, so his time was available. He calls his hot leads 2x a week.
- He has a coach he speaks to every week for 30min that keeps him on track, so he stays consistent to maintaining his prospecting and **building the database**.
- He stays focused on activities that bring in new money before serving current clients.

**What is the take away?** We all get distracted with shiny objects and we don't follow the basics. The basics are talking to people every day and **building a database along the way** so overtime more people call you rather than you having to call them.

If you want help getting back to the basics, email me [frank@getvyr.com](mailto:frank@getvyr.com).

I really mean this. You need to take your database seriously with all the discounters and disruptors who want your commission. Set aside 30 minutes a month to record two helpful videos and use all available media to get them in front of your database.

We do all this for you. Clients – please make sure you talk with us ideally 2/x a month to make sure you're doing everything you can to get results with our service.

It's the **relationship with your database** that will keep you in business since people will pay more money to work with people they know, like and trust.

Enjoy the interview. It's excellent. You can watch all the interviews Jeff Manson (the CEO of Real Geeks) and I do at [www.keepingitreal.com](http://www.keepingitreal.com).

Regards,








Frank

**Questions about anything?**

Email [frank@getvyr.com](mailto:frank@getvyr.com). I respond within one business day.

# Top 5 Client Video Topics

Client real estate topics that performed well last month

	<p><b>The Truth About Who Pays Commissions</b></p> <p><a href="https://thebayarearealestatereport.com/the-truth-about-who-pays-commission-fees.html">https://thebayarearealestatereport.com/the-truth-about-who-pays-commission-fees.html</a></p>
	<p><b>A Great Strategy for Real Estate Investors</b></p> <p><a href="https://parkcityrealestatecareers.com/a-great-strategy-for-real-estate-investors.html">https://parkcityrealestatecareers.com/a-great-strategy-for-real-estate-investors.html</a></p>
 <p>JOHN ROTA INFO@MUVETEAM.COM   (702) 207-9484</p>	<p><b>June 2018 Market Recap and Advice for Buyers and Sellers</b></p> <p><a href="https://www.muveteam.com/blog/june-2018-market-recap-and-advice-for-buyers-and-sellers/">https://www.muveteam.com/blog/june-2018-market-recap-and-advice-for-buyers-and-sellers/</a></p>
	<p><b>We Are Heading for a Market Shift Soon</b></p> <p><a href="https://rosadoblog.com/we-are-heading-for-a-market-shift-soon.html">https://rosadoblog.com/we-are-heading-for-a-market-shift-soon.html</a></p>
	<p><b>This Rental Property Needs a Bit of Work</b></p> <p><a href="https://www.kmacteam.com/blog/this-rental-property-needs-a-bit-of-work">https://www.kmacteam.com/blog/this-rental-property-needs-a-bit-of-work</a></p>

# Special Project Update

**“I’ve had 100 people so far at my real estate trainings and hired/kept 7 great agents without a cold call.”**



## Recruiting Marketing Project

**Next class starts January 7, 2019**

Watch the full 34 min interview  
<https://youtu.be/kYkKnXOGlpA>

Misty is a real estate agent in Des Moines, IA who will sell over 300 homes this year. She enrolled in our six-month real estate recruiting special project "add-on" to our core service (to help you get more sales from your database) and has had "100 people so far" attend her agent training or career night events. This was all generated from marketing, not phone prospecting. These events are part of the 24-lesson, six-month course. She has been very selective with hiring so she has only hired and retained 7 great agents so far who are in production already.

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**“I raised \$10,000 a month from local businesses with this project. This helps zero-cost my marketing.”**



## Business Sponsor Project

**Next class starts September 3, 2018**

Watch the full 29 min interview  
[https://youtu.be/28\\_uHzVm0Zs](https://youtu.be/28_uHzVm0Zs)

You'll learn how Charleston real estate agent Matt O'Neill started a monthly business owner lunch / mastermind meeting with the help of our "add-on" business sponsor project guidance over four months. He raised an extra \$120,000 a year from local businesses to participate in his marketing with him. You'll learn how he picked his target business owner list, started a monthly mastermind meeting, put together his offer, and asked for money in return to off-set his marketing expenses to reduce his risk generating leads.

# We'd love to meet you in person!

## Our 2018 real estate industry event schedule

We'll likely be at these upcoming events this year as a sponsor, guest, or in the area for a client dinner. **Will you be there, too?** Email [frank@getvyr.com](mailto:frank@getvyr.com) if you plan on attending these events. That way we can let you know of any mixers, dinners, or other fun things we're up to while you're there.

- \*August 4** - Vyr.com Client Appreciation Day - San Diego, CA
- August 6-8** - Tom Ferry Summit - Anaheim, CA
- August 13** - Tim Heyl's Real Estate Machine - Austin, TX
- August 13-17** - KW Mega Camp - Austin, TX
- August 22** - KW Market Center Training Event - Tempe, AZ
- September 10-12** - Lars Hedenborg's Intensive - Charleston, SC
- September 19-20** - Brad Korn's Event - Kansas City, MO
- \*September 22** - Vyr.com Client Appreciation Day - San Diego, CA
- October 22-24** - eXpCon 2018 - New Orleans, LA
- October 28-30** - Zillow Premier Agent Forum - Las Vegas, NV
- November 11-14** - NAEA Mastermind - Key West, FL
- November 15-16** - Brian Icenhower's Top 500 - San Diego, CA
- November 12-15** - Michael Hellickson's BSM - Anaheim, CA
- \*December 5-8** - Vyr.com Marketing Mastermind - Key West, FL

### \* Vyr.com Marketing Events

#### Real Estate Mastermind

We host masterminds for 25 agents (clients and non-clients) to share ideas at exotic destinations. *Invite only.*

Email [john@getvyr.com](mailto:john@getvyr.com) for a list of who is coming and to learn more.

#### Client Appreciation Days

Spend a day with Frank in San Diego with six hand-picked clients to work on marketing. Includes breakfast on the beach and dinner cruise. *Invite only.*

Email [frank@getvyr.com](mailto:frank@getvyr.com) for more.

# Client Example

## Real Estate Agent Training Video Blog

Kati needed to recruit real estate agents, so we helped her build a training video blog that drives agents to her training events and then to one-on-one meetings. Her free training videos go to her database of agents. **We built the whole video blog for \$1,000 and run it for an extra \$275 a month since she is already a client.**

We create the same type of blog for your local community and help you publish real estate tips for homeowners, buyers, and sellers so you stay in better touch, too.

[www.realestategrit.net](http://www.realestategrit.net)

The screenshot displays the Real Estate Grit website. At the top, there is a navigation bar with the following links: Home, Events, Join Our Team, Free Strategy Call, Free Newsletter, and a phone number (847) 379-8813. The main content area features a large video player showing a woman presenting to a group of people in a meeting room. Below the video, there is a mission statement: "Our Mission on this site is to educate Real Estate Agents on how to sell more homes." To the right of the mission statement are social media icons for Facebook, LinkedIn, Twitter, Instagram, and Pinterest. Below the mission statement is a search bar with the text "Search for..." and a "Search" button. On the left side, there is a featured article titled "How Should Agents Select Homes to Show Clients?" with a sub-headline "HOW TO SHOW YOUR CLIENTS THE RIGHT KIND OF HOME". The article includes a photo of a smiling woman and a "Read More" button. On the right side, there are two promotional banners. The top banner is red and white, titled "JOIN OUR TEAM" and "Sell More Homes in less time", with an "Apply Now" button. The bottom banner is also red and white, titled "FREE STRATEGY CALL" and "Personalized Advice for you", with a photo of a smiling woman.

# STAY IN *BETTER* TOUCH

with done-for-you video marketing to your database

***“10% of your past client/sphere database will give you one deal a year either by referral or repeat business if you communicate with them consistently.”***



“Hiring Vyril Marketing has been a game changer. It’s allowed us to stay top of mind with our clients and referral partners with only a 10-minute time investment per month. We tried to replicate everything they do and realized that we didn’t have the time nor the skills to do so. Investing in video through Vyril is a no-brainer.”

- Kyle Whissel, Real Estate Professional  
#1 Real Estate Agent in San Diego, CA

DOWNLOAD KYLE’S VIDEO MARKETING PLAN: [WWW.GETVYRAL.COM](http://WWW.GETVYRAL.COM)

## RELAX - WE DO ALL THE WORK FOR YOU

We interview you on an HD webcam and then do all the editing, optimization, and promotion.  
It takes 30 minutes a month at most. You get a 30 day money back guarantee.

- We **build** your video blog
- We **brand** your social media
- We **research** your keywords
- We **give** you proven video topics
- We **export** your email database(s)
- We **reconnect** with your contacts
- We **interview** you on an HD webcam
- We **edit** your video
- We **upload** it to YouTube
- We **optimize** it for search engines
- We **write** custom blog articles
- We **send** your video email
- We **update** your social media
- We **publish** your iTunes podcast
- We **track** who’s ready to talk
- We **advertise** your video on Facebook
- We **call** you with feedback weekly
- We **hold** you accountable

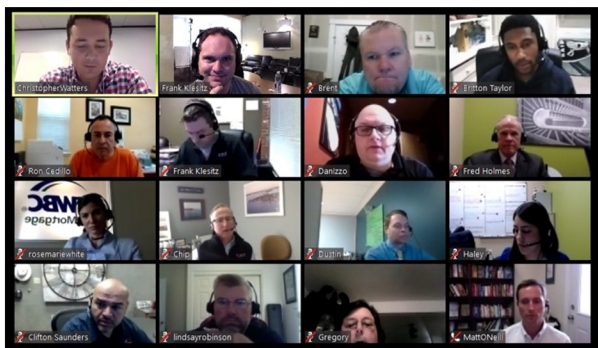
ONLY \$1,995 ONE-TIME TO BUILD AND \$550 A MONTH

SEE EXAMPLES, HOW IT WORKS, PRICING, FAQ’S, AND CLIENT INTERVIEWS:

VISIT [WWW.GETVYRAL.COM](http://WWW.GETVYRAL.COM) OR CALL 1-800-323-9974

# Add-On: Special Project Implementation *(optional)*

Work directly with Frank Klesitz in a small group. Enroll in a semester-based, weekly live group course of 8 students a class to implement a special marketing project. Limited seats.



You'll meet live in a small group of eight real estate agents once a week to implement a special marketing project with us.

- **LIVE** One-Hour Weekly Classes
- Weekly One-on-One Meeting
  - A Dedicated Instructor
  - Footage of Classes
  - Includes Workbook

30-Day Money Back Guarantee

Interested in joining the next group?

Email [frank@getviral.com](mailto:frank@getviral.com) right now. You'll get 2 free class replays and the student workbook to review with client references to call about results.

## PROJECT #1: RECRUITING MARKETING PROJECT HURRY! NEXT CLASS STARTS JANUARY 2019

This project is for real estate entrepreneurs building teams or brokerages. The goal is to implement a full recruiting (i.e. agent training) marketing system to attract talent to you. You'll enroll in a six month course to help you craft an offer to persuade real estate agents to work with you, host regular agent training events to book quality one-on-one meetings, start an agent business training newsletter (and Facebook community), and then promote it all with Facebook, online job boards, and out-bound messaging/calling assistance to get the word out. You will raise money from advertisers to pay the cost while earning the position of your market's best local real estate trainer who proactively demonstrates documented proof you provide the best culture, leads, accountability, processes, and strategies for your people to succeed. Tuition: \$6,000.

## PROJECT #2: BUSINESS SPONSOR PROJECT HURRY! NEXT CLASS STARTS SEPTEMBER 2018

This project is for real estate agents who want to raise recurring sponsor money. The goal is you'll raise \$5,000 a month or more paid directly to you by local businesses for your lead generation efforts. You'll enroll in a four month class and promote roofers, plumbers, car dealerships, financial advisors, painters, and more to your customers in return for sponsor money. You will host mastermind meetings to bring them together, too. You'll include them in your videos, on your website, in your emails, in closing gifts, and more. This will help you reduce the risk of marketing investments (or zero-cost them) and give you more certainty in your income. Tuition: \$4,000.

LEARN MORE AT: [WWW.GETVYRAL.COM](http://WWW.GETVYRAL.COM)



# How to get 30-50 seller leads a month with one Filipino outbound prospector for \$3.75 per hour



*Charlyn is one of our top outbound prospectors. Email [info@1000callsaday.com](mailto:info@1000callsaday.com) to get a copy of her recorded calls from one party states. You'll hear her English and calling skills.*

Want to quickly scale up your home seller lead generation?

We'll hire you a full time outbound prospector to cold-call homeowners likely to sell their home.

You can typically expect 30-50 seller leads a month, per full time VA caller.

These are homeowners, motivated to sell, who specifically request a call back from you.

We source all of our top talent in the Philippines, because their English is excellent.

Contact us and we can even email you recordings of phone calls so you can hear them.

For a newly hired caller you pay \$3.75 an hour to start, or \$630 a month, for 170 hours per month of outbound calling.

We are a consulting firm, not a staffing company. You pay your callers directly. There are no buy out fees, you own your hire, and no labor pay markups.

In addition to that, we will train them on a top notch automated dialer with fresh caller ID numbers (called [www.Five9.com](http://www.Five9.com)) that, all in, will run \$200 a month per seat.

If you're a traditional real estate agent looking for listings, we can help connect you with a data company that can provide you with high performing data and share our best practices for purchasing great data.

Purchasing the correct data will drastically improve your ROI – it's the #1 variable for results.

We recommend you purchase a list of 25,000 contacts to start, which will cost between \$2,000 to \$5,000 based on your lead sources.

This is the perfect number of records for one caller.

(If you are an investor, you need to talk to us so we can get really specific on your area and criteria of your ideal property based on your past 12 months of business.)

We recommend they are all called 10 times to get an answer. This will take about 4-6 months to complete, per hired VA caller.

There will be diminished returns after the fifth call attempt, so be prepared to add data at that point, so we can continue to keep up the momentum of identifying 1-3 new leads per day.

When purchasing data, we can help advise you on what filters and demographics to consider. For example, we have seen great results with filters such as adding "40% equity" and "over the age of 35".

On average, you can expect one full time caller to make between 450-750 calls per day, speak with about 25 to 35 people, and pass you 1-2 seller leads a day.

This scales. We have several clients with 15 to 20 callers making collectively 10,000 dials a day (they speak with 500 people a day and pass 25 seller leads a day) for each team.

The conversion rates hold true across most markets - 5% will answer and 5% of those want to talk to someone about selling their home.

The results get better as your VA caller's scripts, dialogues, and confidence improve with time. We provide the morning huddles, weekly meetings, training, supervision, coaching and much more.

We keep detailed analytics and report all of the results to you on a weekly basis. We also advise you on what to adjust for better results and we implement and execute all weekly adjustments.

Yes. We have procedures for you to keep this all legal. We've retained Allen Law - a premier telemarketing law firm - as a guide.

## ADVERTISEMENT

You'll get a SAN number and a recommended Do Not Call compliance policy. We use a survey script asking people if they want an offer on their home and if they want to speak with you.

Additionally, to remain TCPA compliant, all mobile numbers are manually dialed (it's illegal to use an auto dialer, like Mojo or Five9 to call a cell phone).

Additionally, we only dial two lines at once to reduce the likelihood of two people answering at the same time. If this happens, one call is forced to drop, and the FCC has limits on this.

We also remove any previous litigants from your caller list (people who have a history of filing lawsuits against telemarketers). We advise you on where to buy the lists, you then buy the lists, and we scrub your numbers to create the final call list.

Here's the most important thing - you must have a great lead follow up plan in place. Not everyone will be ready to sell their home right now - many are 6-18 months out.

Don't worry - we coach you on how to set up an accountable lead follow up plan and we can share our best practices with you.

You will need to make sure that you have an existing CRM to manage your lead follow up and a designated lead follow-up specialist to call all of the leads we send your way.

There are only 3 ways to generate leads.

1. Referrals (Seeds)
2. Inbound (Nets)
3. Outbound (Spears)

We recommend you read the book, **Predictable Revenue** by Aaron Ross, who built the sales team for Salesforce and explains how he did it.

HINT: He scaled up his outbound prospecting quickly by specializing the outbound, inbound, and sales consultant roles.

The lesson is once you have a system for low-cost referrals and an inbound strategy so people can find you online - the final step is to scale up your outbound.

We will help you with this.

We charge a monthly consulting fee to do all the work for you.

If you're interested in a consultation to talk about the size of your market, conversion rates, expected ROI, and you'd like a copy of the audio recordings of actual client phone calls from one party states, contact us.

This is not a sales call. We'll guide you on making the best decision. You'll speak with Terry Shanahan, a partner at our firm.

All in - for one caller, dialer seat, caller ID numbers, our management fee, and a \$2000 list purchase amortized over 6 months - you're looking at \$2200 a month for 30-50 great seller leads.

This puts your seller lead cost at \$44-\$73 a lead.

Best of all, you own your leads, they are exclusive to you, no referral fees, and you're never held hostage by a 3rd party lead provider or staffing company with your hires.

References and success stories are available.

Visit our website ([www.1000CallsADay.com](http://www.1000CallsADay.com)) to request a call to learn more. We'll send you live call examples from real \$3.75 an hour Filipino call talent with excellent English who will represent you on the phone well.



Email [Info@1000callsaday.com](mailto:Info@1000callsaday.com) to schedule a time to listen to recorded calls and to predict the cost per lead and ROI of starting a calling campaign to 25,000 homeowners likely to sell in your market. We will show you 3+ years of client calling data so you know how many calls it takes to get a lead and then to a deal.

Learn more at  
[www.1000callsaday.com](http://www.1000callsaday.com)