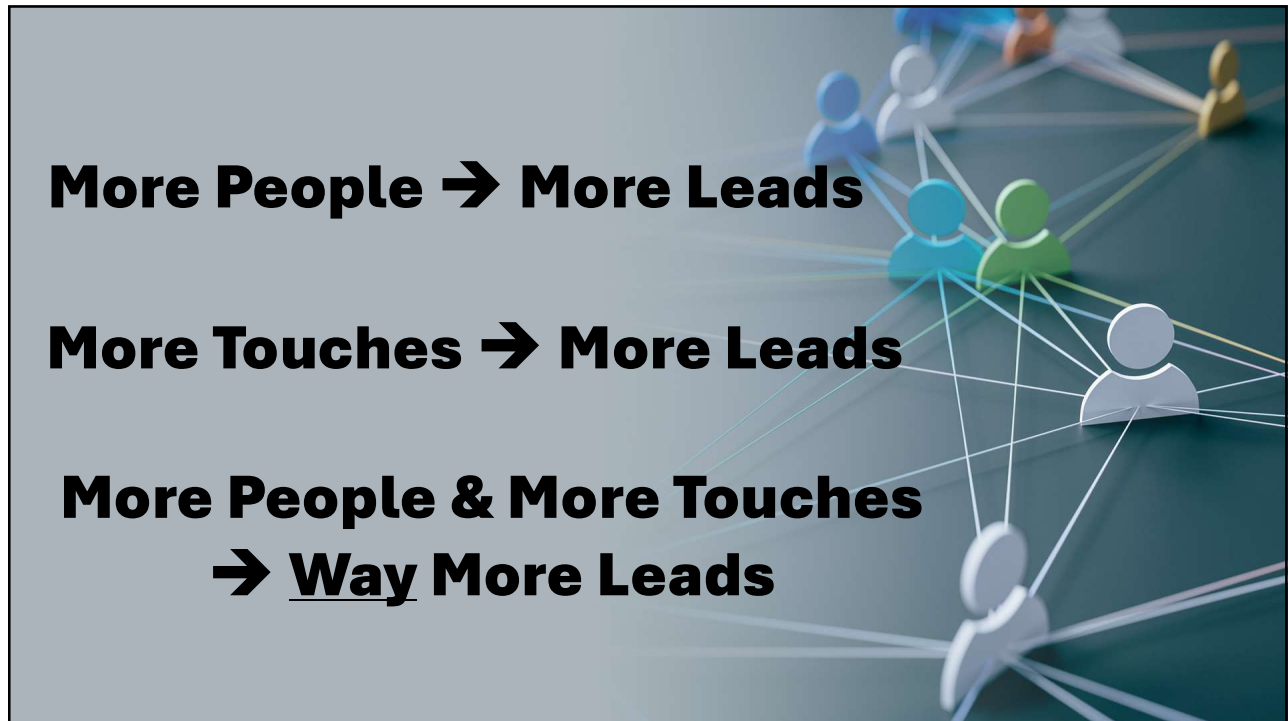




1



2






3

A “TOUCH” is a meaningful interaction or communication with a contact to:

- Maintain or strengthen your relationship with the contact
- Stay top of mind with your contacts
- Demonstrate your value as a trusted professional.

PASSIVE			ACTIVE		
					
Email	Social Media	Phone	Note	Fact-to-Face	Text

4

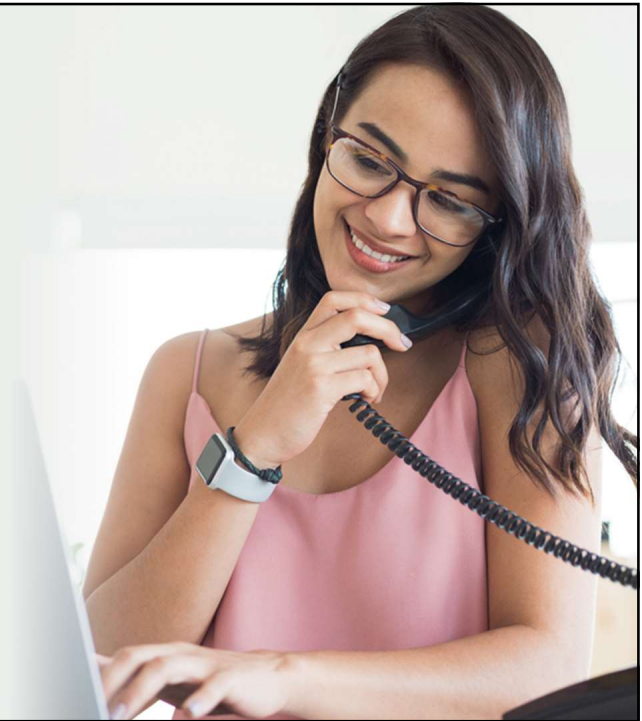


75% of Buyers  
& 81% of Sellers  
only contacted  
one agent.



NAR 2024 Profile of Home Buyers & Sellers

*It is essential that your friends know you are in the real estate business and that you're good at it.*



5



87% of Sellers & 88% of Buyers  
say they would use their agent again or recommend them to others.



Source - 2024 Profile of Home Buyers and Sellers - Exhibits 4-11 & 7-9

6



**With 90% satisfied,**  
the typical REALTOR®  
**earned 15% of their**  
**business from repeat**  
clients and customers,  
and **20% through**  
**referrals** from past  
clients and customers.



Source – NAR Member Profile

**2/3**  
FALLOUT  
Why does  
his happen?

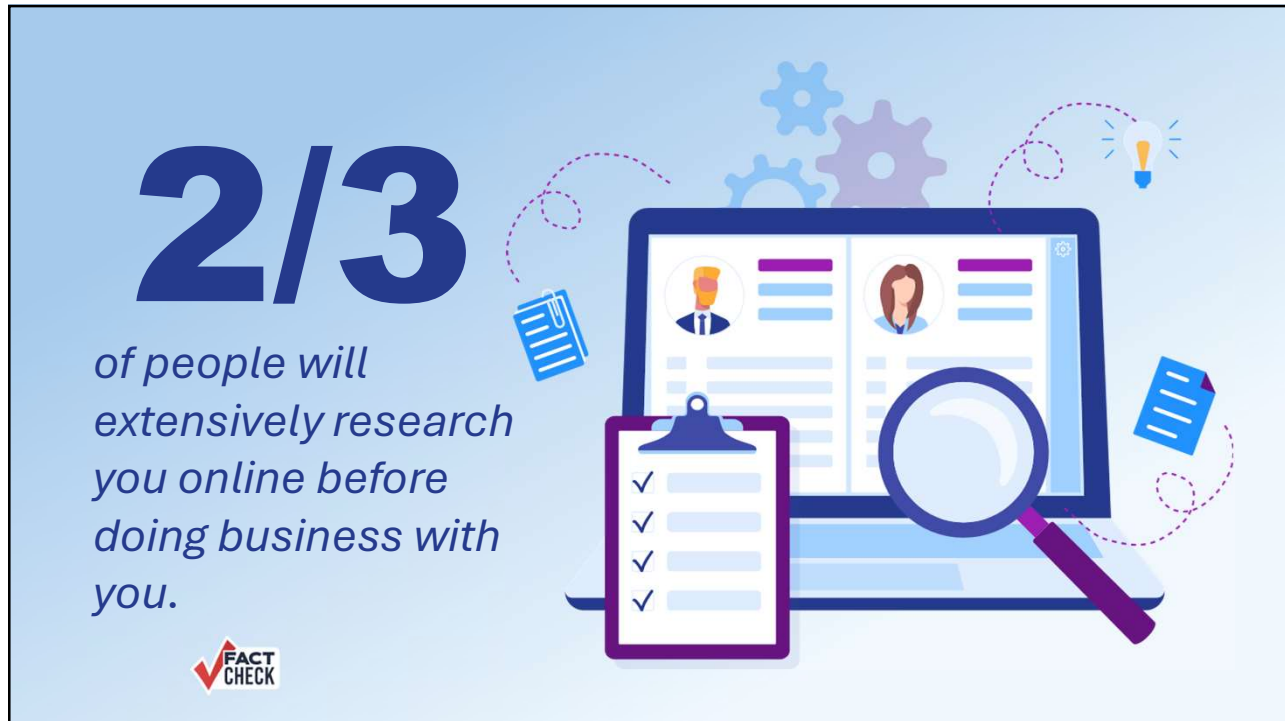
7

**1.5 Million Agents**  
**1/3 of agents**  
**are coming and going**  
**every year**

8







**2/3**

*of people will extensively research you online before doing business with you.*

**FACT CHECK**

9



**It costs**

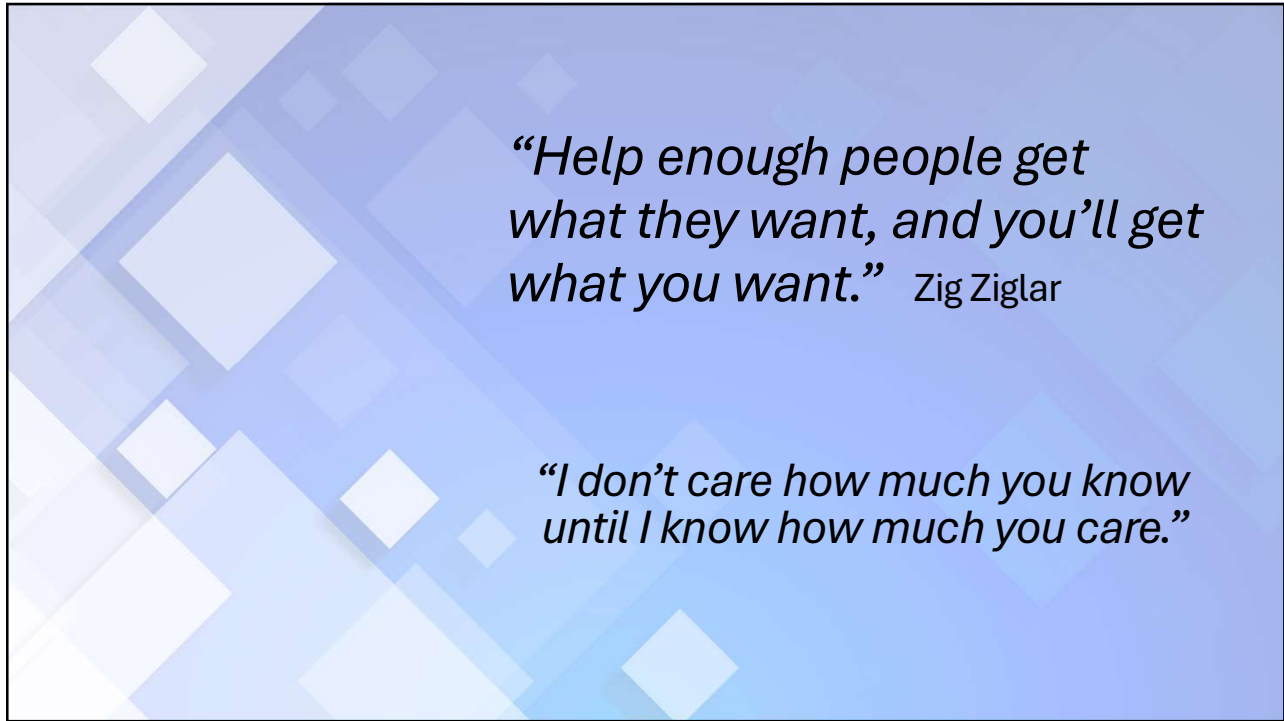
**5-7X MORE...**

**...to get a new customer than to keep an existing one.**

**FACT CHECK**

10





11

## Sphere of Influence

*Personal and professional connections who know, like, and trust you.*

*The foundation of your real estate business providing opportunities for repeat business, referrals, and new leads.*

Treating the foundation as your top priority ensures your business is built on stability, clarity, and strength, preparing for long-term success.



12



## Size of SOI : Referral Potentials

- Turnover rate or Tenure – typical person moves every 10-12 years.
- In each group of 100 qualified people, at most, 10 people will move in a year.
- To meet your transaction goals, calculate how many prospects you need.
- Without a trusted relationship, converting these prospects becomes more challenging due to increased competition.

13

## Elements of a Sphere of Influence

- 1. Personal Connections**
  - Family & Friends
  - Neighbors
  - Social Circles
- 2. Professional Contacts**
  - Past Clients
  - Colleagues/Coworkers
  - Vendors/Service Providers
- 3. Community Relationships**
  - Local Business Owners
  - School /Parent Networks
  - Civic/Volunteer Groups
- 4. Social Media Connections**
  - Followers & Friends
  - Groups & Communities
  - Subscribers
- 5. Extended Network**
  - Referrals from SOI
  - Outreach Opportunities
  - Client's Friends/Families
- 6. Shared Interests/Activities**
  - Hobby Groups
  - Faith-Based Groups
  - Professional Development
- 7. Geographical Connections**
  - Farm Areas
  - Local Events/Networks
- 8. Digital Presence**
  - Website Visitors
  - Content Consumers
  - Ad Campaign Respondents

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***A “touch” helps to build a relationship because it creates consistent and meaningful interactions that foster trust, familiarity, and emotional connection.***

- Keeps you Top of Mind
- Builds Trust
- Demonstrates Value
- Creates Emotional Connection
- Encourages Engagement
- Shows Consistency
- Reinforces Expertise

15

## ***Small Touches Make Big Impacts***

Acknowledging Birthdays/Anniversaries

- Easy and inexpensive relationship builder
- Personal touch in a digital world
- Differentiates you from other agents
- Strengthens emotional connections
- Sparks conversations
- Successful agents build businesses on relationships, not just deals
- Keeps you top of mind.



16









Touches should be relevant to the relationship in which you expect to build trust.

Content should be related to real estate...*not* jokes, trivia, recipe cards, rants, and raves!

17

## Content Mix



- 50%** Educational/Informational
  - Builds trust
  - Strengthens Authority
  - Engages Audience
- 30%** Image Building
  - Builds long-term recognition
  - Create emotional connection
  - Differentiate you from competitors
- 20%** Product Marketing
  - Showcases Listings
  - Attracts Sellers
  - Demonstrates Market Activity

**Content must speak to all homeowners, not just the 10% currently in the market.**

*Helping homeowners when they buy, sell, and all the years in between.*

18



## Consumer Benefits of Real Estate Content

- Expert Market Insights
- Home Maintenance Tips
- Equity Awareness
- Time and Money Savings
- Improved Decision-Making
- Knowledge of Opportunities
- Long-Term Planning
- Personalized Solutions
- Staying Ahead of Trends
- Stronger Community Ties

**This type of value-driven content strengthens relationships while positioning themselves as trusted, go-to professionals.**

19

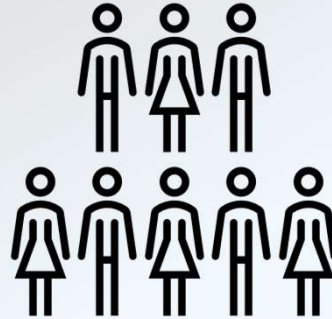


20



## Consistency Is Key

- They forget about you
- Perception of disinterest
- Reduced confidence
- They look elsewhere
- Reduced emotional connection



**Typical Homeowner  
knows 8 REALTORS®**

21

*Personalized, value-driven touches are more effective than generic ones because they resonate on a deeper level, fostering trust, connection, and loyalty.*



22



**The Power of Numbers**

**200** **200 Person Sphere of Influence**

**20** **10% Turnover = 20 Transactions**

**30** **Part of them would be Listings & Sales**

23

**The Power of Numbers**

**200** The average person knows 200 people.

**200** Each one of them knows 200 people.

**40,000** One-step away from 40,000 people

Your contacts factored by your top-of-mind awareness with each of them are directly related to your income.

24





**The Power of Numbers**

Size of Sphere of Influence	Annual Touches	Opportunities For Engagement
100	12	1,200
500	12	6,000
100	30	3,000
500	30	15,000

**MORE PEOPLE**      **MORE TOUCHES**      **WAY MORE LEADS**

25

## Contact Plan for Your Database

CONTACT US

100%

Top 50%

Top 25%

26



## Strategies to Expand Your SOI

- Go through the address book on your cell phone
- Go through the address book on your email program(s)
- Add your Holiday Card list
- Every person you have sold a home to or for
- Your immediate family
- Your extended family
- Your current personal friends
- Your previous/past personal friends
- Your current neighbors
- Your past neighbors from each place you've lived as an adult
- The people you attend church with
- The people you worked with previously – bosses, co-workers, mentors
- Your friends from school & college
- Past teachers, principals, etc.
- Social activities – golf, exercise, country club, health club,
- Civic organization rosters – Lions Club, VFW, Kiwanis, Exchange Club
- Toastmasters, referral groups
- People you do business with – insurance, doctors, attorney, accountant, cleaners, restaurants,
- car salesperson, delivery persons, mail carrier, hairdresser/barber
- Your children's friends' parents
- Your grown children's friends
- People from your volunteer efforts – food pantry, scouting, local environmental group
- Reconcile friends/followers from each social network you belong to
- Look at your friends'/followers' friends/followers to see how many people you know, or want to know
- If you were getting married, is there anyone you'd invite that is not on the list yet?

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## Your Contact Manager As A Tool

- Categorize Contacts
- Track Interactions
- Set Follow-up Reminders
- Automate Touchpoints
- Personalize Communications
- Recognize B-days/Anniversaries
- Track Referrals
- Reporting Tools
- Apply Campaigns
- Share Valuable Content
- Integrate Social Media
- Track Leads & Opportunities
- Maintain Accurate Info
- Record Property Details
- Plan Client Events
- Nurture Relationships
- Track & Reward Referrals
- Create Custom Tags
- Measure Progress

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## Robust Passive Program

Description	Frequency	Annual Touches
Newsletter	Bi-Weekly	26
Holiday Greetings	Annual	8
Birthday, Anniversary, Home Anniversary	Annual	3
Market Updates	Quarterly	4
Social Media Posts	Weekdays	260
Blog	Weekly	52
<b>Total "Touches"</b>		<b>353</b>

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## Bi-Weekly Newsletter

**Tips to reduce your homeowner's insurance cost**



Home insurance rates have increased by almost 20% nationally between 2021 and 2023 and even more in some states like Arizona where rates have jumped 62% in some cases.

The appreciation that homeowners have enjoyed, especially in the past four years, has caused premiums to increase because the values are higher. In addition, insurance is affected by inflation due to the increased cost of labor and building materials used to calculate the replacement cost of the dwelling.

Natural disasters, especially in coastal areas, tornados, fires, and hail are just a few of the things that insurers have paid considerable claims and are driving the prices of premiums higher. Some insurers are pulling out of high-risk areas which make it difficult for homeowners to not only find coverage but at reasonable prices.

There are several things that homeowners can do to lower the cost of their policies.

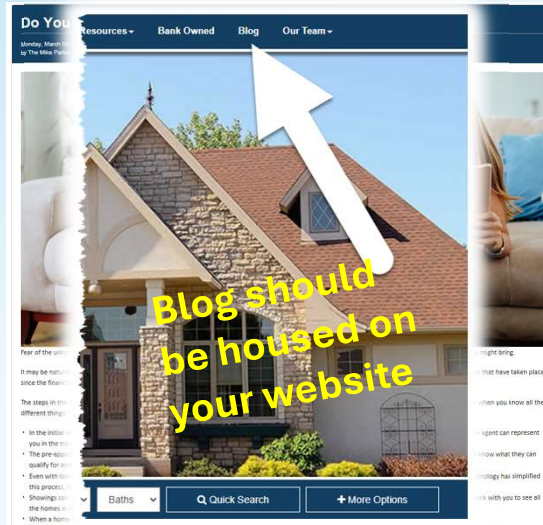
- Increase Deductibles** - Opt for a higher deductible to reduce premium costs, but ensure you have sufficient savings to cover the deductible in case of a claim.
- Bundle Policies** - Combine homeowner's insurance with other policies, such as auto and life insurance, to receive a multi-policy discount.

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## Weekly Blog

- Improved SEO & Rankings
- Increased Website Traffic
- Positioned as an Industry Expert
- Showcasing Skills & Services
- Market Differentiation
- Lead Generation
- Build Relationships
- Content Repurposing



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## Weekly Blog




[The case for working with a friend and agent](#)  
7/17/2024  
[The familiarity and trust of a friendship can provide an ideal foundation for a successful business relationship, offering valuable insight and service for an important financial decision.](#)

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## Holidays, Birthdays, Anniversaries



**Happy Home Anniversary**

Here's to another year filled with wonderful times & great memories!  
Thank you for letting me be part of it.

BetterHomeowners.com

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## Social Media



What an experienced local agent can offer that online automated value models like Zillow, Realtor.com, Redfin, or Homes.com cannot:

- Local Market Expertise
- Property Inspection
- Comparable Sales Analysis
- Adjustments for Differences
- Market Trends
- Buyer Preferences
- Feedback from Showings
- Networking
- Continuous Education
- Transparent Communication

BetterHomeowners.com

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# Multiply Your Leads with Meaningful Touches

By Pat Zaby | Pat@PatZaby.com



## Increase Your Followers

**Subject: Unlock Timely Market Updates—Follow Us Now!**

**Please Follow Us on Social Media**

We're using social media to connect because it offers a direct and engaging way to share valuable information and build relationships.

Stay informed and ahead of the curve by following the links below that you prefer, for timely real estate insights, market updates, and homeowner tips tailored to enhance your experience.

From maximizing your home's value to staying updated on local trends, you'll gain valuable knowledge to make confident decisions.

[f](#) [@](#) [X](#) [in](#)

**Susan Anthony, Certified Residential Specialist**  
 Stars & Stripes Realty | 5023 Sea Pines, Dallas, TX 75287  
 972-407-1337 | Cell 214-850-7308  
[Susan@SusanAnthony.com](mailto:Susan@SusanAnthony.com) | [www.SusanAnthony.com](http://www.SusanAnthony.com)  
[Better Homeowners' Resource](#)

*Helping homeowners when they buy, sell and all the years in between.*

**Subject: Never Miss a Beat in Real Estate—Follow Our Page!**

**Please Follow Us on Social Media**

We're using social media to connect because it offers a direct and engaging way to share valuable information and build relationships.

Stay informed and ahead of the curve by following the links below that you prefer, for timely real estate insights, market updates, and homeowner tips tailored to enhance your experience.


From maximizing your home's value to staying updated on local trends, you'll gain valuable knowledge to make confident decisions.

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[Better Homeowners' Resource](#)

*Helping homeowners when they buy, sell and all the years in between.*

35



**Email Templates Designed to:**

- Offer Services
- Engage Contact
- Start Conversation
- Reinforce Brand

**Don't Miss One of Our Newsletters**

We want to be "your" source of real estate information not just when you buy or sell but all the years in-between.

We'll keep you "in the loop" through our newsletter and social media posts but we need you to keep us from getting lost in your spam filter.

Please add us to your "safe sender" list or put us in your email's address book to insure you receive the information.

Click below for directions for your email program

use the buttons in the signature below

**SAFE SENDER**

**FOLLOW US**

[f](#) [@](#) [X](#) [in](#) [v](#)

**Rental Homes Are Smart Investments**

Have you ever considered investing in rental properties? Single-family homes are an excellent alternative investment vehicle for a variety of reasons:

- **Familiarity:** You already understand the basics of maintaining a home, making this an easy investment to grasp.
- **Appreciation:** Real estate often increases in value over time, building equity for your future.
- **Leverage:** Use financing to purchase a property and maximize your returns with less upfront capital.
- **Tax Advantages:** Rental properties come with tax benefits that can offset expenses and boost profitability.

Whether you're new to investing or looking to expand your portfolio, rental homes offer distinct advantages that are hard to beat.

Want to learn more? Download our Rental Homes Guide. Let's get together to discuss opportunities or provide insights into the local rental market. This investment could work for you!

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## Seminars/Webinars

- Showcase Expertise
- Build Trust & Relationships
- Cost-Effective Marketing
- Expand Your Reach
- Generate Quality Leads
- Create Evergreen Content.



37

## Periodic Market Updates

### Static and/or Video



Existing Home Sales  
Nationally  
July 2024

Median Sales Price  
\$403,800  
YoY ↑ 10.8%

Inventory  
3.3 Months  
2.6 Months July 2024

SALES  
4.81\*  
MILLION  
MoM ↓ 5.9%  
YoY ↓ 20.2%

Seasonally Adjusted Annual Rate

Source: National Association of REALTORS

The Susan Anthony Team  
Stars & Stripes Realty



North Dallas  
Market Update  
November 2023

North Dallas  
Market Update  
November 2023

Brought to you by  
Susan Anthony, CRS  
Stars & Stripes Realty

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## Service Providers/Businesses

**January  
Featured  
Service  
Provider**



**A#1 AIR**  
HVAC · ELECTRICAL · PLUMBING  
Guaranteed Right, Day or Night!

For 30 years, A#1 Air has been the leading and most trusted air conditioning and heating service provider in Dallas, Fort Worth. They are also a choice provider for plumbing and electric services.

**anumber1air.com | 972-746-2224**

---

Over the years, we've assembled an extensive list of reputable and reasonable service providers. Let us know what you're looking for; we're happy to share our experience with you.

The Susan Anthony Team  
 Stars & Stripes Realty

**January  
Featured  
Restaurant**






Nicole, Mario, and Gynel have brought their chef-driven menu with a unique blend of new contemporary and creative flair combined with the traditional Central and Southern Italian Cuisine.

18204 Preston Road, Dallas, TX 75252  
Preston and Frankford, NE corner  
SperanzaItalianRestaurant.com  
Dine-In and Take Out - (469) 567-3357

We hope you enjoy it as much as we do. And try the pizza too.



The Susan Anthony Team  
 Stars & Stripes Realty

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## Customer Appreciation Events

# 2-4

Annually

-  Show your appreciation
-  Build trust and loyalty
-  Show a side that doesn't involve selling
-  Gather life information about your clients

**Kids Trick or Treat Event**  
 Sponsored by Susan Anthony/Stars & Stripes, Inc.

Friday, October 30 2024  
9am to Noon

Stars & Stripes, Inc.  
5023 Sea Pines  
Dallas, TX 75287

Call (972) 407-1337 for more details or RSVP at  
[Susan@SusanAnthony.com](mailto:Susan@SusanAnthony.com)



Kids are encouraged to wear their costumes



Susan Anthony  
Stars & Stripes, Inc.  
5023 Sea Pines  
Dallas, TX 75287  
(972) 407-1337 [Susan@SusanAnthony.com](mailto:Susan@SusanAnthony.com)



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# Multiply Your Leads with Meaningful Touches

By Pat Zaby | Pat@PatZaby.com

## Website Content Information Guides

### Steps in Listing Process

- Step 1: Preparation and Research
- Step 2: Determine Motivation and Objectives
- Step 3: Evaluate the Marketing Plan
- Step 4: Select a Real Estate Professional
- Step 5: Establish an Asking Price

Step 1 - Preparation includes examining the home through critical buyers' eyes to determine what things must be done to the house to maximize the purchase price. These can include decluttering the home, removing furniture and belongings to make it easier to see, painting or what fixtures need replacement? Is the drive-up appeal what it should be?

Research includes knowing the market that the subject property is in. A condition, location, and terms. It is a price to list price ratio.

Step 2 - Motivation and Objectives. Why is the home in an area that is unusually high or low? Is the seller's goal to sell as quickly as possible or as a long-term investment?

A seller's goal is to sell the property with the fewest days on the market. The seller's goal is to sell the property with the fewest days on the market.

Step 3 - Ask the market. Even if the property is in a hot market, that is, there are many buyers, which items are in demand, and which items are in oversupply.

Step 4 - The professional needs to be able to provide a detailed report on the property's interests.

Step 5 - Your agent will provide you with a list of properties in the immediate area that have sold recently, are currently on the market, and are in your price range. Adjustments can be made for differences in size and condition to arrive at a fair market value. Your agent's job is to provide you the data and your job is to establish the price. While there may be many factors to maximize the price and proceeds, remember what your motivation and objectives are which could be more related to timing or convenience than money.

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Susan Anthony, CRS | Stars & Stripes Realty | 972-743-8887

Use the Info Guides for Outlines in Your Webinars

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## Website Content Financial Calculators

**Better Homeowners**  
Helping homeowners when they buy, sell and all the years in between.

HOME
BUYER'S GUIDE
SELLER'S GUIDE
INFO GUIDES
FINANCIAL APPS
SERVICE PROVIDERS

### Rent vs. Own

Property	Item	Value
Purchase	Purchase Price	\$ 300,000
	Down Payment @ 3.50%	\$ 10,500
	Mortgage @ 7.00% for 30 years	\$ 361,661
	Monthly Payment (P & I)	\$ 2,293.31
Loan	Monthly Tax & Insurance Escrow	\$ 89.38
	Total Monthly Payment (PITI)	\$ 3,422.32
	Less Monthly Principal Reduction	\$ 289.23
	Less Monthly Appreciation	\$ 1,258.67
Annual	Plus Estimated Monthly Maintenance	\$ 168.87
	Plus Estimated Monthly Homeowners Association	\$ 100.00
	Net Cost of Housing	\$ 2,137.09
	Monthly Rent for Comparison	\$ 3,200
Monthly	Monthly Cost of Renting vs. Owning	\$ 1,062.92
	Annual Cost of Renting vs. Owning	\$ 12,754.96
Effect of Leverage	Estimated Equity after 7 Years	\$ 147,192
	Down Payment Appreciation	\$ 12,200
	Amortization	\$ 104,600
		\$ 30,277

**Annual Rent**

**Cumulative Lost Rent**

**Susan Anthony**  
CRS  
Stars & Stripes, Inc.  
Dallas, TX  
(214) 555-1212

[Contact Me](#)  
[Visit my Website](#)  
[Send a Referral](#)  
[Subscribe to Newsletter](#)

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## Personal Phone Call

- Real-time, Two-way Communication
- Immediate Feedback & Engagement
- Adaptable to tone, interest, other
- Memorable
- Uncovers Hidden Opportunities
- Encourages Immediate Action
- Minimizes Competition
- Strengthens Loyalty & Trust.



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## *Out of Sight... Out of Mind*

- Being "out of sight" means you might not be considered when business opportunities arise.
- Your competitors who remain engaged and visible may capture the business you're overlooking.
- Failing to maintain visibility can result in valuable contacts forgetting about you.
- Business relationships, like personal ones, require nurturing to remain strong and productive.

44



$$\begin{array}{r} \text{MORE PEOPLE} \\ + \text{ MORE TOUCHES} \\ \hline = \text{ MORE LEADS } ^2 \end{array}$$

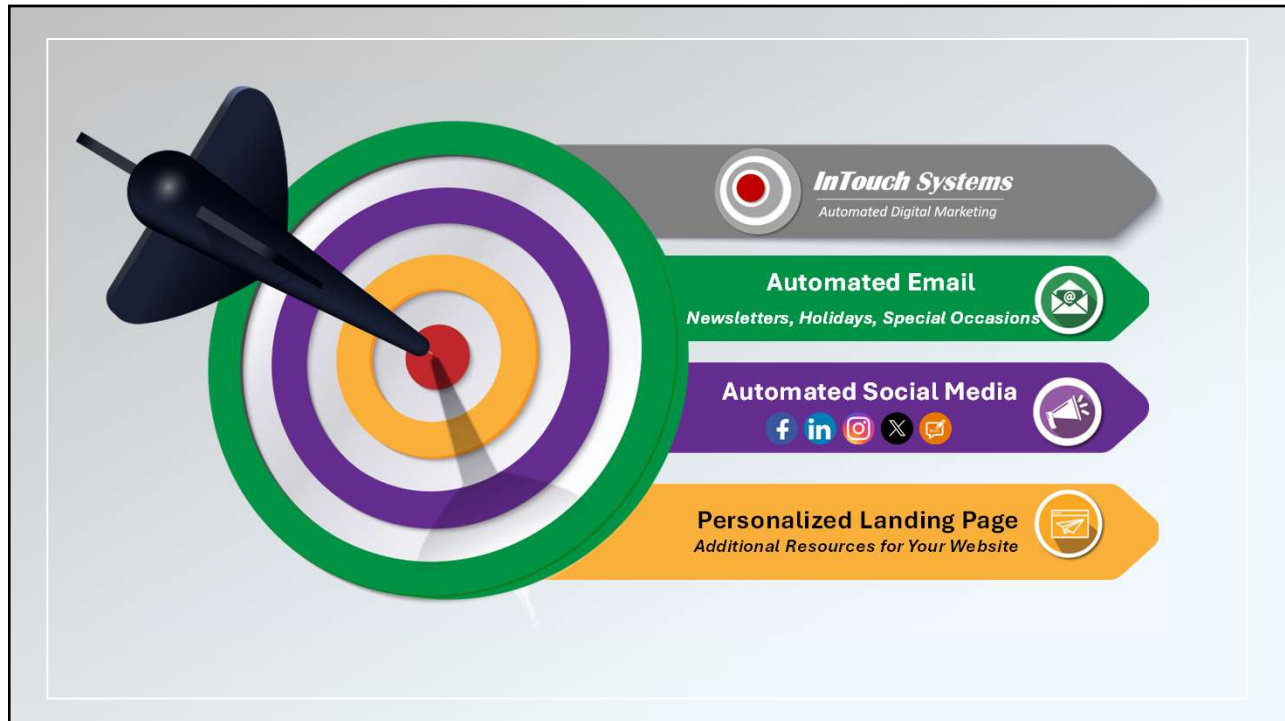
*Key Takeaway - Expanding your SOI and consistently engaging with them through meaningful touches is the key to generating more leads.*

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 **InTouch Systems**  
Automated Digital Marketing

## Why Is It Different?

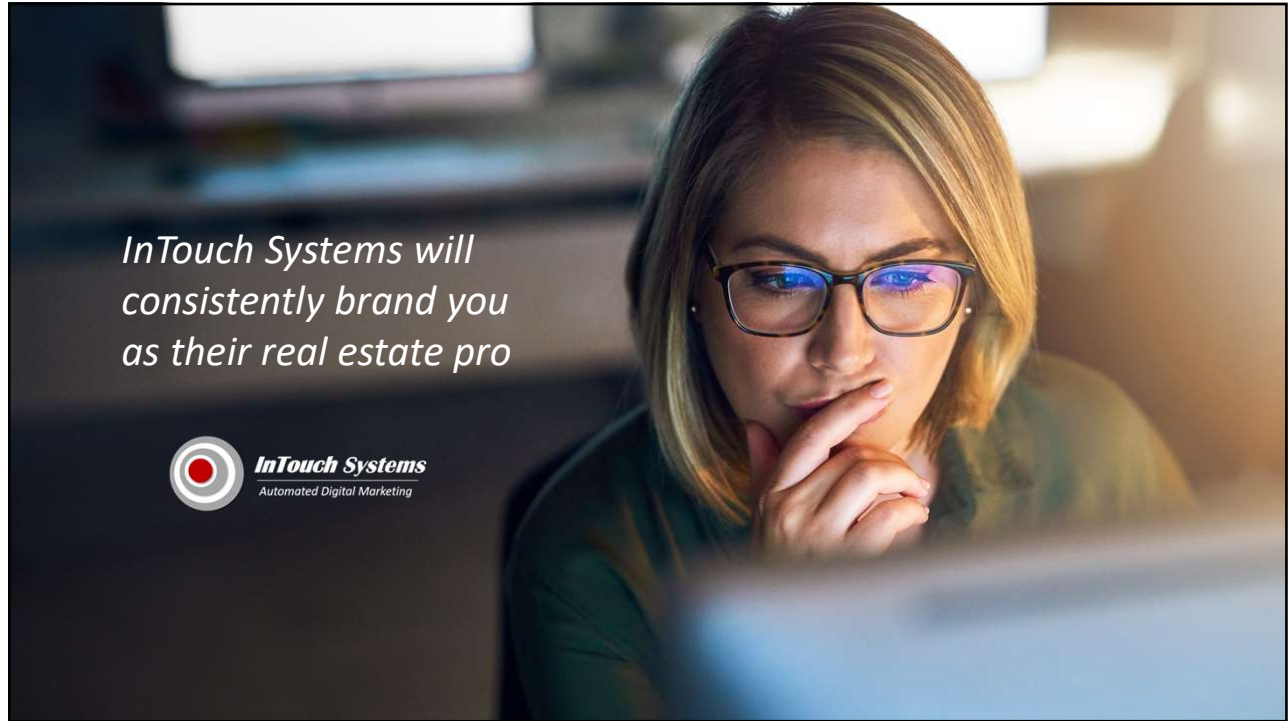
- The consistent theme is *“Helping people be better homeowners”*
- Content is always fresh and up-to-date
- Pat Zaby develops all the content.

BBA in Real Estate – University of North Texas  
CCIM, CRB, CRS  
Past President – REALTORS® National Marketing Institute  
Past President – Residential Real Estate Council  
National Speaker/Instructor – 40+ years



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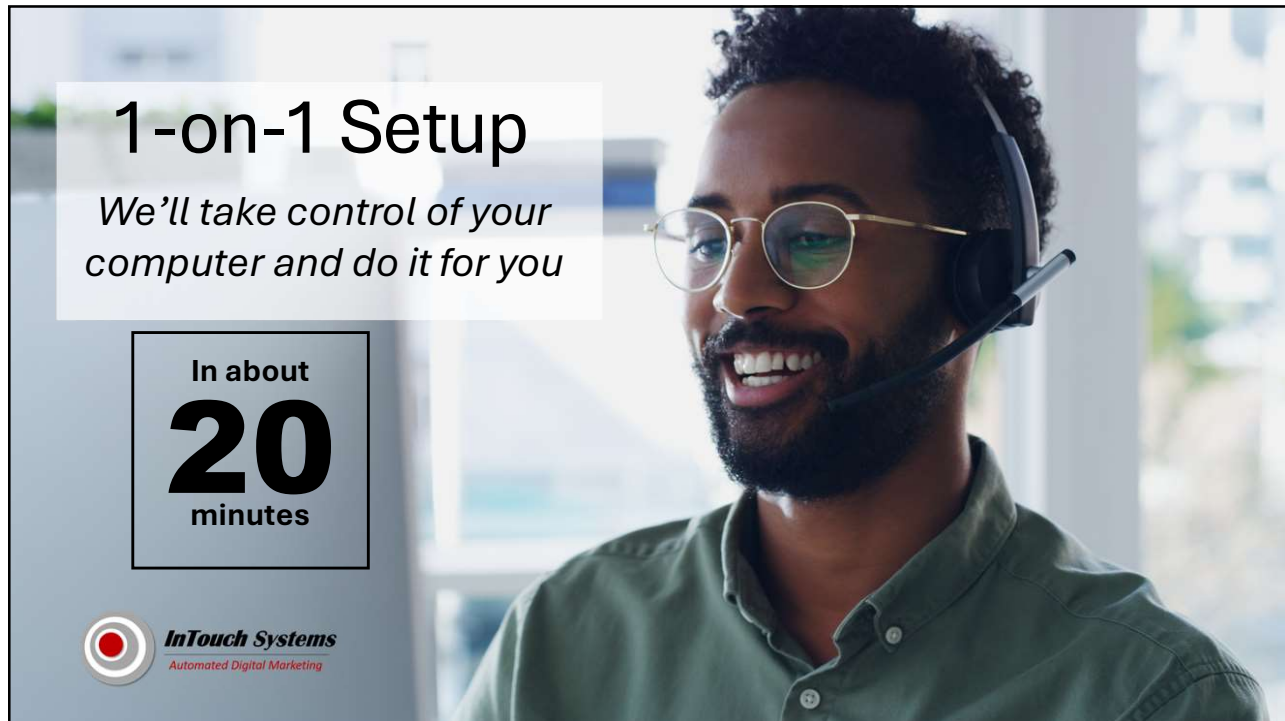


## Setup is EASY!!!

using the step-by-step wizard



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## 1-on-1 Setup

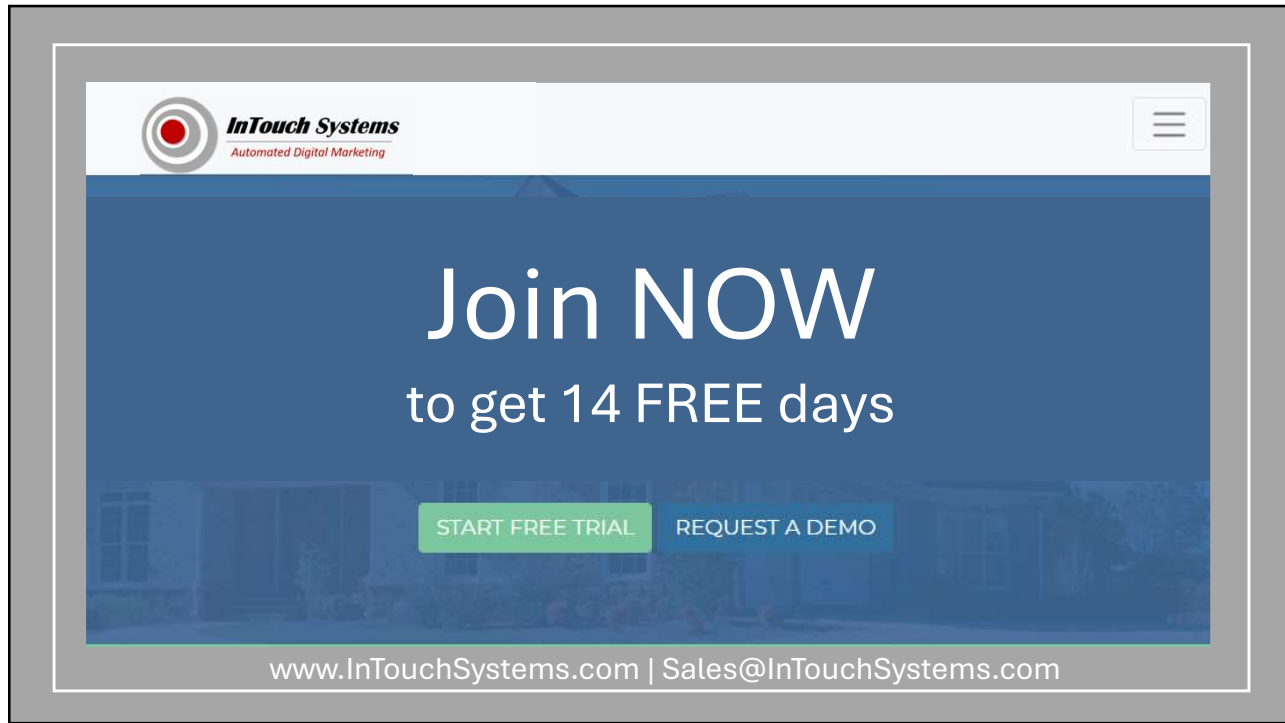
*We'll take control of your computer and do it for you*

In about

**20**  
minutes



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