

# #24 Elite Club Committee

Elite Club #36 August 2018

HEY ELITE CLUB MEMBERS!!!

Kelcey Myers here with Fidelity National Title in Washington State. Since the start I have been and Elite Club member and t and I'm also on the Elite Club Coaching Committee. I have been ranked **Top 5% Nationally** for the company and Coach Lisa asked me to share one of my Best Practices with you.

And that my friends is **farming and marketing**. You may your clients how to gain business by properly using the tools we have through ITS Connect , but the message I am trying to convey isn't just about that. What I want to share are tips about being consistent and persistent with your own marketing and building a billet proof database.

So let's start with the tools that I rely on the most in ITS Connect, shall we?!?

I use Corefact all of the time and by that, I mean every day. It is easy to use, it has lead capture, call to action, design and mail out all built into it. Who can say no to that?

Corefact does have a monthly fee but I fe3ll that if you aren't ready to invest in yourself through marketing then you aren't ready to properly market and gain more business from your farms. You might think, wow this a bold statement, but in reality, it's not and I'll tell you why.

Direct mail marketing is traditionally **less than 1% return on your investment**. Whereas Corefact with all their added items takes your return investment all the way up to **15-25% return!** If you're spending money to market anyway, use a system that will get you more business or else you are basically throwing your business in the trash along with your money. Harsh thought, but true. Learn how to use Corefact inside and out. Teach Corefact to your clients and use examples like this one from another couple of my clients.

1. Agent decided to FINALLY market to their own neighborhood, YAY!! So I pulled their farm in my customer services department and helped them load it into Corefact. I helped them pick the card that would get them noticed, they paid for it and sent it out. I also told her that it takes **7 points of contact** before someone knows and remembers your name. So in reality, it takes 7 months of mailings to your farm to get even a small amount of traction. Luckily for her, the narrative changed a little. She got 4 people that clicked on the site and put in their key code. 4 people on her first mailing!!! She then followed up with those 4 people and got a listing out of that mailing! Great success story!
2. Another agent who I had never met before called me up and said she needed to do a farm. I did the same thing as before and helped her get the postcard ready and she sent it out. Last week she gave me my first title order, and told me that she got another listing from the mailer that I helped her with!
3. I introduced another agent to Corefact a few years ago let me know that Corefact helped make him 600k more dollars over the years!
4. Another agent used Corefact for a few time, got leads and then quit using this program... they got too "busy". They then noticed it wasn't working when they didn't use it. They started back up again and received more leads almost immediately.

When you are talking to your clients about farming and marketing, have them set real expectations on their budget. Let them know what kind of money is involved in this. It's not a one and done, it's a commitment to their business and needs to be taken seriously.

Help them find the perfect farm, help them with their budget. 250 jumbo postcards will cost \$180.00 each mailing with Corefact. Have that number ready when out in the offices or in the meetings you attend. A lot of agents will ask what the perfect size for a farm is. I always let them know that 250 is reasonable and to save money for their "Just Listed", "Just Pending" and "Just Sold" cards.

Another tool that I work in with Corefact is **Breakthrough Broker**. They have great content and they use Corefact for their printing so it looks PRETTY!!!!

I recently used breakthrough broker for a piece that I'm sending out to the owners that we closed for and they are fabulous.

Keep in mind that some companies have their own marketing departments but, even when they have do, it's usually not what the clients want or need. Giving them another option for marketing is always helpful and you will come out looking like a hero!

Another **Best Practice** for you: I've been with the company 18 years and I've never stopped prospecting and farming my database. In your own business if you don't have a databased that is complete and easy to use, you neeeeeeed to do this. I rely on my database every day and I am constantly updating it. Stay on top of it! Schedule time to update your database!

Have your clients do doing the same. Winter is coming and we all need to prepare for the slowing of the market, and keeping your database clean and ready for use. This is key to riding the wave of a slowing market.

In closing, when you are speaking to your clients about farming and marketing:

1. Size of the farm is super important. 250 Microfarm.
2. Frequency is also important. Every month is good every 3 weeks is better.
3. Use the lead capture pieces for the marketing and keep it the same on the back every time (aka consistency).
4. Follow up with the leads and become a follow up expert.
5. Keep your database clean and up to date.

I hope you found this helpful and please always feel free to reach out and ask any questions. I'm here for you and happy to help.

Sincerely,

Kelcey Myers

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