

# Six-Figure Realtor Roadmap

This roadmap is a compilation of what the top-ranking brokers do to get more listings, attract committed buyers/sellers and broker like a badass. Work smarter instead of harder by learning the subtle art of being your own boss.

For agents who want to take action on what works and eliminate what doesn't, this baby was written for you!



Stef Shock is a former NYC broker turned coach & strategist for realtors who are ready to level up their business and broker like a bad ass!

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JOURNAL

# Being a success in real estate is easier than you think!!!

It's the Realtor who makes it harder than it is.

After struggling for three years in real estate, I came close to eviction and moving in with my parents. I was a realtor in the competitive New York City market and 2008 completely bottomed out my business, not to mention the business of every agent I know.

I needed to turn my business around and fast. I started doing what the successful agents around me were doing. Within a short period of time, I tripled my income, had two consecutive years of \$30M in gross sales and then moved to the Bahamas to sell luxury homes to the mega-wealthy.

When people ask me "How did you do that?" I tell them I focused on only 3 THINGS in order to be a success."

In this Roadmap, I will focus on TWO of the three things you must do consistently to be a success in real estate. The THIRD thing is in the masterclass you're about to watch, How To BYOB (Be Your Own Boss) when you click the link on the next page...

**TIP: RUN A BUSINESS BY DESIGN...NOT DEFAULT**

# ROADMAP TOPICS...

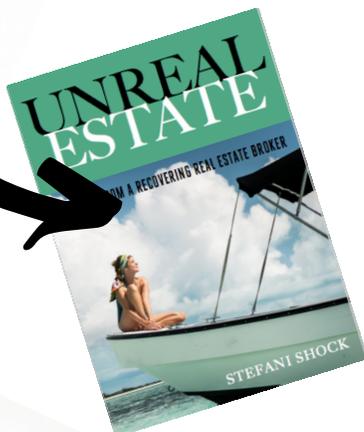
👉 PART ONE: MARKETING/PROSPECTING

👉 PART TWO: MANAGEMENT/SYSTEMS

👉 PART THREE: ???

In order to get the third, you must attend my **FREE** masterclass for Realtors...**How To BYOB (Be Your Own Boss)** where I not only teach you the 3 things, I also give you a copy of my book, **Unreal Estate: Lessons From A Recovering Real Estate Broker...**

**Get this**



**When you attend this**



Click the image to register

# BUT FIRST...

## WHO IS THIS STEF SHOCK?



I'm a broker, certified coach, author and speaker.

My history in real estate is a zero-to-hero story and what better way to tell the tale than with a timeline of headshots...

Became a Realtor in 2003. Struggled for three years. My company didn't provide training and took 50% of commissions (standard in NYC). Lived at poverty level in a basement apartment in Queens while learning my trade and trying (unsuccessfully) to launch my business.



Fourth year of real estate, I get my head above water and start saving money for the first time in 3 years. The market crashed and I go into debt for the first time in my life. Tell my landlord I will be late on rent many times over. Consider moving in with my parents in Michigan.

Got a coach and learned new methods in marketing and systems. I triple my income and sold \$30M in property two years in a row. Save enough money to move out of NYC and start pursuing real estate somewhere exotic. Pursued jobs in Switzerland, Italy, Seychelles...etc.



Accepted a position selling luxury homes at a resort in The Bahamas. After one year, my work is done and I move to Denver, became a certified coach and write a book about my history in this business...Unreal Estate: Lessons From A Recovering Real Estate Broker (© Balboa Press, 2016). I am a speaker, consultant and the creator of online courses Broker Flow, The Ready Rookie & Flip The Script.

# PART ONE: MARKETING

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A successful agent puts just as much energy into marketing themselves as they do showing property and negotiating deals.

Frankly, ALL small business owners must focus on their marketing in order to expect potential clients to notice them. Getting the word out and drawing attention to yourself will fill your CRM up with potential clients which will keep a steady flow of business for years to come.

There has never been more options for Realtors to market themselves than now.

The culture of real estate isn't what it used to be. Advertising on grocery-store carts and bus stops has been replaced with Happy Hour Hosting, Book Clubs and Social Media Marketing...to name a few. The following pages cover the most effective ways to develop and maintain the admiration of your sphere and gain the attention of potential leads.

The actions listed in this roadmap had the highest ROI for the agents I coach and also verified by industry leaders as the most effective strategy for an agent to market their services.

In order to see results, some of these methods must be done daily, others staggered throughout the year with a focus on season conditions.

Don't choose one...choose them all and BOOM, you're raising the bar on your biz!

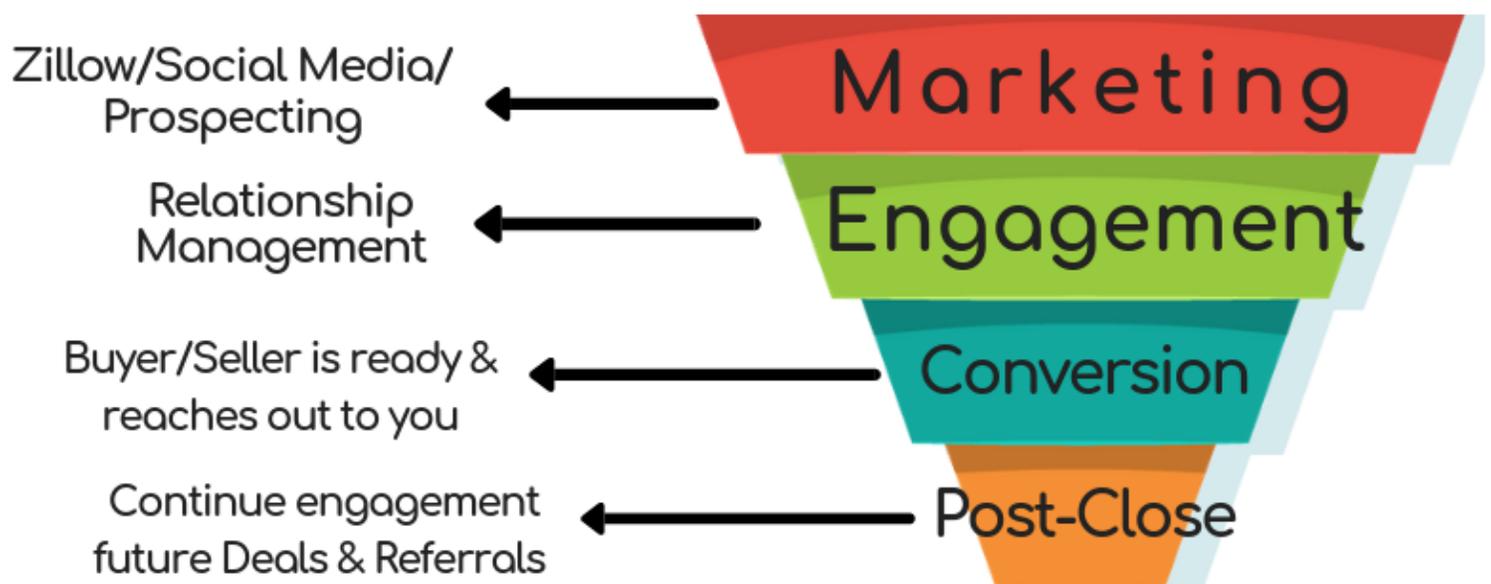
**TIP #2: ANTICIPATE THE NEEDS OF YOUR CUSTOMERS. ALWAYS BE A STEP AHEAD!**

# THE POWER OF A SALES FUNNEL!

At this moment, you are in someone's sales funnel. Actually, you are in a lot of sales funnels.

Starbucks, Target, Barnes & Noble, Home Depot...etc. You are in all of their sales funnels. The sales funnel is marketing 101 and applies to all industries, even real estate. Your friends and family are in your sales funnel.

When you take action on the many marketing and prospecting options in this roadmap, you are essentially building the sales funnel you want people to enter.



This image is a sales funnel. Everyone you know is already in your engagement stage. The people you don't know will only be aware of you if you have a source for them to find you.

The following prospecting options will get people into your funnel and keep them engaged...

# TARGET RENTERS

In areas where there is an influx of people, rental buildings are busting at the seams with future buyers. Those who are new-in-town most likely don't know a realtor. The art with this strategy is in obtaining access with the building. Whether you buddy up to the management company or befriend the doorman, getting past the gate-keeper will prove profitable. Mailers can help. Create an invite that appears personal and invite them to an event similar to the next example...

## HOST FIRST-TIME HOME BUYER EVENTS

In the past, promoting and getting warm bodies in seats used to be the hard part but thanks to Facebook and Eventbrite.com, creating an event like this and people actually showing up has greater odds than ever. First you'll want to partner with a lender you're comfortable with who will not only share the cost, they can demystify mortgages to those who feel they aren't qualified.

You will spearhead the majority of the event by guiding the group through the purchase process and covering what the market is like in your area. **By the time the event is complete, they will know, trust and like you.**



## OPEN HOUSES

Want buyers? Guess where buyers go? Open Houses. Hosting open houses put me in front of buyers, get the know/trust/like and convert them into devoted clients. If you don't have a listing to host, ask a colleague who has multiple listings. They will need an agent to host an open house for them. If you've tried this and it didn't work, you don't have the strategy. Yes, there's a strategy for open houses and I teach it in my course, Broker Flow. Don't host another open house without it!



Curious what your Facebook business page is for? It's for running an effective ad campaign that will attract business. It can be expensive and time consuming to start but it's also becoming the new alternative to Zillow and Realtor.com.

If you want to build a brand that appeals to a specific customer/niche, advertising is the way to go. You can create a specific demographic for an ad campaign using the zip code, gender and interests in order to attract your target client.

Another reason why Facebook ads is becoming more popular is due to the power and control over your image/brand, you have control over who sees you and how often. When you want to promote yourself and your brand, Facebook ads is the most used strategy for lead generation.

## “ TESTIMONIALS ON STEROIDS ”

In this day and age, testimonials are not only a nice addition to your profile, they are a necessity. Without them, your potential clients will wonder why all the other Realtors have them and oddly, you don't. Don't know how to ask for a testimonial? Repeat this message in an email...

“...It was such a pleasure to work with you this year. Helping you buy/sell your home was so much fun and I hope you're enjoying the new place. So I thought I'd reach out to you because I am gathering testimonials from those I worked with and of course you came to mind as someone who might have some kind words to say about how I represented you. I was hoping you would send me a testimonial I can share with my potential clients to show them what my past clients think of my performance while serving them.”

Requesting this from past clients creates an opportunity to reconnect with someone who might have a referral for you. Testimonials give people contact and insight into who you are and what you do for them.

Tip: When you receive a testimonial, create a design on [canva.com](https://www.canva.com) and add it to your social media feed.

Speaking of testimonials, check out this testimonial from one of my Broker Flow alumni...

Anyiesa Johnson



I am about to bust out my best year in Real Estate. God lead me to Stef Shock. I prayed for a coach that could help me grow my business but that also was successful in real estate. She helped me remove the obstacles I had placed on myself. My business and my agents are flourishing. She is the best.

Testimonials like this have increased my business ten-fold because it creates a trust within my Realtors that they too will get similar results. Testimonials work so start collecting them.

## PHONE CALLS AND PERSONAL NOTES

When it comes to maintaining contact, nothing trumps a personal gesture. Phone calls should be done three times daily. A handwritten note is the best way to stand out in a mailbox of junk. I recommend collecting birth-dates of family, friends and past clients now and mark your calendar days beforehand in order to get the card to them in time. Birthday cards are rare and have more impact than the typical holiday cards most agents send. Odds are, you might be the only one who sends one.

**TIP #3: KNOW YOUR VALUE AND PUT IT FIRST!**

**OTHERWISE, THE CLIENT HAS NO CLUE WHY YOU'RE IN THE PICTURE.**

# SOCIAL MEDIA STRATEGY

If I told you there was a media platform that people visit multiple times a day to take a break from work and laugh at funny videos and read inspiring quotes? Wouldn't you want to market yourself in that space? What if I told you that advertising in this space is free? That's the power of social media and realtors who utilize Facebook, Instagram and Pinterest are ahead of the game.

**Facebook posting is the new frontier of sphere engagement.** Of the agents I coach, 20% embrace Facebook as a place to maintain attention with their sphere and all of them had, on average, five deals in 2017 from this FREE action. What's the strategy? Check out what one of my coach clients had to say about using this strategy...

*"Stef taught me a method that was easy to do and I got instant results. Within two days of using this technique, I snagged a \$400K buyer who was already pre-approved for a loan and ready to commit to a new home. The technique didn't cost a cent and I'm definitely adding it to my system".*



- Kylie, M.  
Berkshire Hathaway

If your list of "friends" is short, go to your friends section and click the button on the right side that says '+Find Friends' and start clicking. You don't have to know these people on a personal level.

The ugly truth is, if you're not utilizing social media, you're losing business to the multitude of agents who are. Don't get lost in the noise...**BE the noise!!!**

## PART TWO: MANAGEMENT/SYSTEMS

What's your desired income? In order to make six-figs, you need to do the math on what that looks like. Otherwise, you're behaviors are aimless and all over the place.

I'm going to break it down for you here. This is an example of an agent who wants to make an income of \$100K, has an 80/20 split with their broker and sells homes at an average of \$400K...

\$130K Gross Commission  
Average Selling Price \$400K  
2.8% Commission  
\$4M in sales  
12 deals per year

**REQUIRES 9 TOUCHES/COMMUNICATIONS PER WEEK!**

Everything comes down to numbers. Being bad at math isn't an excuse to not do this! I'm bad at math but I still crunch my numbers when it comes to my business. When you know the equation for your success, it's no longer a mystery how much activity you need to do to get the result you want.

The most important part in that sample is the nine contacts/touches per week. This tells you how much activity you need to implement to get the income you want. I provide this formula and the strategy that pairs with it in my course, Broker Flow. It's a spreadsheet that allows you to adjust the numbers based on your desired income.

Put it all together and BOOM, you've got your result, the touch counter. It's the number of contacts you need to maintain on a weekly basis.

Let's see what this looks like when put into practice...

This is a sample I created based on a client who did Broker Flow. He decided which prospecting/marketing he's committing to and placed them in a weekly calendar. The touch counter reflects the outcome of what the Broker Flow Formula spreadsheet advised him to do, nine touches.

Sun	Mon	Tues	Wed	Thurs	Fri	Sat
Open House	Facebook Live	Follow Throughs	Write/Send 3 cards	Coffee Date		
Weekly Prep	Organize Event	Call 3 Sphere	Instagram Live	Create 5 Instagram posts	Wild Card Day	Day Off
	Gym		Gym	Gym		
	Every Weekday Post 3 Times on Social Media			Touch Counter 5 6 7 8 9		

If he wants to double his income, he simply doubles his touch counter to 18 instead of 9.

How does he know what his prospecting options are and what to do with them? I provide the FULL list of prospecting options (20 in total) that the power-brokers use to market themselves, prospect for new business and maintain engagement in Broker Flow.

I call it Strategy On Strengths (details below) and it's the essence of what keeps you in flow with your business.

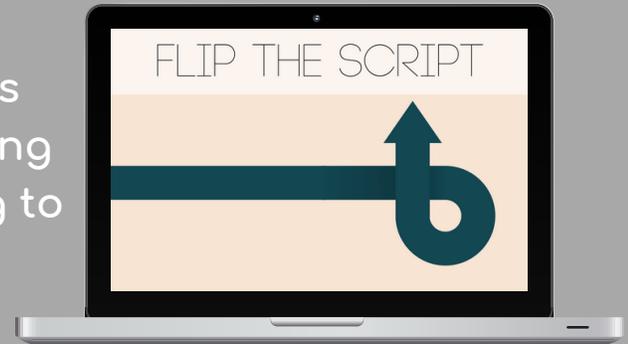
Agents abandon their prospecting strategies because they choose actions that work for other agents, not necessarily themselves. When you know what your strengths are, you know what you're doing every week.

**TIP #4: THE ONLY WAY TO ACQUIRE BALANCE IS TO BE VIGILANT WITH YOUR CALENDAR. SAY "NO" TO ANYTHING THAT ISN'T FULFILLING OR INCOME PRODUCING!**

I credit the brokerage I worked at for being a large part of my success. I listened to the power-brokers around me and developed a lot of my skills from mimicking their actions. I learned the pre-qualifying script that I used for ten years from listening to what agents around me would say on the phone.

I developed this conversion strategy into a conversion machine and turned it into a course called Flip The Script...

Whether it's how to take control of the conversation or discovering if the buyer is actually worth your time; if you're struggling to lead the conversation, you're not going to convert potential buyers into devoted clients. Flip The Script is the antidote...



## STRATEGY ON STRENGTHS

Let's talk about cold-calling and door-knocking. If you have done these methods, I congratulate you. It takes courage to put yourself out there; risking phones hanging up and doors closed in your face. Both of these methods are top-notch when it comes to strength building but they are NOT the only way to get a fish into the boat and most agents fail at them.

Many agents leave this business simply because they are taught ONE method to prospect for business. They do the one thing they're taught, they hate it, stop doing it and then they don't do anything. Their business grinds to a halt before it ever began.

Here's the thing, there are MANY ways to get yourself in front of potential clients and market yourself. But if you don't have a strategy based on your strengths, you're just another Realtor praying for the phone to ring...and trust me, there are enough of those out there. They are average...YOU ARE NOT!

# CONTROL YOUR CALENDER

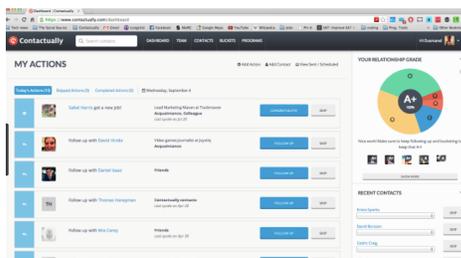
I've heard it said many times "I'm not good with time-management." Nobody is because time can't be managed. It moves forward with or without you. It's not about managing time, it's about choosing wisely on what you commit yourself to.



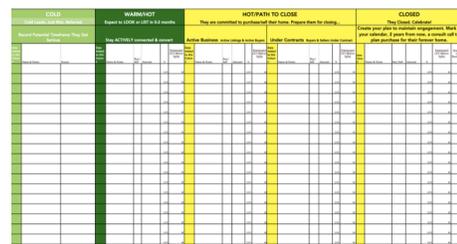
When I come in contact with a super stressed agent, they are typically saying yes to everything and don't know how to say "No" to an appointment or a client that doesn't lead to the closing table. They say "yes" to every appointment and every person which leads to overwhelm. When they learn how to say "No" to what doesn't work, they're in control of their schedule. When someone is in control of their schedule, they're in control of their business. I teach a method on how to discern what is worth your time and energy and how to say no to everything else in Broker Flow.

# BUSINESS TRACKING

Everyone you have ever met and will meet must be tracked! Why? because everyone will buy and/or sell a home in the timeframe you know them.



OR



**The two most effective ways to track your business is through a Biz Tracker or a CRM.** A biz tracker is a cold/warm/hot list that keeps your contacts easily accessible. It essentially reminds you that these people exist and they will need you at some point. CRM's put this system on automation where you can schedule your communication with them.

The Cold/Warm/Hot list is included in my course, Broker Flow, as well as the method on how to make it work in your business. **Speaking of the importance of tracking your business, check out Richie's results while in Broker Flow...**

**Four-hundred contacts loaded into his database!** Imagine the business he can anticipate for years to come with THAT many contacts to market to?

**When you build your contact list, you build your business so be a contact magnet and watch your business grow.**

Richie isn't an exception to the rule. His results are normal for my students. When he utilized the course to transform his business, he GOT RESULTS!

Hi Stef! I really want to thank you for changing my life and career with Broker Flow! This is hands down the best investment I've made in my business since starting my real estate career.

You gave me the tools and resources needed to embrace my Mojo, and market myself effectively. Since starting Broker Flow I've added over 400 hundred contacts into my database, increased buyer/seller appointments, and had 3 closings.

Thank you for all that you do, and I look forward to continued coaching with you!

Cheers,  
Richie



**TIP #5: FAKE-IT-TO-MAKE-IT MEANS ACT-AS-IF YOU ARE THE BROKER YOU WANT TO BE AND BOOM, YOU BECOME IT!**

# SO WHAT'S IN PART THREE???

In order to get Part Three, you must attend my masterclass BYOB: Be Your Own Boss.

[Click HERE](#) to register for this event!

## Do you have what it takes?

Most agents don't have the skills for this business and expect to learn them through trial and error. That's the slowest way to learn this business and the saying goes "Grow your business fast or die slow". That's why I created Broker Flow where agents learn...

- ✓ Conversion Skills & The Art of Persuasion.
- ✓ Attract quality buyers & sellers without chasing them or feeling salesy.
- ✓ EFFECTIVE use of social media to attract and engage your sphere.
- ✓ Goal Setting. Strategy on how to accomplish your income goals.
- ✓ Business tracker system making your business predictable.
- ✓ How to handle objections & Compete with discount brokers.
- ✓ Proven Open House hosting technique that gets clients.
- ✓ Sales Funnel Strategy. The future of real estate is automation. Learn it.
- ✓ Strategy on your strengths! Prospecting plan tailored to you.
- ✓ Listing Pitches that ALWAYS get the listing using keywords that win!



# IT'S TIME

It's time to get real about your business!

You have the option to stand in the sidelines and watch the brokers succeed or you can get off the bench and play the game.

I know what it feels like to play small.

It wasn't until I invested in myself that I actually started making money. I became a leader in my business and my life!

When I say the words "If I can do it, so can you", I mean it. The odds were stacked against me but in the end, I took control of my business and became a huge success using the same techniques inside Broker Flow.

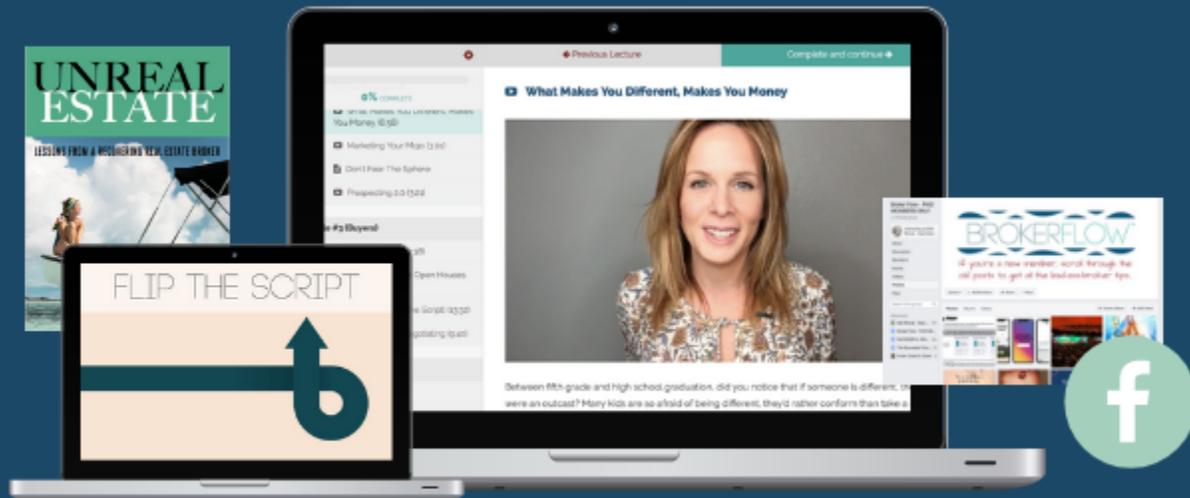
**BONUS!**



Purchase Broker Flow now and you will get Flip The Script and a copy of my book, Unreal Estate, FOR FREE.

**LIMITED TIME OFFER!**

For more information, visit...  
[www.stefshock.com/broker-flow](http://www.stefshock.com/broker-flow)



- Seven Modules of content and video tutorials
- Seven Coach Sessions
- Private Facebook Group with MORE training & content
- Action Steps/Assignments

For Realtors who want one-on-one life and business coaching or Brokers who are Team Leaders, schedule your strategy call by clicking [HERE](#)

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