#### point of difference/ verb

#### distinct, strategic

- 1. a term used for an outcome of product/service differentiation
- 2. In business, differentiation is seen as an important strategic move for companies to make



#### BIT ABOUT ME.

- Finished school in 1998 OP 16
- Parents pushed into an apprenticeship became a sparkie
- Lead to my knowledge in construction, which I believe is an underrated skill
- At 17, purchased first home in Tarragindi
- After 5 years decided to sell and go oversea
- It was time to put the house on the market
  - bad real estate experience

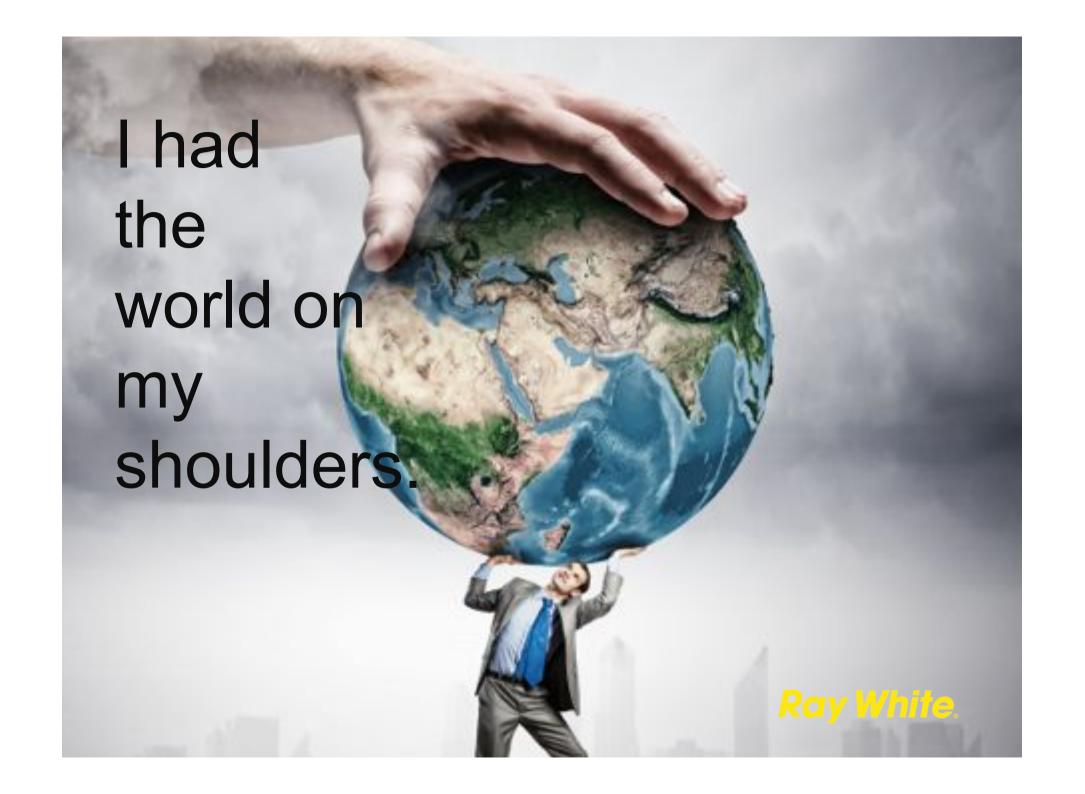




#### 2006.

- At 25 years old started with Haesley Cush at Ray White New Farm
- No debit credit available
- 9 months for first sale
- First deal fell over
- Juggling two credit cards
- Short term loan to cover credit cards
- Considered leaving industry
- Moved home at 24
- Made \$17k in 2006



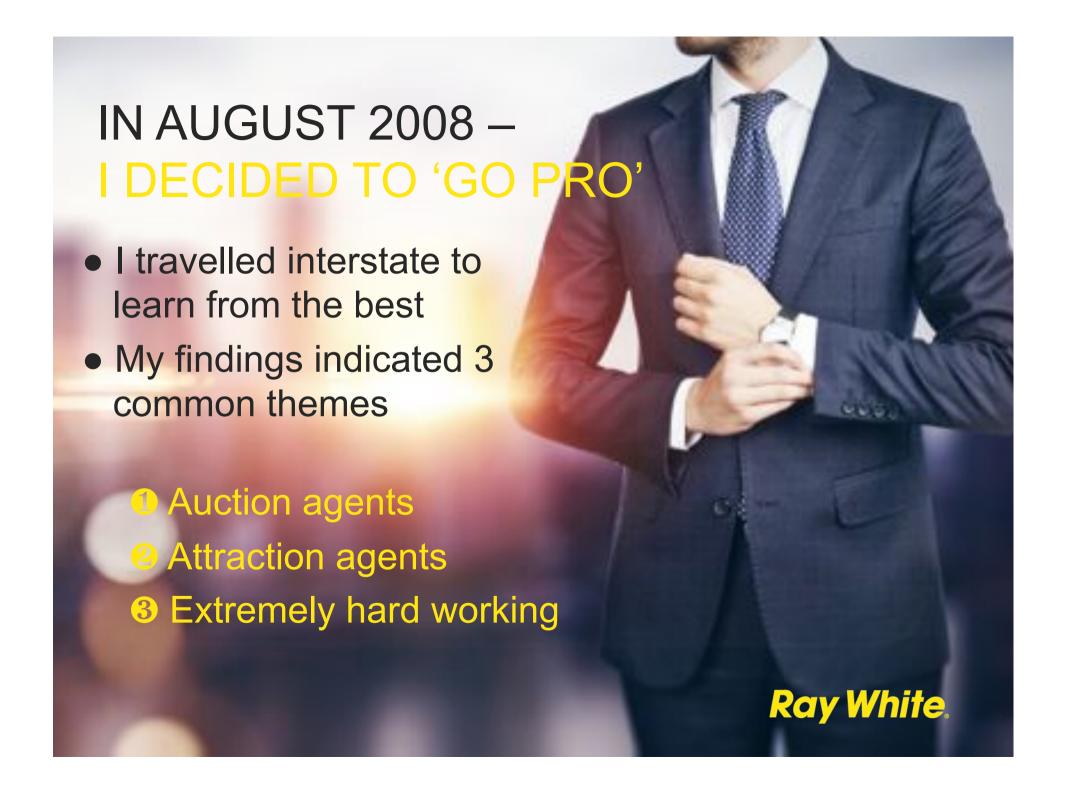


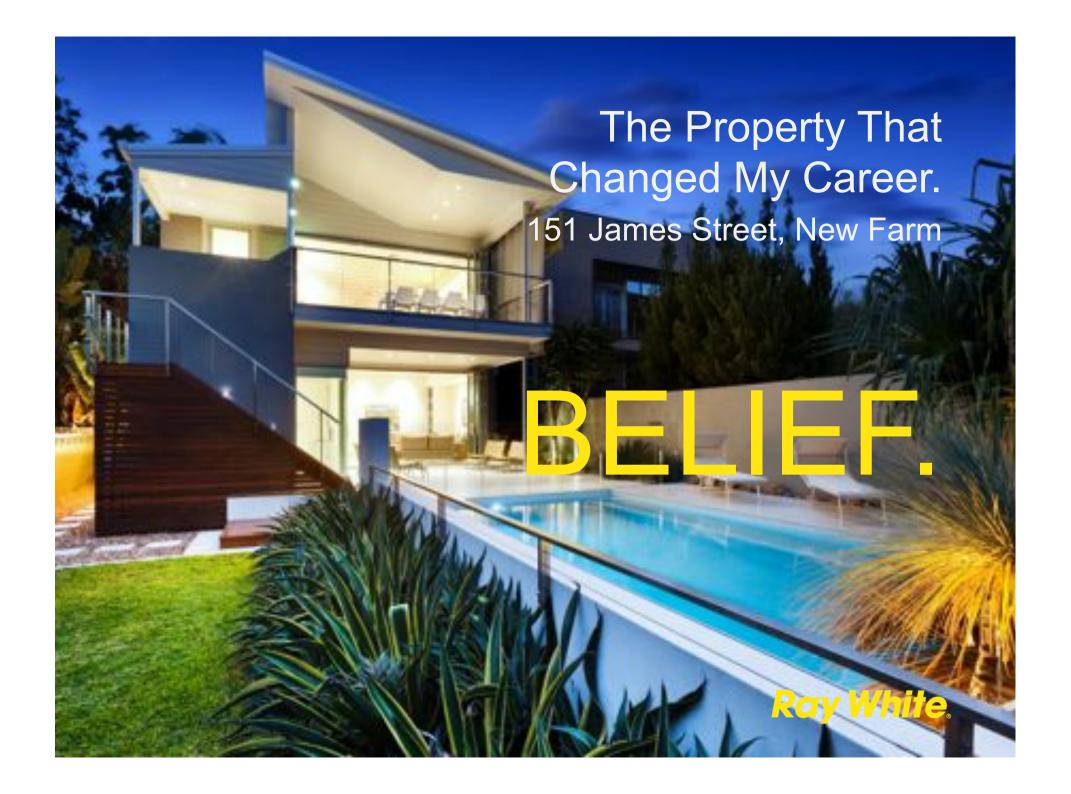


- Market was firing for established agents
- Stock was extremely tight
- How do you compete against an established agent?
- Had no structure I was hunting and killing
- Made \$40k in 2007

#### HOW THE CHANGE BEGAN.

How low does your bank account have to be before you start doing the dollar productive activities?



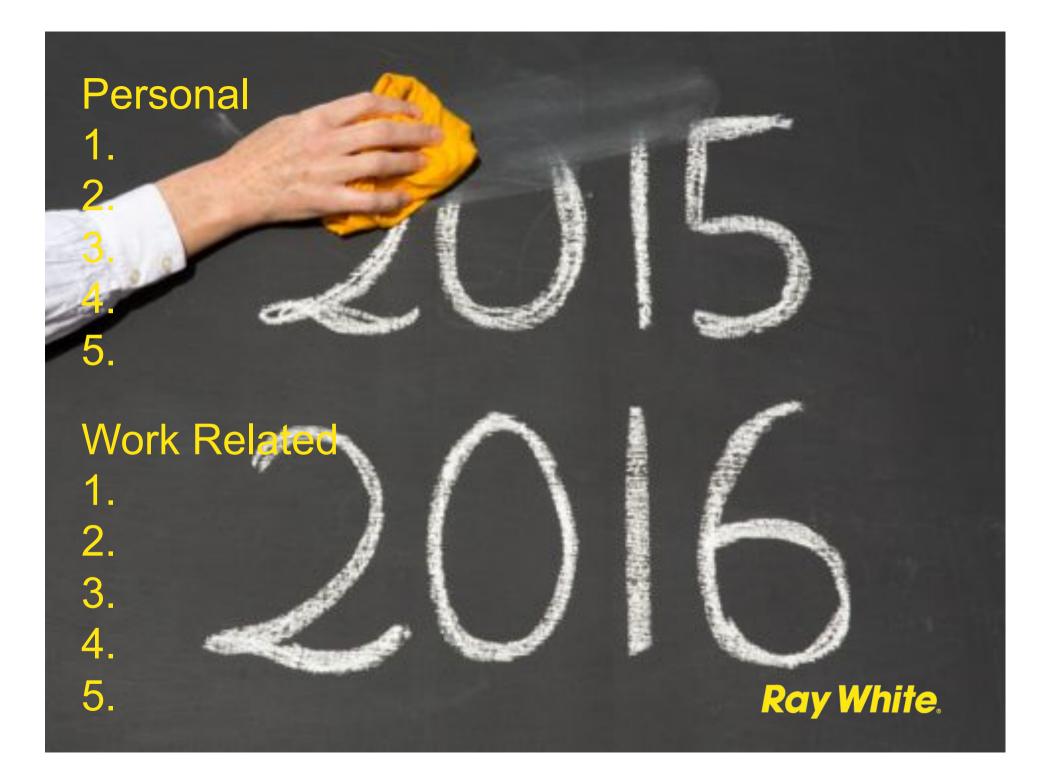




- I decided to simplify my business
- Here are my tips that changed my business











## REAL ESTATE IS A NUMBERS GAME

HE WHO MAKES THE CALLS WINS.

REAL TIME: THIS IS WHAT I DO



Tax trusted immed-itt for 10.



ST HOUSE 125 111 Fore over for other assurance

Avenue 405 2959 007

secure 25 Jan 15

MATT LANCASHIRE'S COMPANY NAME

HELPHOPERTY GROUP PTY LTO TONERSTE CAD NOW

VOUR BILL Patrick better 405 2959 097 **Fill Humber** TOH \$517.97 Total We will don't your naminaled account on 14 May 18

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Belgnan	\$1.43
Nyy ckespre	\$617.97 Procedure rounding of \$5.01
First	\$017.67
AGT surjected in team reheated	State on

#### SEE PAGE 23 OF 165

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-T-344

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test \$517.97

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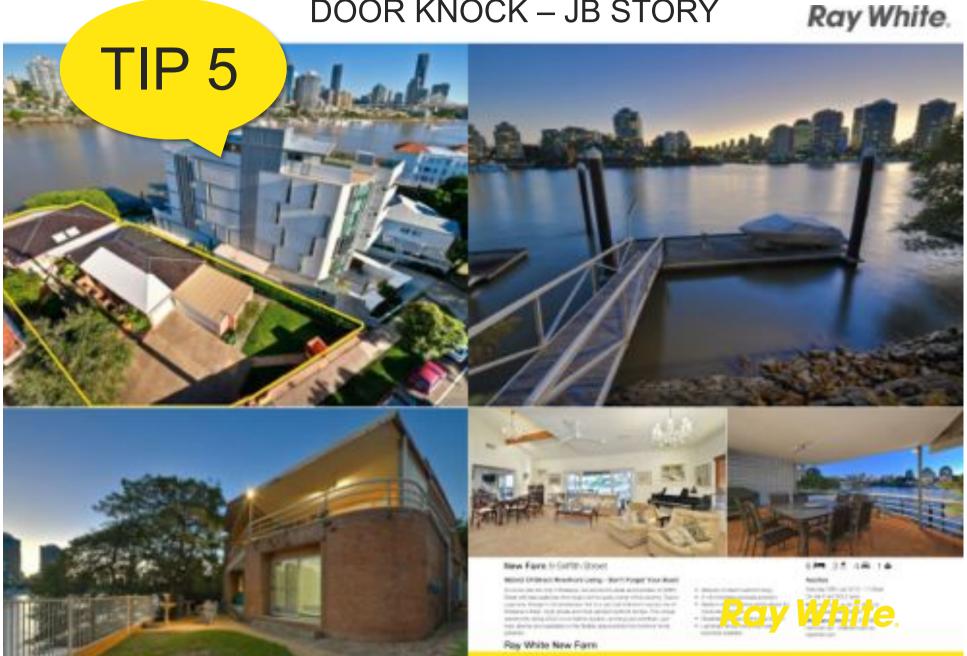
That's between 1200 – 2000 calls per month (six day working week)

"DON'T EVER FORGET THAT REAL ESTATE
IS A PERCENTAGE BUSINESS. I DON'T CARE
WHAT YOUR NATURAL ABILITIES ARE. THE
PERSON THAT CONTACTS THE MOST PEOPLE
THAT COULD SAY 'YES' WILL MAKE THE
MOST MONEY." - Tom Hopkins



# Think about tomorrow today

#### DOOR KNOCK – JB STORY



# TIP 6 LIST AUCTIONS & GET BIG ADS

#### OWN THE LOCAL PAPER OWN THE INTERNET

Do World Class Marketing Campaigns

Print Profile + Digital Profile = Attraction Business



### DON'T LET AN OPPORTUNITY PASS YOU BY.

"Dear Don.

I hope you don't mind me writing to you, however we have a number of mutual acquaintances who have informed me that you are looking to sell your landmark home and I feel this is an area where I can be of substantial value to you. Please forgive my intrusion should you not entertain selling, however, if in fact you would consider it, I would love the opportunity to meet with you in person and discuss in greater detail.

Firstly, I wanted to take advantage of this opportunity to introduce myself. I am the principal and owner of Ray White New Farm and am highly active in the high end market across Brisbane. As Ray White Queensland's number one agent, I have a thorough understanding of, and great passion for, architectural homes. So far this year I have sold close to \$80,000,000 worth of high end properties and my database of active purchasers in this market is unrivalled.

Don, I have often admired your home and I truly feel that it is an unparalleled statement home. Properties of this nature deserve agents who are going to be able to reach the markets that will allow it achieve its highest and true value. Creative and innovative marketing campaigns are something I have been a driver of for high end properties and as the Courier Mails top advertiser, I have direct relationships with the people needed to get you property the maximum exposure. Furthermore, Ray Whites Asia Desk will be central to ensuring we reach key Asian markets, and heightening your property exposure overseas.

I back myself 100 times over as the agent to get you the absolute maximum for your property and I feel that I have the runs on the board so to speak. I hope this email finds you well and I would love to sit down with you to discuss further if there was an opportunity.

Please feel free to call me anytime and I look forward to your response.

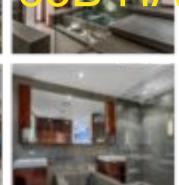
Kind regards,

Matt"

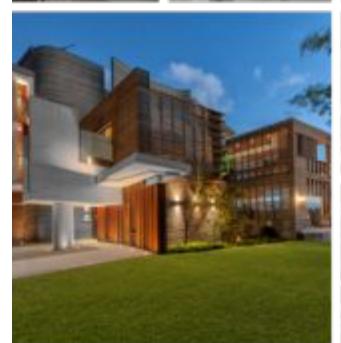


















#### HAMILTON CAMPAIGN

5 Week Campaign

3 DPS, 2 Full Pages

12,195 REA Hits

10 Open Homes

447 Groups

27 Private Viewings

6 Contracts Received

\$11,800,000

TIP 8

Do World Class Open Homes. Work Your OFI List.

There are **3** reasons why people come through your open homes.

- looking to buy
- 2 looking to sell
- Obligation
  Obligatio

Future Sellers are interviewing.





## FOLLOW UP IS ESSENTIAL

My OFI follow up plan:

Saturday OFI = Phone Call & Email

Monday = Call & Text

Tuesday = round 2 call

Wednesday = round 3 call

Tip: Most of your competition will wait until Monday to follow up.

Get the buyers on Saturday while they are hot! Don't leave until the job is done.





# LOW OFFERS BLAME THE MARKET NO OFFERS BLAME THE AGENT.



# SERVICE IS EVERYTHING.

YOU MUCTOERVICE YOUR CLIENT 4 WEEKS = 25K

Speak to them twice a day, everyday

Face to face meetings are crucial.

YOU MUST MEET YOUR CLIENT FACE TO FACE EVERY WEEK

When presenting an offer - if your within 300kms - YOU MUST SEE THEM FACE TO FACE. That means buyers & sellers

ONE FACE TO FACE MEETING IS WORTH 10 PHONE CALLS.



# Stick Close To Past Clients Make Them Family

Every past client, and I mean EVERY past client, should be in your mobile phone.

Repeat Business Is Key!







Bring Intensity To The Game

# BEURGENT!



























#### 48 STAFF

Something I'm proud of is we have 17 agents and wrote 420M in sales in 2014/2015 financial year. This is an average of 21M per agent. Queensland's average is 6.5M per agent.

















#### KNOW YOUR WHY





