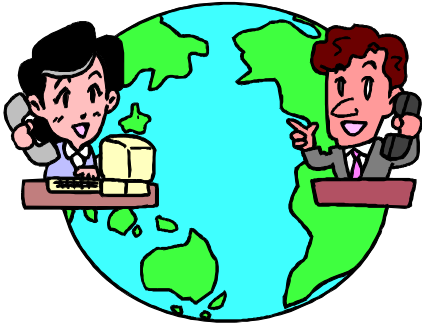


- Building a Sphere of Influence
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Work Smarter! Effective Affinity And Value Oriented Marketing Generates High Quality Referral Type Leads!

How to link with desirable affinity groups and implement direct marketing to build your sphere of influence for business growth.

Would you agree that the highest quality warm lead is a referral? Why do you suppose that is? It's because the prospect personally trusts the clients' judgment. This trust is projected towards you. Your credibility is high, your professionalism legitimized. The prospect is much more likely to lower their guard and divulge the information you need to help them.

Why does a client send you a referral? It's because they feel genuine gratitude for the services you provided. They want to say 'thank you'; they may even feel a sense of obligation. They want to reciprocate with you.

If you agree that the highest quality warm lead is a referral wouldn't it make sense to generate as many referrals as possible?

To fully appreciate the effectiveness of this concept it's key to understand why people reciprocate and recognize that you can create a variety of referral type leads. A traditional referral is a prospect that was referred by a past client. These referrals result from your sphere of influence. A "sphere of influence" is a group of potential customers who recognize you as their expert for real estate transactions.

Another type of referral is one who is originated from a cooperative partner, your affinity group. The prospect may not personally know you or any of your past clients, but they project trust towards you based upon the rapport built by your affinity group. These referrals result from networking and linking with desirable people.

The last type, is a prospect that was proactively generated by you, but behaves like a referral and enters into the sales atmosphere with built in trust. These leads result from offering a value instead of a commodity as fulfillment to your response mechanism or ad.

Unfortunately you don't have control over proactively generating the traditional type of referral, but you can increase their likelihood and use your knowledge of reciprocity to capitalize on proactive referral type leads. You can accomplish this by expanding your sphere of influence by linking with desirable affinity groups and have a balanced attack for lead generation using response or consumer direct marketing.

Build Your Sphere of Influence through Affinity Marketing

Affinity marketing is defined as cooperatively working with key people in associated industries or organizations with the purpose of selling and supporting each other's products or services.

Effective affinity marketing requires teamwork and cooperation between involved individuals or companies to provide one another with value added services.

There's a plethora of places to look for desirable affinity groups. Business Journals, credit unions, money managers, business consultants, leadership groups, customer industry associations—and they all make good partners.

However, I can't think of a more compelling fit than for Realtors and originators to enter into an affinity relationship. Yet, many agents and originators are not taking advantage of this natural fit. They may be loosely associated but they are missing huge opportunities to sale and support each other's services.

There are two keys to establishing winning affinity relationships:

1. Target relationships with those professionals who are successful and have solid reputations.

This may seem like common sense, but closely evaluate who you are going to enter into a business relationship with. Many agents or originators simply target affinity groups who are doing the most volume, but remember your entering into this relationship to expand your sphere of influence, so you must have like goals and business practices. Remember their professionalism will be projected onto you, so be sure you're satisfied with their representation.

2. Bring enough value to the relationship that the affinity party is compelled to do business with you!

Targeting winners for affinity relationships is not a new concept. Your competition is trying to do the same thing. If you target winners, you better bring something to the table that separates you from your competition, something unique and compels your affinity party to do business with you. Since affinity parties enter into associations to expand their spheres of influence it only seems logical to offer a value that increases sales.

Powerline, Voice Broadcast and The Home Affordability Line are innovative tools that will definitely bring value to your affinity partner and separate you from the competition. The bottom line is increased sales for both parties.

Break Tradition to Break your Sales Records

The traditional relationship between agent and originator has the agent doing most of the lead generation and the lender doing most of the networking.

The reason for this is because the agent owns the listing and most agents market the home as the main benefit to attract leads. The home is obviously a

great source for lead generation but by the nature of the prospect-sales relationship it also generates many counterproductive leads. Why?

The problem is the prospect's tendency to perceive generalizations that sales people are more concerned with "selling" than with helping customers. This perception clearly explains why prospects may be reluctant to give out personal information. Although most of these leads usually do not result in a conversion, they will nonetheless consume your valuable time. Thus, these leads are counterproductive.

While such slanted judgements on the prospect's behalf may be irrational, they must be acknowledged. In many cases they will prevent you from having an opportunity to identify and engage valuable prospects.

To break your sales records, use your affinity partner to destroy this perception. The originator has a subtle yet distinctive advantage over the agent when calling back a lead that responded to the listing as the fulfillment source. The originator can take the approach of just being a facilitator and is not as threatening as the agent, who the prospect perceives as "sales person".

Powerline provides one of the most effective tools for generating response when using the listing as the lead fulfillment source. Smart affinity relationships recognize the value of using the less threatening party for follow up.

A Wolf in Sheep's Clothing

This effective approach can also be accomplished by having the agent generate leads via the Home Affordability Line (HAL), an online income-debt survey that enables prospective homebuyers to explore their mortgage potential in about 3 minutes. In this instance, the agent is using a value, a system that prequalifies the prospect for educated shopping,

instead of the listing for lead generation.

Consequently, the prospect will enter into the initial sales atmosphere with a "referral type" of attitude, feeling indebted to the agent who took the time to educate them before trying to sell them.

Many prospective homebuyers do not have enough information to proceed on a home purchase without your expertise. You'll create a tremendous value for consumers by being the consultant with their interests in mind that leads them to the best choice in obtaining a home loan. With your help, consumers will enter the market as a buyer with more confidence.

He Love Me, He Loves Me Not...

Picture this... you have targeted a top producer to form an affinity relationship with. You have one shot to make an impression with this individual, you better have something innovative and of value to bring to the table. What can you offer that will make them sit up and take notice—and go into business with you?

Voice Broadcast is a system that sends a recorded message to the answering machines of yours and your partners database. Voice Broadcast enables you to send out thousands of messages in minutes with no investment of your time. It's a way to harness the effectiveness of telemarketing while losing the resistance. It's more economic, productive and personal than hiring a telemarketer. You won't alienate relationships because the system terminates on live answers, so your prospects don't know you are using a technology to say hello!

By teaming with a partner, your potential doubles. By implementing technology into your team, your potential is limitless!

If you would like more information on The Home Affordability Line, voice Broadcast and how to use them

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effectively in an affinity relationship
please call us at (800) 882-9155. We'd
love to help!

