



# The Only Agent

**Business Building Best Practices**

*How to Be the Only  
Real Estate Agent in Your Area*



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# Introduction

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**W**hat would life be like if you knew how to be the only real estate agent in your city? How easy would it be to generate business? What kind of business could you build?

While you aren't the only real estate agent in the city, there is a group of people for whom you are the only agent. For example:

- Your friends
- Your past clients
- People who serve on a volunteer committee with you
- Parents of your children's friends

Using the examples above, you can begin to identify a group of people who would consider using only you for their real estate needs. Though you are competing with thousands of other agents in the city, there is a group of people with whom you don't face competition. This group would be the Inner Circle of your sphere of influence.

The question is, do they know (or remember) that you are in the real estate business?

Why is this important? It goes back to imagining the type of business you would have if you were the only agent in your city. That business would have more stability, more profitability, no haggling over commissions, buyer loyalty, less burnout and more enjoyment.

## Consistent Communication

On average, people will purchase a home every 5 – 7 years, and they also may know others who are wanting to buy and/or sell a home. If the people who like and trust you remember you are in the real estate business, they will call you or provide your name to others.

Why don't more agents get more calls from past clients, friends, and even family? Because they don't consistently build a business relationship that helps their contacts remember they are in real estate. How do you build that relationship? Through consistent (consistent + systematic) communication. Ideally, you want to become their real estate consultant. This isn't going to happen overnight, and it is not going to happen without effort.

# 5-5-25

The 5-5-25 is a weekly discipline which translates into daily actions. Each day during the week you will...



**Add 1 new person to your database, for a total of 5 new contacts each week.**



**Write a personal, handwritten note to 5 people each week.**



**Make 5 non-transactional calls, for a total of 25 calls during the week.**

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## Planning for the 5-5-25

To maximize the value from this strategy, you will need to do the following:

- Block time to make this happen. You should have 5-5-25 time on your calendar every day. The time that usually works best is first thing in the morning.
- Have a script prepared for the beginning of the phone call. Since the calls are conversations, you won't need a detailed script, just something to get started.
- Have sample notes you can use.

## Tracking the 5-5-25

There is a form attached to help track your progress. Each day you'll record the following:

- The person you added to your sphere
- The person to whom you sent a note
- The 5 people you called

Make copies of the 5-5-25 tracking form, and keep them on your desk. Start every day by completing these tasks. You'll be on your way to building a practice which will support your business for life!

## Add 5 People to Your SOI Weekly

You can meet people everywhere you go. Talk to people around you. Ask what they do, and ask for a business card. What's important is getting their business card, not giving yours. When you are collecting a business card, take a moment after your conversation to write a note on the card about your conversation. That reference will help you write a note or make a call later—and make it more personal.

## Send 5 Personal Notes Each Week

Nothing is as genuine as a personal note. In today's world of email, text messaging, and cell phones, a handwritten note of thanks or just an expression of association is very rare. These notes will get you noticed. In addition to your 5-5-25, you should always send a personal note of thanks for any referral and when a home sale has closed.

## Make 25 Calls Each Week

You'll want to have conversations about lives and events with everyone in your sphere. Think of these calls as "coffee talk." If anyone brings up the question of a real estate, it should always be them, not you. So the one important thing to remember about these phone calls is that they **are NOT about prospecting.**

## 5-5-25 Tips

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Here are some tips to make your implementation of the 5-5-25 most effective:

1. If you need a reason to call
  - Call someone on their birthday.
  - Call a past client on the anniversary of a home sale or purchase.
  - For investors, call regularly with market and financial conditions.
2. Include all leads, referrals, and encounters in your sphere of influence additions.
3. Purchase a large quantity of note cards and stamps. Keep them handy. That way whenever you have the opportunity to write a personal note, you won't have to go looking for them.
4. Set a call-back date each time you call, and put it on your calendar. You'll call people who are major referral sources at least once a quarter; everyone else probably about once a year. Make sure the call back appears on your calendar.
5. Use any conversation to collect complete contact information about people in your sphere.