



Best Practices When You First Receive Your Drive-By Broadcaster®

The Drive-By Broadcaster® just came in the mail. You are excited to get started recording your Radio House Tour® Message but not sure of the best way to use the unit. Below are some great best practices to use when starting... and their great for veterans of Radio House Tour® too!

Top Producers...

Are very serious about how to use a Radio House Tour® Message they don't leave anything up to chance and never overlook a selling opportunity!

Best Practices #1 - Know the system

You want to become very familiar with the Drive-By Broadcaster® and recording a Radio House Tour® Message. The last thing you want it is to make a mistake or get confused in front of a prospect your trying to sing up. If you lack confidence so will your prospects and clients!

With a simple 2-button operation and the quick start quite it's very easy to learn how to use the broadcaster and record your message. Play with it, have fun and see for yourself just how easy it is to use. If you want to become a real pro with the system we also offer a complete instruction guide.

Best Practices #2 – Be Your First Client

Record a Radio House Tour® Message about your own home and set it up the unit with a "Tune To" lawn sign out front. You'll be amazed how quickly you get people pulling up to the home and tuning in.

This is a great way to get your name out there around your neighborhood. Some realtors have mentioned that when they did this their neighbors took note and were even able to pick up some neighbors as listing clients! This is also a great way to start if you are new in the business and don't have any listings yet and best of all it doesn't cost you anything to do it.

Best Practices #3 – Start Looking for Sponsors

Using sponsors is a great way to not only generate extra income but it can also make you look more professional. You can also use it as a bartering tool or to help generate good will with a referral source that you want to create a closer relationship with. It is also a great way to reward a referral source that has sent leads to you. For more details read "*Using Sponsors in Your Radio House Tour® Message*"

Best Practices #4 – Don't forget the FSBO's and Expired Listings

This is another great way to grow your business. The most powerful approach we've heard realtors using is to rent the unit to an FSBO. This allows them to record their own

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Radio House Tour® Message and sell their home faster without you looking like the typical realtor trying to convince (or scare) them out of selling it them self.

With this strategy everyone wins, either the FSBO rents the unit and pays you or they get tired of trying to sell it themselves and sign with a realtor. Read “*How to Pick up Those “For Sale By Owner” and Expired Listings*” for more details

Best Practices #5 – Give something away for FREE

Everyone loves free stuff, so use it to your advantage. This is one of the most important keys to having an effective Radio House Tour® Message. If you offer something for free to both home sellers and homebuyers you will noticeably increase the number of leads that call you. Make sure it has a high perceived value and is a tangible item they can hold in their hands. Read “*What Should I Give Away For FREE?*” for more details.

Best Practices #6 – Use Your Keys!

Keys to success are no secret and you probably have heard them already but they are so important that they are worth repeating again (and again and again...). The keys we like to call the 4 P’s are:

- *Preparation* – They say, “Chance favors the prepared mind” without preparation you will miss out on opportunities that only come once and don’t offer you time to go and get ready.
- *Persistence* – Don’t try something 3 or 4 times and quit or decide it doesn’t work. Real Estate is a numbers game and persistence is the way to win that game.
- *Positive Attitude* – Never meet with a prospect or client if you have a negative attitude. It will show on your face, body language, tone of voice, etc. and no matter how hard you try to hide it the prospect will know... an probably not do business with you.
- *Professionalism* – Nothing is more self-destructive than an unprofessional Realtor. Remember they are buying YOU and what you can do for them. If you can’t impress someone you want to list with you how could they expect you to impress potential homebuyers and their home during a viewing?