Our Story

At Burrows Tracts, we take pride in knowing that our business is built almost entirely from establishing relationships and obtaining referrals. While our business is relatively young, we have had outstanding growth.

Our focus is simple; show clients and housing partners the value of great service and they will refer you to like kind, repeat business.
I truly believe that Burrows represents an old style way of doing things. We mesh the classic meaning of a good handshake with the use of modern and innovative technologies to create beautiful and dynamic listings. People appreciate the personal touches that we can offer and I’ve been told how comfortable Burrows makes them feel. - Katie Van Winkle Realtor®

Our company does a great job at the relationship aspect of our business, where I often see agents in large brokerages/cities forget that it is about the client and not necessarily the house/transaction. We also tend to be involved in more for our community. What I think makes me successful: Educating myself, Educating Clients, Getting involved in community and industry - Ashley Livengood - Assistant Manager/Realtor®
Take the Risk

Becoming Self-Employed is a rewarding Risk but there are ways to minimize it.

❖ Weigh the pros/cons of your financial situation
  ➢ Is your current position holding you back from earning more?
  ➢ Are you able to secure benefits from a spouse or other sources?

❖ Prepare Goals
  ➢ Before making the leap, prepare short and long term goals

❖ Understand that money is not instant
  ➢ No hourly pay checks, you are paid after a closing
  ➢ Budgeting & preparing for a career where money isn't guaranteed

❖ Scheduling
  ➢ Your schedule is up to you
  ➢ Set aside time to regularly work on marketing
Starting Out
Industry Standard

When a Realtor® begins their real estate career, most of them are hungry! Hungry for business, searching for that first deal, doing just about anything to obtain one.

Some of these include:

- Pay monthly or annual charges for lead generation (Zillow, etc)
- Pay for new technology and apps trying to impress or wow clients (overwhelming)
- Cold calling and soliciting for sale by owner properties
- Discount services with the thought it will beat out the competition
- Rush to join a franchise brokerage or large team ONLY because of name recognition
- Listening to others that say you can’t sell in a certain area or a certain type of real estate - buyers only, residential only, etc.
Starting out
Where the Focus Should Be

How do we get our clients to trust us?

❖ No one starts anything for the first time with experience
❖ Use your resources.
  ➢ No matter what brokerage you are joining, they should all have a good track record. Use their expertise and good reputation to build yourself up
❖ Have a mentor
❖ Start with your Sphere
❖ Most importantly - BE NICE
Creating a Brand

Branding that stands out

➢ Be unique, stand out from the rest
➢ Will they remember you?
➢ Broadcast your name & brand
➢ Have fun with it!
Branding That Stands Out!
Get Involved

When a new agent joins our brokerage, we immediately focus on the importance of getting involved with your sphere and your local community. This method allows you to make good use of your free time by interacting with the folks that will be beneficial in growing your business the right way.

Get Involved the Small Town Way

❖ Local Community
  ➢ Local chamber
  ➢ Village or City Board
  ➢ Merchants Association
  ➢ FBLA - mentoring, job shadow, etc.
  ➢ Career Rockit
  ➢ Volunteer Fire/EMS
  ➢ Economic Development Associations
  ➢ Realtor® Organizations
    ■ Area Boards
    ■ Women's Council Of Realtors
    ■ Young Professionals Network (YPN)
  ➢ Church and School Volunteers
  ➢ State Level: As you build your client base, and become more active in the Realtor® community, then branch out to your State and Regional boards.
Work your Sphere

By being involved, you will automatically connect with and grow your sphere even further.

❖ Reach out to past colleagues
❖ Attend networking or social events where your sphere will be present
   ➢ Church
   ➢ School Functions
   ➢ Recreational Activities
   ➢ Concerts
   ➢ Restaurants/Bars
❖ Introduce yourself and your services and offer to be their referral source too!
❖ Lenders can be a great referral source, but how are you different from the other 100s of Realtors® they know?
   ➢ Make yourself stand out!! Tell them about your business.
❖ Insurance agents
Work Your Sphere

❖ Barber/Stylists
  ➢ Received many referrals from getting a haircut in different places

❖ Restaurants/Bar
  ➢ In smaller, rural communities often times this is where a majority of folks gather.

❖ Grocery or Convenience Stores
❖ Attorneys
❖ CPA’s
❖ Coffee or Book Clubs
❖ Inspection Companies
❖ Builders and Contractors

"He refuses to even consider getting an agent until our house has been on the market 700 days."
Engage - *Be Real*

The Sales industry isn’t about pushing, bullying, or tricking people into signing with you; it’s about interacting with the people you do business with, applying the knowledge learned from previous transactions, and providing a great experience.

"Sometimes I wonder what goes on in that head of yours."

Personalize your service by showing them who you are.

- **Interact**
  - Make a surprise visit with the folks you have become connected with
  - Schedule buyer consultations

- **Ask**
  - If you don’t ask, often you won’t receive. Don’t be afraid to ask them for a referral.

- **Invite**
  - Social Media
  - Invite them to client appreciation parties or other outings where you plan to be.
  - Ask them to attend conferences or events in which you may sponsor so they can see the difference you are making
Engage - *Be Real*

- **Keep in touch**
  - Send letters to clients & partners providing the extra service anytime a milestone happens
  - The best way to keep your business steady and to engage your housing partners is to keep in touch with them. Never go silent!

- **Don’t Stay Home!**
  - One of the worst things a Realtor® can do is to disconnect from their sphere.
  - Don’t rely solely on social media
  - Every chance you have to go somewhere increases your odds of a lead
  - Always have business cards on you
Technology is Taking Over?!

There is a constant scare tactic within our industry that technology will take over the Realtor® role and that in our near future our services may no longer be necessary.

❖ Don’t buy into all the hype
   ➢ Technology is a great tool but the basic principles still apply

❖ Historically, Real Estate has always had peaks and valleys with new tools constantly being introduced

❖ Technology is everywhere! Nearly every process in the Real Estate industry has evolved in some manner or another.

❖ Default to the basics
   ➢ Keep focusing on building relationships

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**What a Homeowner Should Know Before FSBOing**

- **89%** of all buyers purchased their home through a real estate agent
- **90%** of all buyers search online during their home buying process
- **28%** of all buyers look to print newspaper ads as an offline resource

**Typical Sold Price**

- **By FSBO** $174,900
- **By Agent** $215,000

*The “typical” price is actually the average price in the survey. However, studies have shown that people are more likely to FSBO in markets with lower price points.*

Sources: NAR, Google

The % of homes selling as a FSBO has decreased in 20 years from 19% to 9%.
Conclusion

- Very little financial investment is needed to get into this business. You need time, the willingness to get involved, and to engage your sphere to do the work for you.
- Take a few risks and believe in yourself and you can grow your business exponentially in just a few short years.
Contact

For any questions or comments, please contact us!

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