

COLORADO EDITION

TOP AGENT

MAGAZINE

5 FRESH NEW APPROACHES TO CONTENT MARKETING

Embracing Smart Homes: DOES NEW TECHNOLOGY REALLY INCREASE HOME VALUE?

DEVELOPING YOUR PRICING PHILOSOPHY

3 MIND-BENDING PHILOSOPHIES TO EXPAND YOUR PROFESSIONAL PERSPECTIVE

COVER STORY

Colorado Springs Area Specialist

TERRY NABER

TOP AGENT MAGAZINE



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5 Fresh New Approaches to Content Marketing

A couple of weeks ago we were conducting a workshop when we were asked two excellent questions about content marketing:

- People don't want to hear from a roofing company every day. So how do you produce fresh and interesting content for social media that goes beyond your core services and yet ties back to your business?
- Can you extend your social media presence and content to include personal things (like your hobbies) and how does that affect your overall business image?

The workshop attendee who asked the first question was right. Almost no one wants to hear from *any* company every day... especially if all the content is about products and services...and yes, even if they're giving helpful tips and information. Does that mean you should stop producing excellent daily content related to your business? No, of course not! Content is created for two reasons. First, to provide knowledge, expertise and even entertainment to your ideal customers in order to achieve top of mind awareness as an authority in your industry. And second, to produce SEO-rich results that keep you at the top of search engines. You must strike a

balance between the two, and try to include content that draws people in by being super interesting and entertaining....and yes, sometimes personal.

To help answer those content questions above, here are five different types of content (beyond the traditional stuff) that can give your brand a fresh, unique and balanced approach:

1. PHILANTHROPIC

Your community efforts say a lot about who you are, and people will make an extra effort to do business with you as a result of this connection. We've consulted business owners who are very hesitant to promote these efforts because they don't want it to seem as though they are exploiting the charities and organizations—and most especially because they don't do it for the promotional aspects. They do it to give back. I ask you to keep this in mind. Nonprofit and charitable organizations very often have small marketing budgets. Not only do they rely on outside marketing forces to promote their initiatives, they would likely be forced to close their doors without that support. That means that when someone with a strong brand and presence promotes them, it's a highly trusted and personal connection, and you can't buy that kind of support. In other words, they not only *need* you to promote them, they *want* you to promote them. But your instincts are correct. It's not about you. So just make sure your entire content focuses on the organization you're helping, what they do for the community and how

others can join in the cause. Then it becomes a huge win for all.

2. HOBBIES

You bungee jumped from four of the tallest bridges in the U.S. In your spare time, you go fly fishing. You love playing chef and use only locally grown, organic foods. Your friends are always begging you to go to Vegas with your card shark talents. You've done mission work in Africa and would like to start your own group. You almost played professional baseball. You have an insane talent for gardening design or bass guitar. Your family works at a soup kitchen once a month. Ok...you get the picture. And two more words. Reality TV. People are interesting...and people are interested in interesting people. We remember others based on these unique traits. And most of all, people love the story behind the face. Don't be afraid to share your hobbies. Quite often, it's the first thing that will personally connect you to a prospect.

3. CREATIVE CONNECTION

This one is perhaps our favorite. While we can't imagine seeing something come across our news feed from a landscaping company every day, imagine this for a moment. What are we always told to remember in this hectic world? Stop and smell the roses, right? So what if...a landscaping company posted a beautiful flower each day, just to remind you to 'stop and smell the roses'. And at the bottom of that photo (small print), you included

the type of flower and type of environment needed to make it flourish (moist soil, full sun, etc.). And then, of course, watermarked it with your logo...and a title like, “Sam’s Daily Reminder: It’s Time to Stop & Smell the Roses”. You could even include some great, thought-provoking quotes. It has the personal connection (Sam), the business connection (flowers & logo watermark) and a cool creative connector (pause the meetings and paperwork to take a moment and appreciate life by noticing this beautiful flower). This is a great idea for staying ‘top of mind’ and connecting business with the kind of creative messaging people wouldn’t mind seeing every day.

4. EXPERIENCES

This one is similar to hobbies from the personal aspect, but instead of something that identifies us like our hobbies, our experiences are random happenings that can have great interest and meaning to our audience. Whether you have a unique experience buying a new car or a fateful conversation with a stranger in the airport, if you feel it ties into a life lesson or business lesson you’d like to share, by all means do. The lesson is to keep your radar up 24/7. Any experiences you have which relate to your

ideal customer are an opportunity to connect beyond the business world. And when we do that, we become a part of the family.

5. INFLUENCERS

“Show me your friends and I’ll show you your future”. You’ve probably heard that saying, and the same is true whether you are a teenager or a business owner. Maybe you’ve learned a lot of your business knowledge from Bill Gates, Steve Jobs or Warren Buffet...or you like to quote Benjamin Franklin. Perhaps you have some mentors you’d like to recognize and tell why they’re important to you. Sharing the people and things that influence us is what makes us human. No matter how successful your business, you didn’t get there alone. People and circumstances shaped you along the way. Recognizing others for their contribution in our lives, large or small, is important in staying connected and grounded.

We hope these five types of content help you to put a fresh spin on what you share with your audience, whether personal or professional. We believe you must have the combination of both to build an incredible brand.



Tonya Eberhart is the Branding Agent to Business Stars and founder of BrandFace®, LLC. Michael Carr is America’s Top Selling Real Estate Auctioneer & BrandFace® partner. Together, they focus on personal branding and marketing designed to help real estate professionals become the face of their business & a star in their market. BrandFace® for Real Estate Professionals is a book, professional speaking series and an exclusive workshop for agents, and is currently active in 18 U.S. states, Canada and New Zealand. For more information, visit www.BrandFaceRealEstate.com.

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MAGAZINE



*Colorado Springs
Area Specialist*

**TERRY
NABER**

TERRY NABER



Terry Naber's 32 years of a "Client First" attitude and constant goal to improve her skills ensures that her clients get their priorities and goals met in the best possible way.

Terry Naber first visited Colorado Springs way back in 1984, when she and her husband and 2 sons came through on vacation from Amarillo, Texas. "We were so tired of the desolate Texas Panhandle scenery that we mapped our route to go through as many mountain passes as possible." That's when she fell in love with Colorado Springs, their last stop. By 1986, the family

(that had grown to 6 in number!) made the move, and she says "It was one of the best decisions of my life. This is one of the best places to raise a family I've ever been!" She can say that with authority, because as an "Air Force brat", she's been to most of the states and lived in both Italy and Germany, in addition to touring many European cities and countries. "Colorado

Springs has a mild four-season climate, with mountain hikes right within the city limits. There is diversity in culture. The good schools, friendly people, and low crime also attracted us. The views are unparalleled with Pikes Peak at 14,115 feet towering over the city. The elevation (6200 feet) also ensures lower humidity and even better, fewer bugs than most places! It was a no-brainer.” Terry never left and raised all 4 kids there, embracing the Colorado lifestyle by hiking, skiing, backpacking, and camping even to this day, still exploring the beauty.

Terry also used her abundant energy to volunteer in building Christian houses of worship over the years. Here she learned many phases and trades in construction. She has also had “hands-on” participation in designing and remodeling kitchens, home additions, replacing roofs, fixing and flipping properties, and learning tile work, drywall skills, insulation, deck design, and so much more, which has helped her recognize problems and advise her clients on repairs. “It is especially handy when I represent buyers who are

building a new home.” Personally attending most of her buyer’s inspections has also added greatly to her wealth of knowledge.

The home Terry’s family bought in 1986 was her 7th real estate transaction, and that purchase was one of the first motivating factors propelling her entry into the real estate business. “The seller committed fraud and possibly his agent also tacitly did so.” There was a chronic basement leak that was obvious once the house was vacant. The seller’s agent also grossly misrepresented the square footage and inflated the living room size. She then consulted with an attorney who gave her bad legal advice which she did not realize until after the statute of limitations had expired. The other 6 real estate transactions were also problematic. She felt drawn to learn more about real estate, if only for self-defense. It became her hobby.

Then, in 1989, she stumbled across Dave Deutsch, a pioneer of Buyer Agency (also client advocacy) that was virtually unheard of at the time. “In working with



While helping Eddy sell his house for over full price in 3 days, Terry found a comparable rental allowing their son to stay in the same school.

Dave on a purchase that failed, I realized that I loved his caring and ‘client first’ approach”, instead of being like the other agents she had worked with who left her feeling disappointed, unprotected, and “just another sale.” “I realized that there was a huge need for agents like Dave since most agents were trained to become super-sales people and use psychological tricks to manipulate people to say ‘yes.’ I hated it when those tactics were used on me, and I could not do that to others.” Just that concept kept her out of the business. “You see, in that era, all agents worked for the sellers and were trained to “sell, sell, and sell!” Buyers were left out in the cold with no one on their side. When I met Dave, I realized that I could be an advocate like him and asked if he’d take me on as an agent.” So in 1990, after receiving her real estate sales license, Terry joined Dave at J. David & Associates, and stepped foot into one of the most depressed real estate markets in US history! Colorado Springs had been featured in 60 minutes for being the “Repo and Foreclosure Capital of the United States.” As a newly licensed agent, Terry faced an uphill battle - real estate agents were going

out of business right and left, selling anything but real estate. However, following in Dave’s footsteps, the seemingly impossible happened: she was able to close three transactions within her first sixty days, proof that the public embraced her “Client First” approach. She’s been honing her skills in that direction ever since-for both buyers and sellers.

During those first few years in real estate, Terry’s husband (now ex) was the main source of income for the family. But a mere 3 years later, he was fired from his lucrative field service engineer’s position. Suddenly she had to support her family of 6 with commission-only income. She jumped in with both feet, working 60 to 80 hours per week in a male-dominated business, to replace his engineer’s salary. “It was so very difficult, but you never know what you can do until faced with such a challenge. It made me who I am today, so I don’t regret it. It also kept my children’s lives stable.” Needing a better commission split, she joined Jubilee Real State services where she thrived and her business grew at a pace that outstripped the brokerage. In



Terry sold Shirley’s house in 1 day, cash, up to \$50k over full price.
Then she found her help on sorting & packing.



Terry helped Judy & Jim purchase this dream townhome. A year later they had to sell because of ill health. Terry listed it and sold it in 4 days for \$20K over full price.

1995, Nancy referred her to RE/MAX Properties, the top-selling firm in town, where she could rub shoulders with other top agents so she could reach her potential. She has been there ever since, where she still holds her place in the top ten percent of all agents, despite purposely not going after more business that would limit her interaction with each of her clients. Terry obtained her managing broker's license in 1996 to further serve her clients. She averages a volume of business that is 2 to 3 times that of the average agent, putting a hard cap of 50 transactions a year. That truly makes her a "Client First" business, instead of a "sale-first" business. "That's what guarantees my clients and me the best possible experience". With this approach, Terry can go to extra lengths for her clients, just like she did for her family. For instance, "I've been able to pull off some miracle saves for my clients, like closing on a sale in less than 24 hours from contract to closing. No one knew it could be done, but my widowed client's sale depended on it, so I just made it happen. I don't think that record has been bested yet." When needed,





she also personally stages her listings, and always tailors her service to each client. The decades of experience, the extra training and education she constantly pursues, have given her the amazing ability to resolve potential pitfalls before they even register on the radar of her clients. This seeming “second sight” was acquired over 32 years of selling real estate and solving problems in the area.

Terry holds a number of designations. She is a CRS-Certified Residential Specialist which is held by less than 2% of all agents because of the stringent requirements. She’s had her Managing Broker License since 1996 - the highest level of licensing for Realtors® in Colorado. “I am not only qualified to have my own company, but to supervise any number of agents under me.” Additionally, she is a IRES-International Real Estate Specialist, a RE/MAX Lifetime Achievement Award for sales now surpassing \$100 million, QSC Platinum Award winner for 100% Client satisfaction, and more. Recently, she earned her Senior Real Estate Specialist designation. “I also put my listings in our local MLS with 4500 members, but also in Denver’s main MLS to attract 20,000 more agents with buyers, to create more competition for my listings.”

As a pioneer of the previously unknown category of “buyers’ agent,” Terry is eager to use her still-youthful energy to take on the next hurdles in the industry. Her constant goal is to improve, with the help of her marketing specialist and other staff, to ensure that her listings get the highest exposure to agents and potential buyers. Her high percentage of repeat and referral clients attest to her work ethic, advocacy, and vast experience. “I love what I do!” she says. It led one client to say “Best real estate agent I ever met!”

For more information about Terry Naber,
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3 Mind-Bending Philosophies to Expand Your Professional Perspective



Beyond the day-to-day duties that make your business tick, so much of success is derived from the principles you put in place to guide your business. The foundational tenets you subscribe to can make or break your business for the long-term; they not only influence how you complete routine

tasks, but also impact your growth, your ability to manage a team, and what the future might hold. With all that in mind, here are three philosophies to remember as you strategize your professional life—whether you're mapping your monthly goals or creating an overarching plan for growth.

1 Treat Your Business Like a Business

One of the perks of working in real estate is that you're often able to create and manage your own schedule and volume, but that doesn't mean you can skimp on the technical details of being your own boss. No real estate professional worth his or her salt would forgo empowering tools like a business and marketing plan, or spreadsheets to track cash flow and expenses, or regular profit-and-loss statements, or fiscal year budgets and projections. Taking these measures may appear daunting at first—and completing them will certainly require discipline and a learning curve—but harnessing valuable data and information can intelligently inform your professional decisions, strategies, and long-term growth.

2 Achieve a Holistic Understanding

When schedules are busy, it sometimes feels like enough to reach the end of the week's to-do list. But, if you're planning on a lasting career built on year-to-year growth, it's not enough to account for the short-term. By creating daily, weekly, monthly, quarterly, yearly, and five-year goals, you're outlining and quantifying your progress. While your quarterly and yearly goals may be clear in your mind, what about five years from now? Perhaps you'd like to add to your designations, or incorporate a new team member, or add an additional branch. No matter how you envision your profes-

sional future, the first order of business is to create a timeline. Once you have a clear deadline in mind, it's far easier to build out the steps and calendar necessary to achieve your goals.

3 Specificity is Empowering

While you may have a *general* sense of where you'd like to see your business go in the next few months or years, it's hard to work toward or attain a goal that's abstract. To make the most of your time and efforts, you must identify and understand *precisely* what you're aiming toward. For instance, instead of planning to add volume to your enterprise, outline a specific, attainable number to work toward. Or, if you'd like to add an administrative staff in the years to come, consider the details of this decision—the money it would take, the type of people you'd want to hire, how many hours per week they'd work, what tasks they would complete, etc. Adding hard details to your goals not only makes them more realistic, but progress is more easily made when you have specific items you can cross off your to-do list along the way.

While there are no 100% fool-proof or guaranteed routes to success, shifting your mindset from the present and the abstract, to the specific and the long-term can have a major impact on your chances of success. Instead of dreaming of being more productive or successful, do yourself a favor and craft a gameplan you can bank on.

Developing Your Pricing Philosophy

By Dirk Zeller

Ask a dozen agents to explain their home pricing philosophy, and you'll hear a dozen different approaches. And if the talk reveals frank responses, you'll also learn that the most common pricing strategy is no strategy at all.

Here's my advice: Break out of the ranks by establishing and following a specific strategy for arriving at the ideal selling price for each home.

Adopt the philosophy that, in real estate sales, price is king. Price trumps all other factors—including marketing approaches, home condition, market competitiveness, and sales approach. I believe that, in the end, marketing and condition of the property are controlled by the price.

The alternative, advocated by many agents, most sellers, and even some sales trainers, is to emphasize marketing over pricing. Rather than working to set the ideal price, they believe success will come from optimizing the home's condition and presentation and then marketing it with skill and savvy.

I take the opposite belief, based on years of experience working with sellers who wanted unrealistic prices for their homes and who experienced first-time sales failures as a result.

Over my sales career, I resurrected and re-listed more than 600 expired listings—nearly 75 a year. Among all those transactions, I never met an owner with an expired listing who thought that an unreasonable price had anything to do with the home's failure to sell. They all blamed the previous



agent and that person's approach to marketing. Each sought some magic marketing strategy to change the reality of the law of supply and demand. There is a magic strategy: Price the home correctly.

Price is the only factor that can overcome sales obstacles, compensate for a home's deficiencies, and motivate a purchaser even if the condition of the property and your marketing approach is less than perfect.

Getting the listing at any cost

Does this scenario sound familiar? An agent (usually a newer agent) is short on business or maybe even desperate for the chance to stake a sign in someone's yard. The agent wants a listing at any price – even if the chance

to seal a deal erodes the likelihood of selling the property. To gain a seller's nod of approval, the agent makes a flatteringly high pricing recommendation, throwing out a number the client wants to hear and then hoping something good will result from the bad situation.

I can think of few examples, if any, where this philosophy works. Hope isn't a successful pricing strategy. Worse, the please-the-client mindset is a hard one to abandon. Agents who achieve listings with unrealistic prices find it hard to later counsel their clients honestly.

If you take and price
a good listing competitively,
it will sell. You can't keep
a good price a secret!

The pitfalls of a "please the buyer" approach are many and significant. By overpricing, you can practically count on a reduction in your productivity, profitability, and salability, and here's why:

It's impossible to keep your productivity high when your time is spent in conversations with an unsuccessful seller who lacks motivation to take corrective action. The seller's negativity, concerns, and phone calls will only increase with each week or month the house remains on the market.

As time goes on, you'll devote more and more time unsuccessfully trying to create a sale not only for your seller but also for yourself. This will pull you away from activities that are more likely to deliver income. The ensuing frustration will de-motivate you and stunt your ability to secure better appointments that create other income opportunities.

An unsold, overpriced listing negatively impacts your profitability because it costs you time and money to service while it delivers no revenue to your business. And the situation only gets worse the longer the listing languishes on the market. You'll end up deducting the expenses of this in-limbo listing from the proceeds generated by any revenue-producing deals you manage to close in the meantime, reducing your net profit and business success.

Unsold homes that linger on the market seriously diminish your salability, which is the term that describes your sales success track. Your salability is based on such key statistics as your average ratio of listing price compared to sale price and the average number of days your listings are on the market. Obviously, these statistics, which prospects rely on when choosing one agent over another, can be crushed by a "get the listings at any cost" philosophy. They're also harmed by the "start high and reduce later" tactic.

If you take and price a good listing competitively, it will sell. You can't keep a good price a secret!



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Embracing Smart Homes:

Does New Technology *Really* Increase Home Value?

Technology and innovation move at a lightning-fast clip, so it can be hard to keep up with all the smart-home trends sweeping the market at a given time. From smart thermostats to security systems accessed through an app on your phone—there are endless options to customize and update your home for the modern era. But which, if any, of these smart home products add

value to property in a significant, worthwhile capacity? Especially with new generations of the same products released in quick succession, it can be hard to determine whether it's worth it to take the plunge. With that in mind, we've conducted a deep-dive into the smart home options out there that make the most sense for your bottom line and real estate investments.

Smart home amenities range in price *and* return.

There are certain smart home products that won't break the bank while still adding lovely touches and time-saving features to your space. For instance, a smart thermostat may not run more than a few hundred dollars, but it can take so much of the guesswork and analog nuisance out of programming your home's internal environment. That said, buyers selling properties with mid-range amenities like this can't expect a windfall in return. While smart home features can certainly lure buyers and give the sense that a home is attractively modern (and thus move-in ready), it doesn't mean that you'll be reaping a sizable monetary reward for your foresight. Conversely, this reality *doesn't* mean those smart options

are without value entirely; it just means that the value of smart home options may be apparent in a different capacity, like luring a particular buyer or creating a desirable, sleek image for a property headed to market.

On the other hand, larger scale smart home amenities that are being left behind for the buyer—like a smart refrigerator or wired sound throughout the property—may be able to lure particular buyers who value high-end details. While it can be difficult to state definitively the value of smart home options, the rule tends to be that the more you put in, the higher the likelihood you'll reap the investment you sow. Focus your smart home options on home appliances first, then work your way toward security, thermostat, and entertainment options.



Smart home amenities capture the attention of buyers

Even if you have mostly opted for small or mid-range smart home options, you can still benefit from their presence in a property—even if they don't inflate your bottom line as a result. Smart home amenities have the power to focus the attention of buyers, sending a clear signal that the previous owners were tech-forward and made an effort to upgrade the property for the contemporary era. Millennial or Gen Z buyers especially value these up-to-date modifications, and the presence of these desirable gadgets can create added interest and drive up value naturally. Likewise, featuring these options in listing photography can also drive interest from younger or high-end buyers looking for move-in ready spaces.

Agents must know how to pitch the value of smart home options

Remember that smart home features are relatively fresh to the market. While some new construction properties are equipped with these smart amenities, just as many homes on the market *don't* offer these upgrades and modern flairs. This means that many buyers, of all ages even, aren't familiar with the benefits and perks of these options, let alone how they're operated. Before you can derive value from a smart home or smart home features, you'll need to understand a product's proper usage, cost, and benefits. Do your homework regarding what smart home features can offer in terms time or cost savings, and be able to show prospective buyers how easy these objects are to use, as well. Do both, and you'll be in proper command of what smart home features can offer buyers and pitch them accordingly.



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