

“Promise,” as we will soon see, is an important word in the world of marketing.)

And that raises another problem. When we write classified advertisements trying to get people to call and ask questions about advertised houses, the whole point is to get the telephone to ring. We write coy and catchy descriptions of a home, leaving out key information so that people will have questions and call to ask them.

But when we advertise ourselves or develop a personal marketing campaign to bring in a steady flow of clients over time and create a gold mine of a target market, all too often the question we ask about the advertisement or newsletter or whatever marketing piece we send out is: “How many telephone calls did it bring in?”

You are not a house.

Nor are your potential clients.

Hence the title of this book. You do not motivate people to become your clients by publishing advertisements that call you a Comfy Charmer. In fact, you can't convincingly tell people how they should think about you. You can't, for example, say you are as honest as the day is long. That's as credible as a crocodile's tears.

At the same time, your client is likewise not a house. He or she is not a three bdrm w/FR and view. Not table 34 in a restaurant. Not bed 18 in the hospital (nor is he or she “the angiogram” in #18). And not a jerk, not a commission check, not even a “prospect.” She or he is a human with a serious set of needs, wishes, problems and possible solutions and THAT is what (or rather whom) you should be addressing.

There have been so many ways of making it difficult to work with people. Let's leave that behind once and for all. Let's work with the human being with his and her own needs and wishes, rather than arm-wrestling with that “live one” we hope to wangle a commission check out of. And let's work to develop a steady stream of human beings with whom we can work effectively and profitably.

There is, as we shall see, so very much that we can do to build a great clientele, a constant flow of transactions, a stream of interesting and simpatico clients, and a truly rich and successful career in this business.

Let's begin!

Let's begin, indeed. I am extremely excited about this book. I can barely wait until it's in your hands and you are responding to the principles and techniques it so thoroughly explains.

This is a summation of all I've learned over more than 25 years of working with real estate professionals and mortgage professionals in career development and enhancement, plus my own years as a real estate professional. It feels fabulous to get it all down in one place.

My wish is that this book will truly help people to build fulfilling careers that reflect who they are. Careers, in other words, that genuinely support their lives in all the best possible ways.

To be notified when the book becomes available, drop a note to wedwrap@comcast.net.

©2007 Wednesday Wrap. Every effort has been made to verify the information herein, but it cannot be guaranteed, nor should it be used as a substitute for professional advice. For further specifics, please call.

**THE ONLY TRUE INDEPENDENT
TITLE COMPANY...
...AS INDEPENDENT AS YOU.**



The Wednesday

W • R • A • P May 2007

**Fidelity National
Title Company**



Key Rates

↗ 30-YEAR TREASURY BOND 4.82% [- 3 bps] [5/2/07]	↗ PRIME RATE 8.25% [+] [since 6/28/06]
↗ 10-YEAR TREASURY NOTE 4.65% [- 1 bps] [5/2/07]	↗ WEEKLY MBA MORTGAGE APPLICATIONS SURVEY 657.2 [-] [week ending 4/27/07]
↗ 1-YEAR TREASURY SECURITY 4.93% [+ 2 bps] weekly [5/2/07]	↗ CONVENTIONAL LOAN LIMITS FOR 2007
↗ 6-MONTH LIBOR 5.321 [=] [5/2/07]	\$417,000 – Single-family residence \$533,850 – 2-family residence \$645,300 – 3-family residence \$801,950 – 4-family residence
↗ 11TH DIST. COST OF FUNDS 4.299 [-] [for use in May 2007]	VA – up to \$417,000 (with no money down) FHA - \$362,790 (high-cost areas); \$200,160 (low-cost areas)
↗ MORTGAGE RATES (HSH) 6.36% [+ 7 bps] 30-yr fixed 6.07% [+ 6 bps] 15-yr fixed 5.99% [+ 10 bps] 1-yr adjustable [5/6/07]	
↗ FED FUNDS TARGET RATE 5.25% [+] [since 6/28/06] next FOMC meeting 5/9/07	



Be sure to check our website at www.rightsidemarketing.com for samples, prices and information about the following prospecting programs. **And feel free to call Right Side Marketing at (800) 456-4395**

Ultimate Prospecting Tool, a newsletter for real estate pros to send to California clients and potential clients

Real Estate Report, a newsletter to send to relatively sophisticated clients

Lender Letter, a newsletter for mortgage professionals

Wednesday Wrap for the Web, weekly updates for your website

Wrapman's email: wedwrap@comcast.net **Phone:** (360) 459-3079
[written May 1, 2007]

Commentary

You Are Not A House: How to Build Your Real Estate Career with Passion and Authenticity

My book is about to go into print. I feel like a kid who has been waiting forever for the Super Space Captain Decoder Ring he sent for to arrive and whoa! is that it in the mailman's hand? I hope so.

In any case, what follows is the book's first chapter. Please give it a read. I think you'll enjoy it.

**Chapter One:
Success Has No Magical Formula**

After I'd been in the real estate business for about two-and-a-half years which, in this business, used to be a very long time, making me an old pro a gentleman asked me to interview with him about managing one of his new offices. Understand, the office didn't really exist yet; it was still only a gleam in this guy's eye. But it was, he soon assured me, about to become one of the hottest offices in the state.

So I showed up, notebook in hand, and was ushered into his office. There he sat, minimal hair pomaded to his head, wearing a leisure suit and a pair of mirrored aviator glasses. I held out my hand, which he took curtly, then he sat back and declared, “So, ya wanna make big bucks, eh?”

Honestly, I was stunned. I hadn't been at such a loss for words since some character in a fraternity house whose rush party I was attending with lukewarm interest declared, “So, you gonna tie one on tonight?” What could I say? “Well, no, um. Tomorrow's Wednesday, you know? Classes?”

I simply sat down, dumbfounded, in front of the mirrored aviator glasses, totally unable to see the man's eyes, and said, eventually, “I want the best possible career in real estate.”



Tom Chapman
(619) 301-0188

**Want to learn more
about Service?**

**Call your
Fidelity National Title
Representative Today!**

INFORMATION, ACTION...RESULTS!

We'll get you there!

“Of course,” he responded. “Class act.”

I asked about the new concept he was so excited about and he swore me to secrecy. “I still gotta keep this under wraps for a while. Can I trust you?”

I assured him that he could. He looked around, as if checking to see if any spies had entered his office while we were talking.

Then: “Don Diego Real Estate,” he declared, as if I would fall back in amazement at the cleverness, the ingenuity, the bold creativity behind those four words.

“Yes?” I said, framing it as a question.

“Yes?” he looked at me as if I had nothing between my ears except perhaps the droppings of local seagulls. “It’s only going to be the biggest name in real estate ever!” he said forcefully.

“Because?” I asked quietly.

He paused, collected a deep breath in which, doubtless, he hoped to find the makings of patience. “Because we live in Southern California. Because look,” he added, holding up a logo with what appeared to be a smiling unmasked Zorro standing next to the magical words, “Don Diego Real Estate.” He gave me a knowing wink. “Get it?” he asked.

“Forgive me,” I mumbled.

His voice rose as if he’d reached the higher octane gasoline in his tank. “Listen,” he said. “You know Colonel Sanders, right?”

“Right.”

“No one sells chicken like Colonel Sanders, right?”

“I suppose,” I responded.

“Well, in about a year, no one will be selling houses like Don Diego. He’ll become the most recognizable name and face in the business.”

“How?” It was bold on my part to ask this question, but I really wanted to know.

“Because he’s right!”

“Do you have a marketing plan?” I asked.

“Don’t need one. With this name, with this logo, all we need is a few ‘For Sale’ signs in front of

houses, and we’re off to the races.” He smiled. “You a betting man, Bill?”

“Not really,” I admitted.

“Well, I’d be willing to bet you that this will be the strongest real estate company in the area in a year, and you can be the manager of one of the flagship offices.”

“All because of this logo,” I said, sort of asking, actually.

“All because of this logo,” he affirmed.

As it turned out, Don Diego didn’t take real estate by storm. Didn’t even have its fifteen minutes of fame. It died, not with a bang, but (to paraphrase poet T.S. Eliott) with a whimper.

It takes more than a snappy logo to create something very nearly new in this business. But there is more to the story than that.

A well designed logo that captures the imagination of those who see it like a terrific, catchy slogan can actually do wonders for your business. It is like the code that communicates in one image or in just a few words what you as a real estate professional are all about and how you stand alone in your profession, how no one is quite like you.

Take, for example, how the recent slogan used by the Safeway “Ingredients for life” communicates (and, equally important, suggests to the subconscious mind) worlds of possible meaning. Allow it to roll around in your brain and, the longer it is there, the more meaning it conveys. It’s ingredients for life, not of life a very positive statement, suggesting that life will improve, as will health, if you shop at Safeway. Around and around the brain these few words swirl and, like a truly fine wine, their flavor and complexity increase. In short, here’s a slogan that works.

Okay, why did an artist’s rendering of Colonel Sanders’ face work for Kentucky Fried Chicken? For many reasons. We tend to associate great fried chicken with Southern cooking, and a traditional, portly “colonel” seems a great candidate for the developer of a wonderful recipe. His presence on the company sign, in the advertising and on the carton of food also adds a personal feeling as if here is someone who is willing to stake his reputation on our enjoyment of a box of fried chicken. Here, in short, is a logo that works.

What, then, could be said for an artist’s rendering

of a smiling “Don Diego”? What, for starters, does Don Diego’s obvious counterpart, Zorro, something of an early California Robin Hood, have to do with real estate? In what way does his image suggest that this company is going to provide us with a good experience when we buy or sell real estate? How does his smiling face, his arm confidently draped over a ‘For Sale’ sign, his sturdy posture encapsulate what we might want buyers and sellers to know about the way our real estate company does business and how it will benefit them?

Obviously, it does none of these things. My friend, who was so certain he had discovered the Next Big Thing in Southern California real estate, had committed what is probably the most common error in real estate marketing.

You see, there is a single underlying principle that almost every one of us has violated at some point in our career probably many times and that my marketing colleagues and I have learned to follow from our combined years of study and experience.

THE CENTRAL ERROR MOST PEOPLE COMMIT IS THINKING FROM THE VANTAGE POINT OF THEIR OWN PROFESSIONAL NEEDS, RATHER THAN FROM THE VANTAGE POINT OF THEIR CLIENT’S AND PROSPECTIVE CLIENT’S PERSONAL NEEDS.

Thus, the marketing program presented in this book, which we have come to call **service-oriented marketing**, serves clients’ and prospective clients’ needs *first* not our own. But by doing so believe me it serves our own needs better than any other possible marketing program.

A paradox? Perhaps. But you will not be able to wrap your mind around service-oriented marketing, nor will you be able to get the full benefits it has to offer, until you begin to understand this paradox.

What are our own needs? We want the phone to ring. We want to sit down with potential clients in our conference room. We want to list houses. We want to sell houses. We want to make a living. I mean, *please!*

But what do our clients and potential clients need and want? They want to work with someone who is knowledgeable, trustworthy, energetic. They want someone who is at least somewhat like-minded, someone who can truly hear them and act on their requests and help to translate their dreams into reality, someone who will be an invaluable coach for the team that gets their home sold and their next home

purchase closed without unexpected profit losses, without legal hassles, without pain and gnashing of teeth, without threats involving bizarre martial arts and emotional torture, etc.

Throughout this book, I will bring a series of extremely important and traditionally overlooked principles to your attention. Therefore,

SERVICE-ORIENTED MARKETING PRINCIPLE #1: DESIGN ALL YOUR MARKETING AND PROSPECTING WITH YOUR CLIENTS’ NEEDS IN MIND. NOT YOUR OWN NEEDS.

Before you do anything, see it through the eyes of people who want to sell their home and/or buy another home. That is their aim, and they are more sophisticated today than ever before and their increased awareness of all that goes into the buying and selling of a home has convinced them they need professional assistance. And hopefully your marketing program has all but convinced them you’re the one they want to work with.

Maybe seeing things through the eyes of your clients seems a bit obvious to you, but I promise: it’s not. Name other business professionals, for example, who think they should advertise to potential clients by citing the fact that they are members of the Hundred Million Dollar Golden Jubilee Club (or whatever designation your company comes up with for its top salespeople)?

I can think of one. McDonalds. “One hundred billion burgers sold.” But even they dropped that advertising campaign. (They probably ran out of room on their marquees for the lengthy numbers.)

You are not a hamburger.

You are a human being who offers her or his accumulated knowledge, experience, intuition, intelligence, energy and wit to help certain people find precisely the house that will serve them, at the best possible price, with the best possible terms. Again, this is no small task. Not the sort of task that comes down the conveyer belt like precisely cooked meat patties, waiting for the cookie cutter hamburger buns. Not the sort of task that the Internet will ever handle more effectively than a great real estate professional. The sort of task, instead, that requires precisely your abilities.

What your prospective clients need to know is who you are, how you work, what you “promise” their experience will consist of if they work with you.