



THE MODERN REAL ESTATE PROFESSIONALS GUIDE TO SUCCESS

**BUILDING A SUSTAINABLE AND SUCCESSFUL
REAL ESTATE BUSINESS IN TODAY'S WORLD**

MARKI LEMONS RYHAL

AN ACTIONABLE BUSINESS JOURNAL



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Social Selling Made Simple is the place for real estate professionals to learn how to use social media and tech, so you can sell more homes and help more people.



The Modern Real Estate Professionals Guide to Success (Book Excerpt)

Building a Sustainable and Successful Real Estate Business in Today's World

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An Actionable Business Journal

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Published by THiNKaha®
20660 Stevens Creek Blvd., Suite 210,
Cupertino, CA 95014
<http://thinkaha.com>
E-mail: info@thinkaha.com



First Printing: November 2019
Hardcover ISBN: 978-1-61699-340-5 1-61699-340-5
Paperback ISBN: 978-1-61699-339-9 1-61699-339-1
eBook ISBN: 978-1-61699-341-2 1-61699-341-3
Place of Publication: Silicon Valley, California, USA
Paperback Library of Congress Number: 2019911617

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Dedication

This book is dedicated to the three men who hold the keys to my heart—Austin, Skyler, and Stephen. I love each of you with every ounce of my being. You are my WHY!

This book is also in loving memory of my mother, Hazel Denise Lemons.

How to Read a THiNKaha® Book

A Note from the Publisher

The AHAtat/THiNKaha series is the CliffsNotes of the 21st century. These books are contextual in nature. Although the actual words won't change, their meaning will every time you read one as your context will change. Be ready, you will experience your own AHA moments as you read the AHA messages™ in this book. They are designed to be stand-alone actionable messages that will help you think about a project you're working on, an event, a sales deal, a personal issue, etc., differently. As you read this book, please think about the following:

1. It should only take 15–20 minutes to read this book the first time out. When you're reading, write in the underlined area one to three action items that resonate with you.
2. Mark your calendar to re-read this book again in 30 days.
3. Repeat step #1 and mark one to three more AHA messages that resonate. They will most likely be different than the first time. BTW: this is also a great time to reflect on the AHA messages that resonated with you during your last reading.

After reading a THiNKaha book, marking your AHA messages, re-reading it, and marking more AHA messages, you'll begin to see how these books contextually apply to you. AHAtat/THiNKaha books advocate for continuous, lifelong learning. They will help you transform your AHAs into actionable items with tangible results until you no longer have to say AHA to these moments—they'll become part of your daily practice as you continue to grow and learn.

Mitchell Levy, The AHA Guy at AHAtat
publisher@thinkaha.com

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Preface

Marki Lemons Ryhal always finds a way to get it done. In 2006, Marki lost it all. Her grandfather passed away from Alzheimer's disease; her mother passed away two months later from a brain aneurysm; and then Marki found out that she had a high-risk pregnancy at age thirty-six, and she fainted on an airplane. In the midst of losing everything except her mind, she vividly remembered the 2006 REALTORS® Profile of Buyers and Sellers, and as a result, she decided to embark on a campaign to get discovered and remain relevant.

Since 2006, Marki has educated over 300,000 real estate professionals on how to utilize social media and technology to generate leads and build an online presence. There is no other place where consumers tell you their business in real time, and you have immediate access to them in order to send relevant content to help them solve their problems.

The Modern Real Estate Professionals Guide to Success reveals some of the numerous free and low-cost tools that Marki has utilized daily to add well over 4,800 contacts to her customer relationship management system annually. Social media is lead generation on steroids when you leverage it and create a comprehensive system.

Introduction

Marki Lemons Ryhal Provides Social Media and Technology Training to Real Estate Professionals

Twenty years ago, what I do today did not exist.

Lem's Bar-B-Q in Chicago is a family-owned business that has been feeding Chicagoans, tourists, and celebrities (including Aretha Franklin, Mike Tyson, Isaiah Thomas, and Monique) for sixty-three years. In 1999, a week before my twenty-ninth birthday, I received papers that I was being sued by an aunt for me to relinquish my ownership in Lem's Bar-B-Q and to hand over the trademark for Lem's that I solely owned. Being sued by one's family is heart-wrenching, and it cracks the foundation of the family. The underpinning of my family has never been repaired as a result of the lawsuit, due to the fact that it cost them money, as they had to settle with me. Hindsight is everything. The best thing that ever happened to my career was when my aunt sued me because it forced me to explore many other possibilities.

While going through the lawsuit, I decided I would enter into the world of residential lending because I needed a job that was flexible and yet would earn me an above average income. Within one year of entering the lending world, I was a top-producing mortgage broker and had generated over six figures in fees. I was promoted to a sales manager position, and I earned the coveted Certified Residential Mortgage Specialist designation from the National Association of Mortgage Brokers. I would go on from there to earn over fifty real estate-related licenses, certifications, and designations over the next sixteen years.

In 2002, I was reviewing my plan of action for 2003, and I realized that my numbers had me working around the clock. When I analyzed the numbers, I came to the conclusion that I could make the same amount of money if I left residential lending and utilized my real estate broker license. I would be able to close half the number of deals and work fewer hours. In 2003, I opened Homes2Sell, Inc., a Chicago-based discount real estate brokerage. Life was great as a Bronze level REALTOR®, and in 2004, I was among the top 10 percent of brokers in the city of Chicago.

Having a broker's license has afforded me several opportunities. Based on my past, I committed myself to become a lifelong learner. 2003 was only the beginning of my real estate sales career. I went on to serve on the board of directors for the

third-largest local real estate board. I was also the Chair of the Chicago Association of REALTORS® Education Foundation, where as chairman, we provided \$140,000 in complimentary real estate continuing education for our members.

I thought my world was coming to an end in 2006 because my grandfather died from Alzheimer-related issues, my mother died from a brain aneurysm, I suffered my third bout of pneumonia, I got married (a good thing) and then found out I was pregnant, but due to my age, I had a high-risk pregnancy. In October 2006, while traveling to Baltimore, I fainted on an airplane and was rushed to the hospital upon arrival. For the sake of my unborn child's health, it was recommended that I rest and take it easy. I had to make an extremely tough decision. Would I risk my health and that of my unborn child and go hard to save my business and real estate portfolio, or would I listen to my doctor's request? Financially, I lost everything while being blessed with my youngest son and the undivided loyalty of my husband.

I was actually at home on maternity leave when I decided to Google my name. My name came up less than ten times in that Google search. That was shocking to me because I had just read the 2006 Profiles of Buyers and Sellers from the National Association of REALTORS®. It had informed me that every single year since I had been licensed as a real estate broker, the percentage of buyers coming to the internet had increased. Today, 95 percent of all first-time home buyers start their search for a home on the internet, and 67 percent of them are likely to do business with the first person they come in contact with.

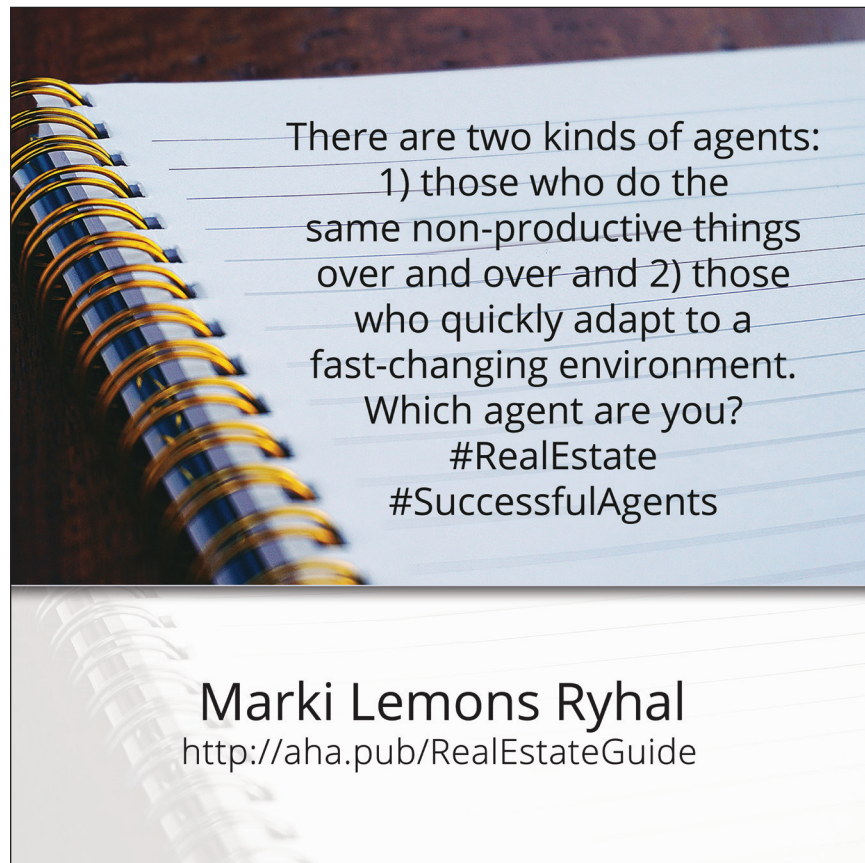
My mentor, Mr. Frank Williams, made the recommendation that I become a licensed real estate instructor, as it would provide me with the ability to connect with licensed individuals consistently. As I was rebuilding my business, I decided to focus on real estate education. Within three years of becoming a licensed instructor, I was speaking on a national level for organizations like the National Association of REALTORS® and REBAC. That national exposure afforded me the opportunity to launch the Accredited Distressed Property Representative designation that educated over five thousand REALTORS® on foreclosures and short sales.

Even though foreclosure education opened the doors to several new opportunities, I had fallen back in love with marketing. I have an MBA degree in marketing, but

the marketing I was exploring was all new and had only been around for a few years, and that was social media marketing. Social media marketing was natural to me, as I applied online concepts to what I was already doing offline. 2012 was a defining moment for me, as I made yet another career move, and that was to focus on social media education for real estate. Social media has taken me into classrooms internationally. I've partnered with the biggest names in real estate, like the National Association of REALTORS®, Homes.com, Matterport, CHASE, Chicago Title, BMO Harris, and Goldman Sachs 10,000 Small Businesses, to name a few. We provided social media seminars and continuing education courses for licensed individuals in three formats, face-to-face, live-streaming video, and in a webinar format.

There used to be a saying: "American Express, don't leave home without it." What's the one thing that you don't leave home without today? It's your mobile device. Today, everything has a mobile app.

Social media is the one place that people will tell you all of their business in real time. Are you listening?



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<http://aha.pub/RealEstateGuide>.

Section I

Who Are the Real Estate Professionals of Today?

In the world of real estate, we have disrupters, or new business models, that come to the market every single day. In order to adjust, today's real estate professionals have to embrace the fact that change is constant, because there's going to be something different every single day, and it means that the way we do business today may not be as efficient tomorrow.

Today's agents acknowledge the fact that they're entrepreneurs and they treat their real estate career like a business. Thus, it is their responsibility as business owners to keep up with any changes in their industry in order to remain relevant and successful. The agents who succeed are those who are able to change quickly in a fast-changing environment.

Watch this video:

<http://aha.pub/RealEstateGuideS1>



1

There are two kinds of agents: 1) those who do the same non-productive things over and over and 2) those who quickly adapt to a fast-changing environment. Which agent are you? #RealEstate #SuccessfulAgents

2

Today's agents embrace change as constant and that there is going to be something different every single day. Keeping up with change by changing strategies and tactics leads to a sustainable #RealEstate business. #SuccessfulAgents

3

Today's agents deliberately know their environment, continually educate themselves about it, and figure out how to prospect for new business. Do you?

#RealEstate #SuccessfulAgents

4

Like anything else in life, if you're going to be an agent, there's no easy money. #RealEstate is a business, so you need to treat it like one if you want to succeed.

#SuccessfulAgents

5

Agents of today know that they're independent contractors and entrepreneurs and that they're responsible for their own success.

#RealEstate #SuccessfulAgents

6

No business requires sitting in the office all the time, especially #RealEstate! Today's agents meet plenty of people offline, attend networking events, and gather as many business contacts as possible to generate more leads. #SuccessfulAgents

7

If you're aiming for millions of dollars, don't just sit and wait for your broker to give you leads. Today's agents go out and generate leads. #RealEstate #SuccessfulAgents

8

There is no instant success in #RealEstate. Today's agents start months in advance to earn market share. How much time do you put into planning your business? #SuccessfulAgents

9

Today's agents utilize modern technology to get in touch with their prospects and close business. Are you leveraging technology in your #RealEstate business? #SuccessfulAgents

10

Today's agents know how to easily adapt to technology and new business models that come to the market every single day. Are you able to embrace technology when it comes? #RealEstate #SuccessfulAgents

11

Today's agents make use of technology to control and automate processes in their #RealEstate business because it makes things more efficient. How much control do you have over your business? #SuccessfulAgents

12

Technology is unstoppable from dominating industries, including #RealEstate. As an agent in today's world, what are you doing to get the most out of modern technology? #SuccessfulAgents

13

Technology will never replace an agent. However, an agent with technology will replace an agent without technology. #RealEstate #SuccessfulAgents

Appendix

In reviewing this book, I realized there's much more content I can share with you. This appendix includes links to an extended video and blog post on each of the sections of the book.

Please send an email to info@markilemons.com if you wish to receive a PDF copy with the clickable links listed below.

Section I — Who Are the Realtors of Today?

Marki Lemons Ryhal summarizing the section: <http://aha.pub/RealEstateGuideS1>

Social Selling Made Simple video: <https://youtu.be/UvXf2zg08t0>

Blog post: <https://markilemons.com/goal-setting-strategies/>

Section II — Who Are Your Prospects and Where Can You Find Them?

Marki Lemons Ryhal summarizing the section: <http://aha.pub/RealEstateGuideS2>

Social Selling Made Simple video: <https://youtu.be/h0S6WHYfjpU>

Blog post: <https://markilemons.com/how-to-leverage-mls-data-to-boost-your-real-estate-business-w-carrie-little/>

Section III — The Role of Human Touch and Social Media in Your Real Estate Business

Marki Lemons Ryhal summarizing the section: <http://aha.pub/RealEstateGuideS3>

Social Selling Made Simple video: <https://youtu.be/wbLhc61gpyl>

Blog post: <https://markilemons.com/how-to-build-a-solid-foundation-for-your-real-estate-business-w-candy-miles-crocker/>

Section IV — Social Media Best Practices for Realtors

Marki Lemons Ryhal summarizing the section: <http://aha.pub/RealEstateGuideS4>

Social Selling Made Simple video: <https://youtu.be/UuQUU9EA4nA>

Blog post: <https://markilemons.com/how-to-enhance-real-estate-with-technology-w-annette-anthony/>

Section V — If a Picture Is Worth a Thousand Words . . . Videos Are Worth Even More

Marki Lemons Ryhal summarizing the section: <http://aha.pub/RealEstateGuideS5>

Social Selling Made Simple video: <https://youtu.be/UeVYAcG-1vY>

Blog post: <https://markilemons.com/video-is-here-to-stay-so-start-using-it-now/>

Section VI — Why Creating Valuable Content Is Important for Your Real Estate Business

Marki Lemons Ryhal summarizing the section: <http://aha.pub/RealEstateGuideS6>

Social Selling Made Simple video: <https://youtu.be/levJiUs9f4c>

Blog post: <https://markilemons.com/how-to-attract-clients-build-a-local-following-generate-agent-referrals-on-instagram-w-dustin-brohm/>

Section VII — The Power of Referrals

Marki Lemons Ryhal summarizing the section: <http://aha.pub/RealEstateGuideS7>

Social Selling Made Simple video: <https://youtu.be/Zx9-aQyHkUk>

Blog post: <https://markilemons.com/how-to-find-mobilize-and-train-an-army-of-personal-ambassadors-w-michael-maher/>

Section VIII — Key Elements of Success in the World of Real Estate

Marki Lemons Ryhal summarizing the section: <http://aha.pub/RealEstateGuideS8>

Social Selling Made Simple video: <https://youtu.be/4nKccIPH8sE>

Blog post: <https://markilemons.com/how-to-successfully-create-a-process-for-sales-lead-follow-up-and-conversion-w-wes-schaeffer/>

About the Author



Marki Lemons Ryhal is a Licensed Managing Broker, REALTOR, avid volunteer, and major donor. She is dedicated to all things real estate. With over twenty-five years of marketing experience, Marki has taught over 300,000 real estate professionals how to earn up to a 2,682 percent return on their marketing dollars. As a REALTOR, Marki has earned several sales awards, the REALTOR Achievement Award, and The President's Award from the Chicago Association of REALTORS. She is also a six-time REALTOR Conference and Expo-featured attendee, one of 100 speakers selected to speak six times at the REALTOR Conference and Expo, and an Inman closing keynote speaker.

By consistently offering sound industry analysis and professional guidance, Marki's expertise has been featured in *Forbes*, *The Washington Post*, *Homes.com*, and *REALTOR* magazine. She holds a bachelor of science in management from Chicago State University, a master's in business administration from Saint Xavier University, and over fifty real-estate-related licenses, certifications, and designations.



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**Today's agents embrace change as constant and that there is going to be something different every single day. Keeping up with change by changing strategies and tactics leads to a sustainable #RealEstate business.
#SuccessfulAgents**

**Focusing on a niche allows agents to easily identify and reach their prospects, so they can gain expertise to better serve them. #KnowYourClients
#SuccessfulAgents**

Networking with the enhancement of technology will allow you to supercharge your businesses and get more leads. #SuccessfulAgents

**Prospects will tell you their needs in real time through social media. #SuccessfulAgents listen and try to understand how those needs can be fulfilled, and they then present solutions. #SocialMediaTips
<http://bit.ly/2SECm1>**

**Make your content more engaging by accompanying it with catchy photos and/or videos about what problem you can solve on someone's behalf. #VisualContent
#SuccessfulAgents**



RISMedia's Real Estate Newsmaker, Marki Lemons Ryhal, is a licensed Managing Broker, REALTOR®, avid volunteer, and Major Donor. Marki Lemons Ryhal is dedicated to all things real estate. With over 25 years of marketing experience, Marki has taught over 300,000 REALTORS® how to earn up to a 2682% return on their marketing dollars.

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