



Real Estate's Professional Network

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ROCK THE MARKET

July, 2022

Connections to Rock Your Market



Sean Soderstrom
Co-founder & CEO







The agents who collaborate are the agents that win



How to become a real estate agent |



REALITY

- 70% of realtors drop out in first two years
- 1 in 5 realtors switch brokerage each year

Luxury
lifestyle

Be my own
boss

\$\$\$





The agents who collaborate **are the agents that win**

- ✓ Transaction-specific networking
- ✓ Co-buy & co-list
- ✓ Teams (16K in Florida alone)
- ✓ Referrals

**Past production is not enough to
predict the future**



What else did we learn about **high growth agents**?

- **Higher average sales price**

Emma: \$5M volume, \$1M ASP

Jerry: \$5M volume, \$500K ASP

- **Younger tenure**

Year 2 and Year 7

- **Buy-side focus**

- **Longer Days on Market**



“

Stay consistent in Marketing yourself creatively so that you get on everyone's radar you are farming as a luxury residential broker.

**When the market regains momentum again,
you will receive a windfall of prospect calls.**

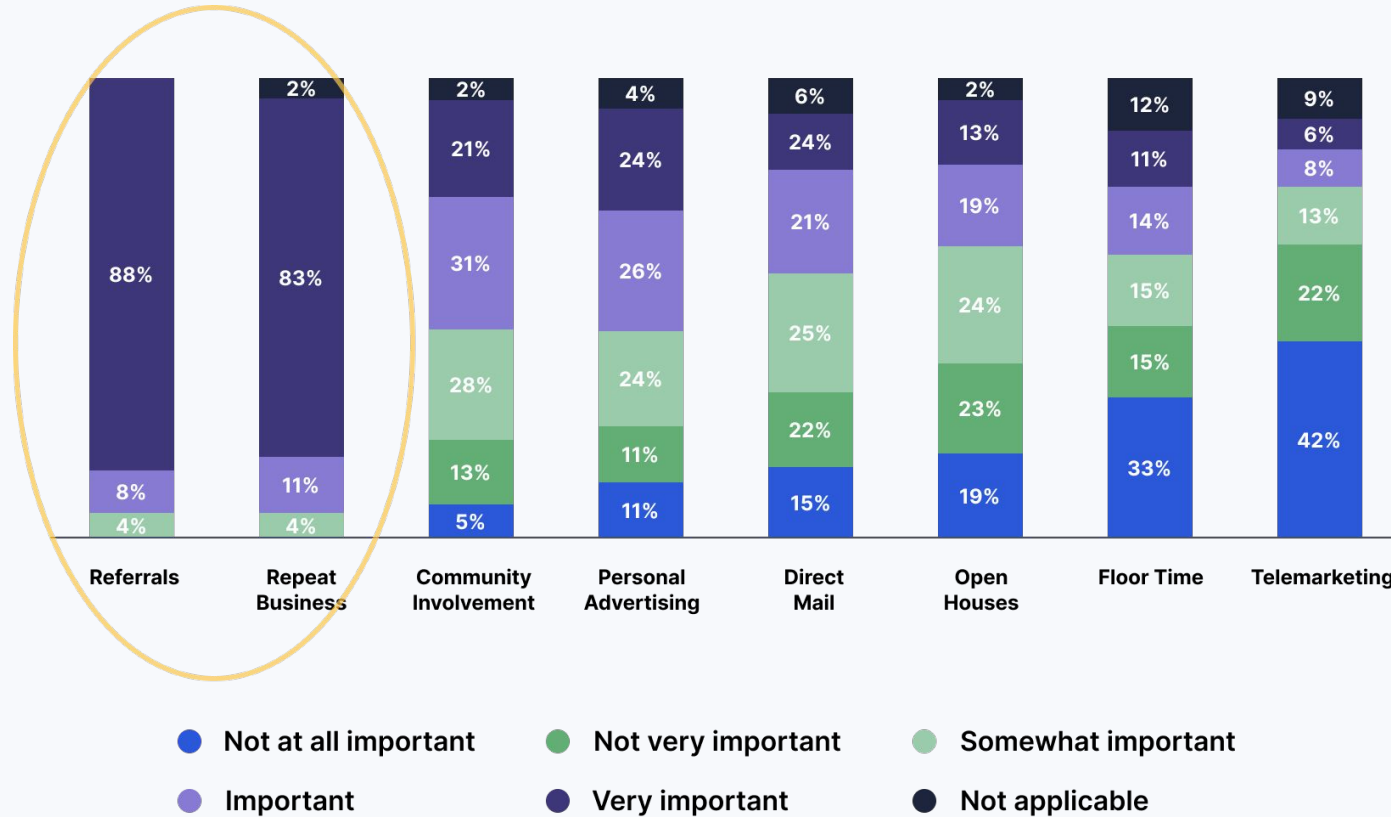
— Dora Puig



Luxe Living Realty

“The Dora Puig Team”

Where does new business come from?

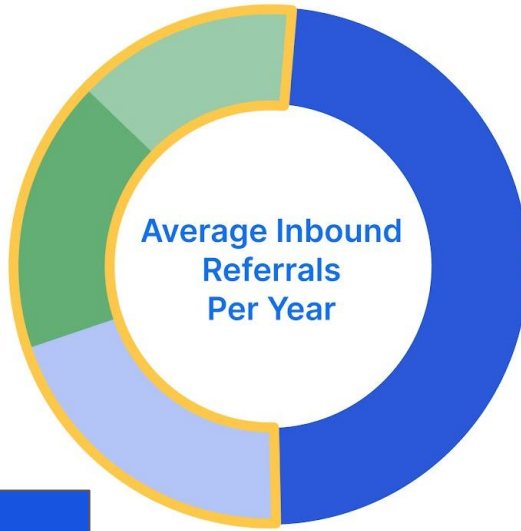


Don't focus on
how many people
you know, **focus**
on how many
people know and
think of you.

- Position yourself as the local market expert
- Frequent touchpoints



Agent-to-agent referrals are a **significant portion** of many agents' businesses



- Less than 5
- 6 - 10
- 11 - 25
- More than 25

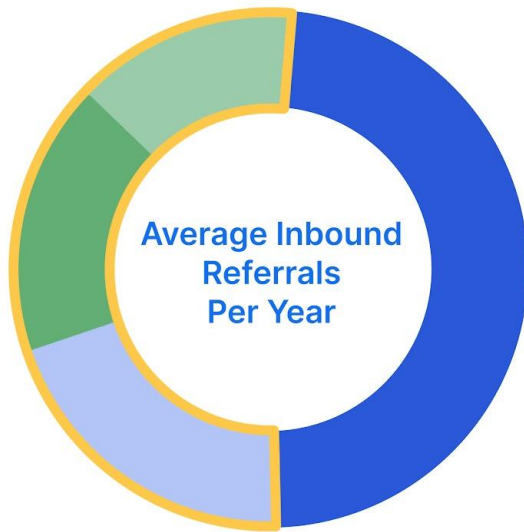


- \$1 - \$5,000
- \$5,001 - \$10,000
- \$10,001 - \$20,000
- \$20,001 - \$50,000
- \$50,001 - \$100,000
- More than \$100,000
- \$0 or I don't know

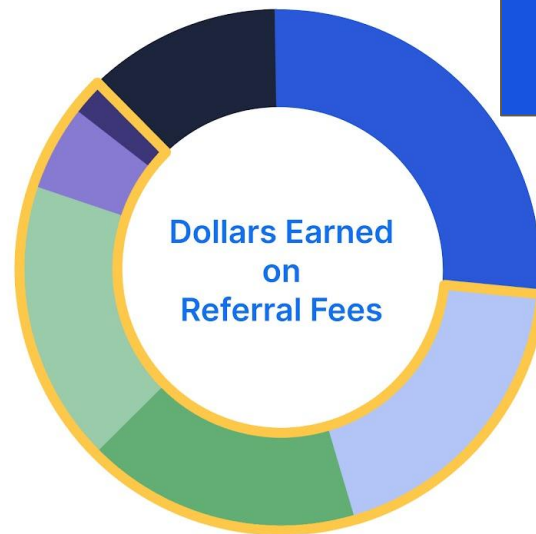
More than 50% of agents receive more than 5 inbound referrals per year

Agent-to-agent referrals are a **significant portion of many agents' businesses**

30% of agents earn more than \$20K annually on sent referrals



- Less than 5
- 6 - 10
- 11 - 25
- More than 25



- \$1 - \$5,000
- \$5,001 - \$10,000
- \$10,001 - \$20,000
- \$20,001 - \$50,000
- \$50,001 - \$100,000
- \$0 or I don't know

Fastest price point growth in Florida

NO. 1 Lakeland - Winter Haven

MEDIAN SALE: **\$346,000** YOY GROWTH: **32.9%**

NO. 2 Naples - Immokalee - Marco Island

MEDIAN SALE: **\$850,000** YOY GROWTH: **30.8%**

NO. 3 North Port - Sarasota - Bradenton

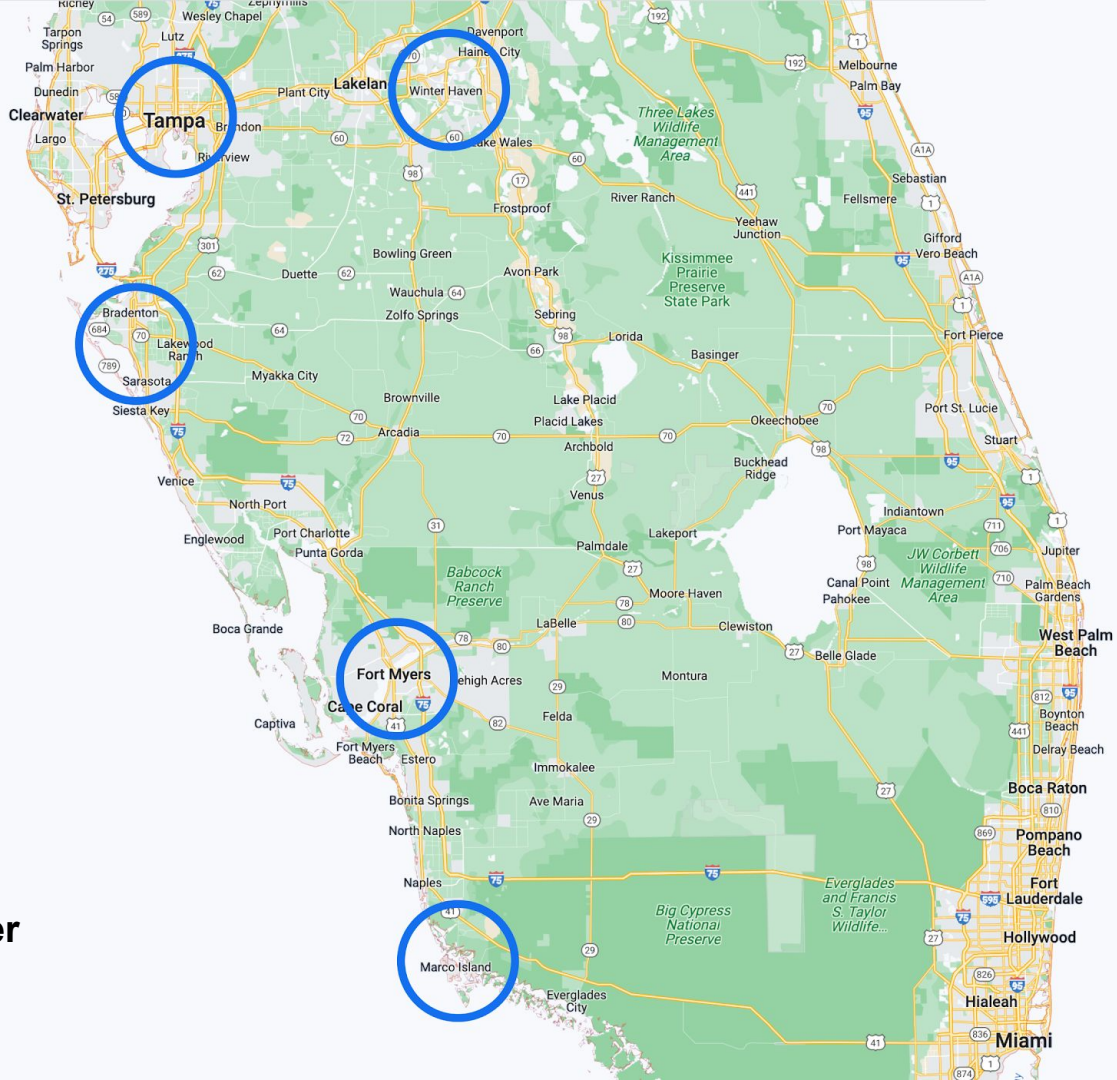
MEDIAN SALE: **\$522,888** YOY GROWTH: **29.5%**

NO. 4 Cape Coral - Fort Myers

MEDIAN SALE: **\$469,950** YOY GROWTH: **28.8%**

NO. 5 Tampa - St. Petersburg - Clearwater

MEDIAN SALE: **\$413,108** YOY GROWTH: **28.4%**



**Should I network with
agents in South
Florida?**

**Are they
competitors?**



REALITY

- 30%+ co-broking above \$1M in Greater Miami
- Top agents collaborate more!

Who should I be building relationships with?



Rock the Market is a great place to get started



Today's event is a perfect place to start!

Open House



Office



Conferences



Digital Networks





Thank you!

Come find us at **Booth F-17** to learn more

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