

THE LITTLE ORANGE BOOK

# SALES & MARKETING RULES

— *to* —

# LIVE BY FOR REALTORS<sup>®</sup>



NATIONAL  
ASSOCIATION *of*  
REALTORS<sup>®</sup>

The status quo is not an option. This industry is not the same as it was when the NATIONAL ASSOCIATION OF REALTORS® (NAR) was founded over 100 years ago, and it's not the same as it was when the majority of REALTORS® began their careers. The pace of change has accelerated and the influx of billions of dollars of startup investments impact how brokers, agents, lenders, and other industry professionals manage their businesses. We are living in an era of innovation, disruption and change. All parts of the industry, NAR included, have to continually rethink our value proposition to ensure we meet the needs of our clients.

I have spent most of my career in sales and marketing and understand how critical it is to the success of a business. Progress comes from creating relationships and being adept and open to change and new ideas. We are committed to helping REALTORS® lead the way in this new reality, which is why we've developed this guide.

We can stop talking about raising the bar, and start raising it.

Let's embrace disruption together.

**BOB GOLDBERG, e-PRO®**

Bob Goldberg is the Chief Executive Officer of the NATIONAL ASSOCIATION OF REALTORS®. Bob has spent the majority of his career working in marketing and product management and negotiating deals prior to becoming CEO as Senior Vice President of Sales & Marketing, Business Development & Strategic Investments, Professional Development and Conventions for NAR.

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Being a real estate professional involves more than helping clients buy and sell homes. When you are a real estate agent, you own your own business and must create relationships and brand your business to give yourself a competitive edge. Your business is about creating lasting relationships with clients that lead to referral business that will allow for success in your career. Understand from other members of the NATIONAL ASSOCIATION OF REALTORS® what tips and tricks of the trade they've used to become successful and stand out from the crowd.

*The guide is divided into eight sections:*

- **SALES AND MARKETING PHILOSOPHIES**
  - **#1 THING YOU WISH YOU KNEW**
    - **KEY DO'S AND DON'TS**
- **FINDING BUSINESS AND CULTIVATING LEADS**
  - **BEST ADVICE YOU EVER RECEIVED**
    - **TRICKS OF THE TRADE**
- **USING TECHNOLOGY IN YOUR MARKETING**
  - **ESSENTIALS FOR SUCCESS**

*The Little Orange Book: Sales and Marketing Rules to Live By for REALTORS®* is a must-have for all NAR members. It includes lessons learned, along with tips and observations that can be used to achieve a successful future in real estate. It also takes a tongue-in-cheek approach to showing these tips “in practice,” with fun images designed just for this guide.

All instructions, principles, philosophies and tips have been supplied by your fellow members of NAR. Utilize these tips to help guide your interactions with other members, clients, the public and business professionals. It is a great tool to help develop new ideas and facilitate discussions. This booklet also provides you with a number of resources to help you develop leads and cultivate your database. It is up to you to determine which of these tips works best for your business. Please keep in mind that these tips are not all-inclusive and may need to be supplemented by local custom or practice. This booklet should not be considered the advice of fellow real estate professionals — these are anecdotal and conversational in nature. These tips should not be used to replace the advice of a marketing expert or other professional. In addition, nothing in this booklet should be considered legal advice or be used in lieu of the advice of an attorney.

The term REALTOR® has one, and only one, meaning:

**REALTOR® is a federally registered collective membership mark that identifies a real estate professional who is a member of the NATIONAL ASSOCIATION OF REALTORS® and subscribes to its strict Code of Ethics.**

**TIP:** *Throughout this guide, you will see that the rules in a light gray box have corresponding images.*

# SALES AND MARKETING PHILOSOPHIES

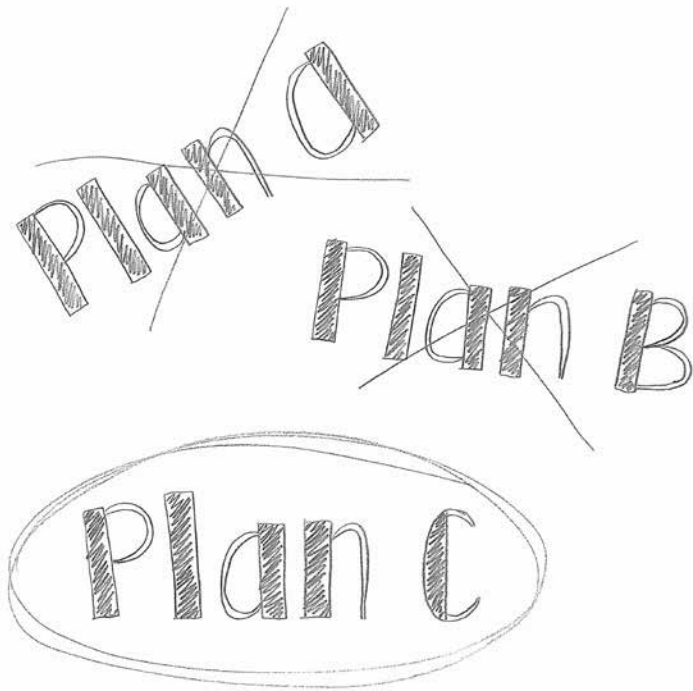
Having a mantra or a philosophy can help guide your interactions, communications and business. Check out some of these sales and marketing philosophies from members just like you:

Create a marketing plan early on. Creating your brand is not an easy task. With the number of agents out there, you need to find a way to set yourself apart.

**ANONYMOUS**

Continuously put in marketing effort on the back end to generate a steady pipeline of business on the front end. Marketing fuels your business because it generates traffic. Having a business without marketing is like having a recipe without base ingredients.

**GIOVANN R., CHICAGO, IL**



Branding and creating the image you wish to portray takes a lot of trial and error. It takes time to develop and hone in on how you wish to be perceived by the buying and selling public.

CAROLE L., EAST ORANGE, NJ

Follow up. It's the one thing that somehow gets sidelined in the constant workflow of the real estate business. You can become immersed in the here-and-now business — showings, inspection and closings — but remember to keep in touch with people, especially past clients. Show appreciation, thank them, offer help and information and basically keep your name top of mind.

PIP JULIE K., WARWICK, NY

Your marketing philosophy has to be fluid. Technology is constantly changing as are clients' needs/wants/desires. It's important to understand these changes and adopt a marketing strategy that relates to today's clients.

ANONYMOUS

Human interaction is the foundation for everything we do. Build relationships with people. Be of service. Make true connections. The business will follow.

JENNIFER K., LAFAYETTE, CO

Keep an accurate and active database. It is valuable for staying in touch with potential, current and previous clients and for building relationships with people who know, like and trust you. It makes asking for referrals much more comfortable.

LESLIE S., HENDERSON, NV

Marketing should show your clients what's in it for them. Show them that they come first. But also showcase your personality. People want to work with like-minded individuals.

SHELLY F., CHANDLER, AZ

Understand how to properly market your business. Simply getting a logo, business cards and an office isn't marketing. Marketing can be a full-time job. If you plan on opening your own business, budget for professional assistance. These professionals can help you put together drip campaigns, analyze analytics and target the right audience for your business.

RENEE P., PHILADELPHIA, PA

Keep it honest and fun. Grow through referrals. The only way to do that is to build relationships with your clients — they aren't just a commission.

STEPHANIE W., LAKELAND, FL

Relationships with your clients don't end with the closing of their transaction.

JILL S., OMAHA, NE

Marketing is the name of the game. We are in the marketing business. The by-product of our marketing is the sale of real estate.

BARBARA A., NEWPORT BEACH, VA





Personal interaction, community service, building a “fan club,” etc., will help more than print advertising, TV ads, radio ads, billboards or generic attempts at branding — and it will be a lot less expensive!

LINDA M., PARKERSBURG, WV

## #1 THING YOU WISH YOU KNEW

Hindsight is 20/20 but knowing where to start and learning from others can help you succeed. Find out what those with years of experience growing their business wish they knew or would have done right from the beginning:

Utilize an organized database from the start. A customer relationship management (CRM) system will be much easier to manage when you start it with the two leads you have when you are just beginning your business.

GABRIELLE M., SAN MARCOS, TX

Be prepared financially to begin and build a real estate business. New agents should have a six-month reserve of savings.

NANCY K., VIRGINIA BEACH, VA



A happy customer is worth everything. Happy customers will be your best marketing tool, and they will tell EVERYONE they know about you! This is why you want to make sure you do, not just a good job, but a GREAT job.

ANONYMOUS

Have an understanding of how to run a business. Understand accounting, marketing and budgeting. These things can be foreign to a person getting started in the industry and can cause a lot of mistakes that cost money in the long run.

SHELLY F., CHANDLER, AZ

Develop strong and authentic relationships within the community. From the first conversation, in the first few sentences, find one thing to connect with people on.

KAITLIN P., BOISE, ID

It costs money to begin as an independent contractor. Be prepared to pay for advertising and day-to-day expenses involved in conducting the business of real estate.

KIM W., GULF BREEZE, FL

Find your niche. Every real estate professional has something besides real estate that can tie them to their clients in a more meaningful way. Maybe it's a past career, a specific location/community, or even an interest or hobby. Start with that niche when growing your business. Trying to jump right in with the "big guys" is overwhelming and often unsuccessful.

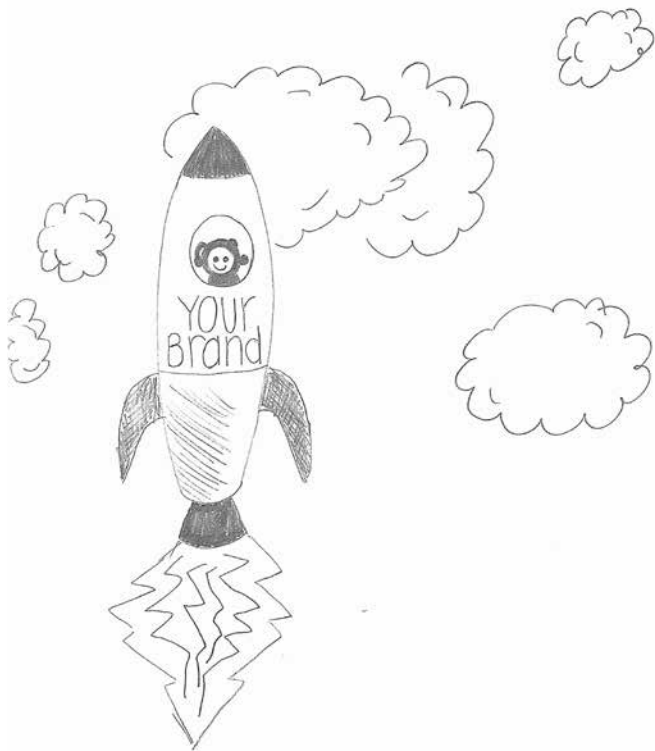
NATE H., SOLON, OH

Continue to market yourself and your business no matter how busy you are. Keep the pipeline full. What you do today affects you 60 – 90 days from now.

SHARON V., GREAT FALLS, MT

Market to people you know so they know that real estate is YOUR business. Then find a way to gain people you do not know (i.e., farming). Develop a system that can cultivate the new leads you bring in. Otherwise you will spin your wheels making leads but not fostering them.

STEPHANIE D., KIHEI, HI



Brand yourself and live up to your brand. Maintain visibility and never get out of touch. Elevate and separate yourself from the rest.

AURELIA G., NORTHGLENN, CO

## KEY DO'S AND DON'TS

Knowing what you should do and what you should not do in any given situation can mean the difference between success and failure. Here are some key do's and don'ts of marketing yourself and your business:

### DO:

Do establish a working relationship with your peers.

KAREN G., PAXTON, MA

Do connect with new people at least 1 – 3 times a week. It's all about relationships.

DEBBRA B., DENVER, CO

Do use professional photography. It doesn't matter how good your camera is, you can't stage the lighting and other things that a pro can do. If you don't believe in "For Sale By Owners," why would you do self-photography?

PATRICK K., OAKLAND, MD



Do take someone off your mailing/call list if they request to be taken off. Do TRACK your “touches” you have with each client/prospect/lead.

DANIELLE D., OMAHA, NE

Do let your database and sphere of influence know you are serious about your business and care about your clients.

MEREDITH H., LOUISVILLE, KY

Do enough marketing to be in the frontal lobe of potential clients so they think of you when they contemplate anything with real estate.

**TOM C., MADISON, CT**

Do invest in marketing. In the beginning, if funds are tight, market yourself. Then as you start increasing your income, try different things to figure what works best.

**MAUREEN E., OSSINING, NY**

Do make a plan at the beginning of each year with how you will be in front of your past and future clients (events, mailings, etc.) and follow through.

**DAVE K., BOZEMAN, MT**

Do have a fresh, user-friendly, mobile-responsive website. Do keep all information on your social media up-do-date. Do learn how to market to millennials.

**STEPHEN F., ROCHESTER, NY**

Do sign up under an experienced real estate professional. Shadow someone and have them teach you the ropes. There is so much to learn.

**SHALEE P., CHATTANOOGA, TN**

Do pay a professional to help with your branding/marketing basics. You don't want to look like a two-year old with a broken crayon did your marketing.

**BROOKE P., SAVANNAH, GA**



Do remind people you are in real estate. Find a way to tell them as often as possible. Post on social media, do mail outs, get out and be social!

STEPHANIE T., MEMPHIS, TN

Do include your complete contact information on ALL emails, including your website and social media info.

KEVAN L., PONCHA SPRINGS, CO

Do ask clients for testimonials to put on your website.

KAREN G., PAXTON, MA

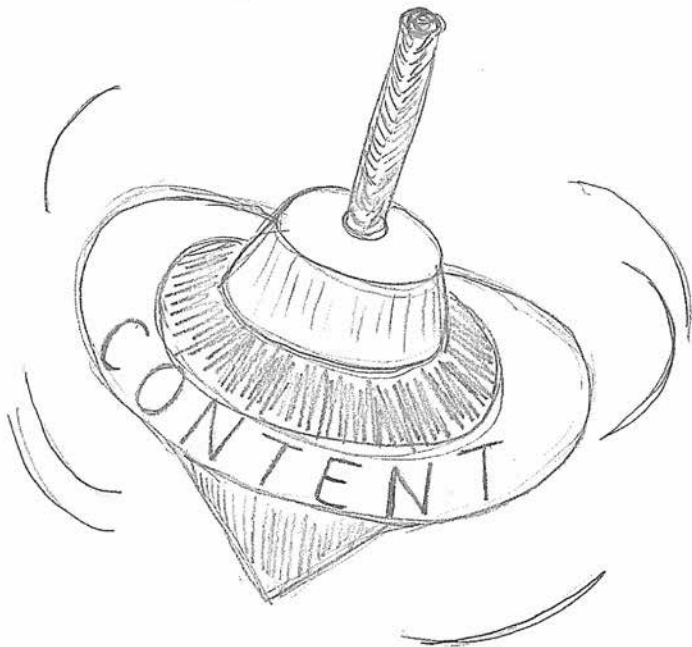
## DON'T:

Don't be pushy. Don't be afraid to say you don't know something. Real estate is a complex industry — there are so many aspects — you can't know everything.

PIP JULIE K., WARWICK, NY

Don't be a “hit and run” real estate agent. The relationship doesn't end at the closing table. When you build relationships, demonstrate that you care about your clients, which is an ongoing experience.

NANCY K., VIRGINIA BEACH, VA



Don't simply share content with your clients without putting your own spin or comment on the posting.

ROBERT H., CHANDLER, AZ

Don't portray a business model that you cannot commit to or do. Be "real" in your marketing.

SHARON V., GREAT FALLS, MT

Don't rush your marketing. Set your goals for the year/quarter/month and create your marketing plan to accomplish those goals. If you don't have a goal, you don't have a plan.

JOHNNY M., FRANKLINTON, NC

Don't forget to prospect when you get busy with existing clients.

DAVE K., BOZEMAN, MT

Don't list pictures of the "ugly" side of a house — mechanicals, attics, sheds, toilets. Pictures are more important than words. But it only takes a few good pictures to get someone interested.

CYNTHIA A., WESTON, CT

Don't be the person people hide from at a party. Be a salesperson without being one. You can be confident and persistent without being annoying and stalking people. Know when to leave your business cards at home.

GINA H., HENDERSONVILLE, TN

Don't buy all the glitter, glam and shiny items that are dangled in front of you just to grow your business.

CAMILL T., CLINTON, IL

Don't inundate your clients with marketing material. You have to give them something of value and a reason to remember and refer you.

ROBERT H., CHANDLER, AZ

## FINDING BUSINESS AND CULTIVATING LEADS

The basics never change: success in the real estate business comes from building strong relationships and serving your customers in a way no one else can. When customers recognize your value, they keep coming back and referring business your way. Find out how to find business and start building those relationships with these tips:

Keep your name in the public eye by being involved in your community. Your name is your brand and by promoting a positive image, you can become the “go to” person for real estate related—needs. Keep your business cards handy and pass them out regularly.

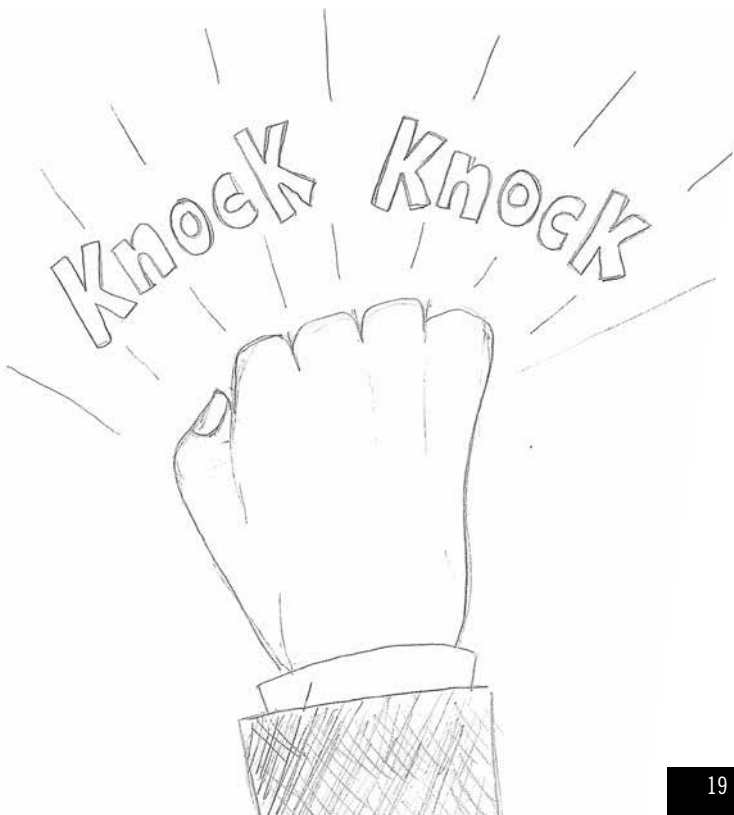
ANNA M., MUSCATINE, IA

Create an old-school portfolio that shows lists of past deals and promotional items, flyers and such. Include examples of unique homes you’ve sold that introduce people to your personal history and emphasize your experience with non-cookie cutter homes.

PIP JULIE K., WARWICK, NY

Door knock and send out personal cards. Meet with clients on a regular basis. Every month, send newsletters to past clients.

CELESTINO S., RICHMOND, CA



Utilize “just listed” and “just sold” postcards to canvas neighborhoods. Keep an active social media presence including a business Facebook page. Have a committed business plan and calendar to reach out to your sphere continually throughout the year.

**NANCY K., VIRGINIA BEACH, VA**

Use a combination of “old-school” marketing — like postcards, print advertisements/publications, letters, phone calls, etc. — combined with modern technology — like websites, landing pages, social media, etc. Your message on any print marketing should always direct the lead to a phone number and website.

**JAMES T., ST. PETERSBURG, FL**

Create a meetup group that is not business-centric. Use it to meet new friends and build friendships, which later may yield business. Stay involved in the community and do a lot of volunteer work. Capitalize on your ethnic background by making it your niche.

**AURELIA G., NORTHGLENN, CO**

Use open houses and farming to gain new business. The referrals will come in time. Cultivate leads by using online tools and systems that allow you to send listings, track follow ups, send email drips and automatic messages, etc.

**STEPHANIE D., KIHEI, HI**

Real estate is still a face-to-face business. Even though clients like to communicate electronically, it is still important to market yourself in person so people can get to know you.

TODD R., COLUMBUS, OH

It takes time, effort and perseverance to grow your brand and business. It doesn't happen overnight, so be patient. Every conversation you have about real estate takes you one step further in growing your business.

TRISA S., HELENA, AL

Set a goal to reach out to at least 3 to 5 past clients every week and update them with any relevant changes in real estate incentives on the local, state or federal levels.

MOSES S., BRIARWOOD, NY

To the baby boomer generation, calling and using your voice is usually seen as being more communicative. Texting, emailing, and social media seems to work much better for communication with millennials. Decide what type of client you are dealing with and stay on the same page of communication.

SANDIE L., SWANTON, OH

Ask for referrals from clients who are actively buying and selling with you now. In this moment, their "reticular activator" is on high alert. Because they are in the midst a real estate transaction, they seem to notice other people around them who are looking for help buying or selling.

CINDY J., CARY, NC

Pay for ads on Facebook and host a live local television show or podcast about all things home-related. This gives the viewers/listeners a go-to source for experts in all aspects of real estate.

AMANDA D., LAFAYETTE, GA





## BEST ADVICE YOU EVER RECEIVED

Whether you are a seasoned professional or just starting out, following a well-traveled path can help lead you to your goals more quickly. We asked members to share the best advice they have ever received, and here are some of the most useful insights:

Just because it's high-dollar marketing doesn't mean it's the best way to market. Put thought into growing your business. Be tech savvy but make it personal. People are coming to a person, not a machine.

STEPHANIE W., LAKELAND, FL

Market your name first, in addition to the brokerage name. Also, know how much money to reinvest in your business after each transaction.

ANONYMOUS



Never ever be a secret agent! Always be in front of your past, current, and future clients.

JENNIFER B., PINGREE, ID

Having a mentor and/or an accountability partner will help you grow personally and professionally.

DOROTHY O., PELHAM, AL

Work with fellow real estate professionals who are serious about what they do. Pick your office carefully. Surround yourself with successful agents. Those are usually the most generous with advice and help. Watching them and listening to them will help you the most.

KATHLEEN A., SAN MATEO, CA

Don't turn away anyone. Even if an interaction doesn't lead to anything, people will remember you as someone who did his or her best to try and help them. You may get referrals and potential new clients from situations such as these.

TOMMY B., CLEVELAND, TX

Start small. It's easy to go overboard with marketing. It also gets pretty expensive. Figure out what works for you and develop a system. Be consistent with what you do.

MARIA C., MIDDLETON, NY

Be organized in every process to make sure you can give the best service to your clients with some of the biggest decisions in their life.

CAMILL T., CLINTON, IL

Listen to podcasts, be curious, read and make learning about the business your everyday mission. It is amazing what you pick up over time just by listening to what successful agents are saying and doing.

**STEPHANIE T., MEMPHIS, TN**

Find your niche. Once you recognize it, market it heavily with a tagline on your marketing materials. Stick to it!

**CONNIE B., CAPE CORAL, FL**

Consistency over time develops results. Don't expect instant success from one marketing idea. You must grow the relationships of trust for lifetime results.

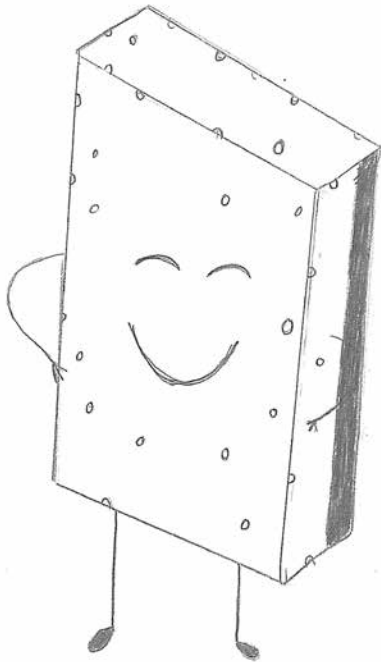
**GERRIE, M., BRANSON, MO**

Start your marketing touches DAY 1 of your business. Build your sphere of influence and keep it current. Data is the power that will fill your income pipeline.

**KELLIE M., ARNOLD, MO**

When starting out, give a good amount of thought to your email address, your tagline, personal logo, etc. These things will follow you for a long time and it's a lot of work to change them.

**NANCY D., OAKLAND, MI**



Become a sponge. Rely on other experts in the industry to **IMMEDIATELY** start picking up and developing successful habits and techniques. Ask as many questions as you can. Read as many articles as you can. Spend as much time watching videos as you possibly can before, during, and the very second after you start your business. Arm yourself with knowledge, don't wait.

KAITLIN P., BOISE, ID

Provide the best service to each of your clients. Remember, it's about the client. Treat everyone with respect. Business growth happens by putting others first.

**CAMILL T., CLINTON, IL**

A normal job is 8 A.M. – 5 P.M. and your hours are set for you. Learn to budget your time or being a real estate professional could consume your life. Remember to take time for yourself.

**ANNA M., MUSCATINE, IA**

Plan your work and work your plan. Consistently review your data to see what works and what hasn't. Prune the "hasn't", fertilize what works, look for new, out-of-the-box methods and test them.

**MARK H., CUMMING, GA**

## TRICKS OF THE TRADE

Setting yourself apart from your competition or finding a system or tool that that works for you can make a real difference in the success of your business. Listen to the tricks of the trade your fellow NATIONAL ASSOCIATION OF REALTORS® members have used to find success:

Always wear your REALTOR® pin and make sure to be approachable and open while in public. At the coffee shop, buy the person behind you coffee, engage in conversation, and they will inevitably ask about your pin. At the grocery store, the restaurant, the sporting event, there are abounding ways to engage in conversation.

KAITLIN P., BOISE, ID

Know how much the NATIONAL ASSOCIATION OF REALTORS® can help a REALTOR® with his or her business, especially with marketing and resources for new members.

BARBARA V., PORT ST. LUCIE, FL



Never miss an opportunity for marketing. When you walk your dog, have your dog wear a sweater or a bandana with your logo or a saying like “Wanna Buy or Sell?” or “I’m never too busy for your rufferals.”

BARBARA A., RICHMOND, CA

Send your past clients a competitive market analysis every year to show them how their equity has grown. Sometimes this motivates them to list and move up or sometimes it just reminds them you are there for their family and friends.

ROBERT H., CHANDLER, AZ



Order and distribute *On Common Ground*, a publication that the NATIONAL ASSOCIATION OF REALTORS® puts out two times a year, to all the department heads in the town halls of the municipalities in which you do business. Drop them off twice a year.

TOM C., MADISON, CT

Provide value. Offer a blog with up-to-date information about the world of real estate to your niche. Clients will come to you when it is time to buy or sell because they already trust your information.

PIP JULIE K., WARWICK, NY

Make it a point to say hello to 10 people a day. Most of the time real estate never comes up. However, sometimes a conversation starts and it opens up an opportunity for some conversational prospecting.

JOHNNY M., FRANKLINTON, NC

Produce a weekly Facebook Live broadcast and a weekly podcast to discuss real estate topics. Some topics can be serious, and some can be humorous.

TJ B., COLUMBUS, OH

If you have a client who refers others to you, encourage their behavior. Take them out for a concert and dinner to show how much you value their friendship. Call them up and invite them over for dinner. Remember the names of their kids and their dogs. If they are in business, refer business back to them.

KATHLEEN A., SAN MATEO, CA

Check out recent death records and recent probate records to procure listings.

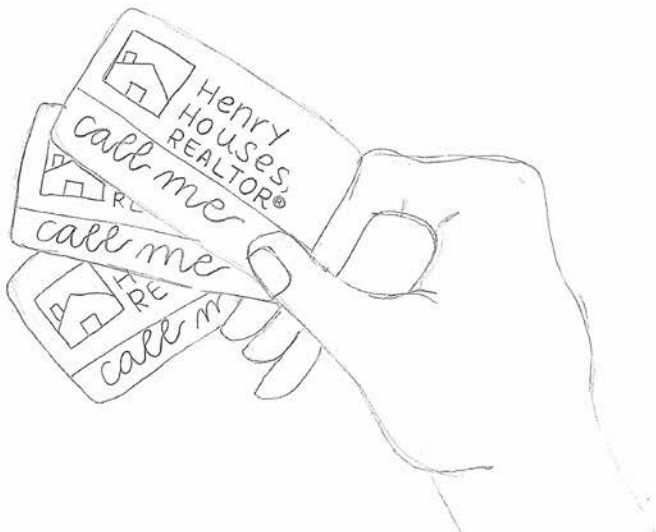
JANE L., LOS ANGELES, CA

Rent a kiosk at a mall. This can be a great place to meet people in a non-aggressive forum.

ELLEN A., LAKEVILLE, MN

Leave your business cards “lying around.” Go out to eat, leave a business card on the table. Enter a business or a store, leave a business card when you can. Wear your realty name tag everywhere you go.

TOMMY B., CLEVELAND, TX



Market continually in good and bad markets. Consistency is the key. Hire an assistant to ensure the marketing continues regardless of how busy you are at any point in time. When business is good, it is easy to slack off, but you are laying the groundwork for business months in advance.

**BRUCE R., SHAWNEE MISSION, CA**

Host a home buyer's and home seller seminar. To build more interest, include lenders and service providers wanting to be part of the process.

**CAMILL T., CLINTON, IL**

After closing with a client, send a gift on the closing anniversary and do so for three years. Then send postcards to them six times a year with reminders like time changes. This can spur clients to refer friends or family members as clients.

**LAURA C., OSCALA, FL**

Get involved at the local, state and national levels of your association and watch the referrals roll in monthly because of your exposure with other REALTORS® across the country.

**MOSES S., BRIARWOOD, NY**

Use the method of enhanced prospecting-based marketing. Meaning, after you get a listing, you market around that listing and use that listing as an example of what you can do. Telling people what you do is not as powerful as showing them.

**KASSANDA M., PAINSVILLE, OH**



To get as much information as possible at open houses, by offering an incentive for completing all of the information on the open house sign-in sheet. Start to build a relationship and find out as much information as possible. Follow up with thank-you cards and/or phone calls.

**RHONDA O., WICHITA, KS**

# USING TECHNOLOGY IN YOUR MARKETING

Even the most practiced agent needs to pay attention to the latest trends and technologies. Here are some tips to help you weave technology and social media marketing into your business plan:

Make social media your friend. No business can be successful over the long haul without a comprehensive social media and internet presence.

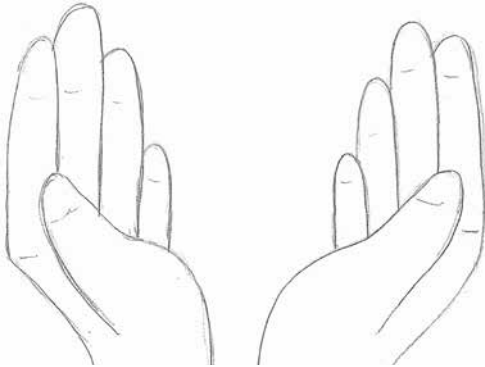
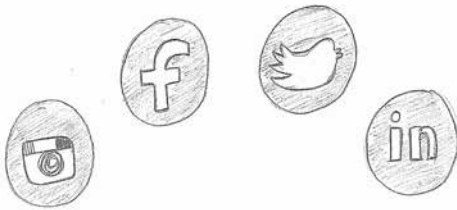
JOHNNY M., FRANKLINTON, NC

Utilize social media to share accomplishments and brand yourself as an expert in the industry.

KAITLIN P., BOISE, ID

Have a professional website that syndicates your information to other real estate sites. Ask for client testimonials with each sale and leverage that info for future business.

JANE K., BEAVERTON, OR



Your media posts need to be frequent enough that they don't grow cobwebs. Offer a variety of information so that you provide more than just industry-specific material. This information can vary from local events and grand openings to funny images and housing trends. Change it up and be informative. The challenge is to be able to juggle the multitudes of media streams. Start with one and work up your stamina to get in a rhythm of posting in several places or plan ahead using online tools.

MICHELE B., SPRINGFIELD, MD

Use web-based marketing platforms that automate marketing on websites and social media. Let others do the work for you to stay relevant in the market. Social media can be a huge “time killer.” Ask yourself how much time you are spending on social media rather than providing value for current and potential clients.

**GARY P., CASTLE ROCK, CO**

Use new technology like architectural photography, virtual staging and drone shots.

**MAUREEN M., IRVINE, CA**

Hire a virtual social media assistant to keep your brokerage online and relevant.

**KATHLEEN O., PORTLAND, WA**

Nurture your sphere of influence with regular touches: luncheons, coffee get-togethers, handwritten notes, Facebook posts, newsletters. Utilize social media — Facebook, Instagram, Snapchat, LinkedIn.

**JENNIFER H., TRAVERSE CITY, MI**

Stay with it. In the beginning of your marketing, you may find that you are constantly sharing and posting and getting no interaction. Try doing a Facebook Live at an open house. Share everything that comes from your team — whether it be their Facebook Live or a new listing or a price drop. This will help your posts and videos get viewed by more people.

**KELSEY S., GREENWOOD, DE**

Utilize a Facebook business page, Instagram and LinkedIn. Post to each twice a week. Try to incorporate videos because they get more views and interaction. Social media is just another way to let people know you are in the real estate industry.

MARTY M., MEDICINE LAKE, MN

Using a system like SendOutCards can really change the way you do business. It can be essential to your success.

RENEE P., PHILADELPHIA, PA



## ESSENTIALS FOR SUCCESS

Some agents just seem to know the secret to building and growing their business. Take a look at tips agents provided and the things that they felt were the essentials to success:

Keep yourself up to date by regularly taking classes in real estate, lending, title, escrow, etc. Have lots of open houses and have your name on open house signs. Create great flyers.

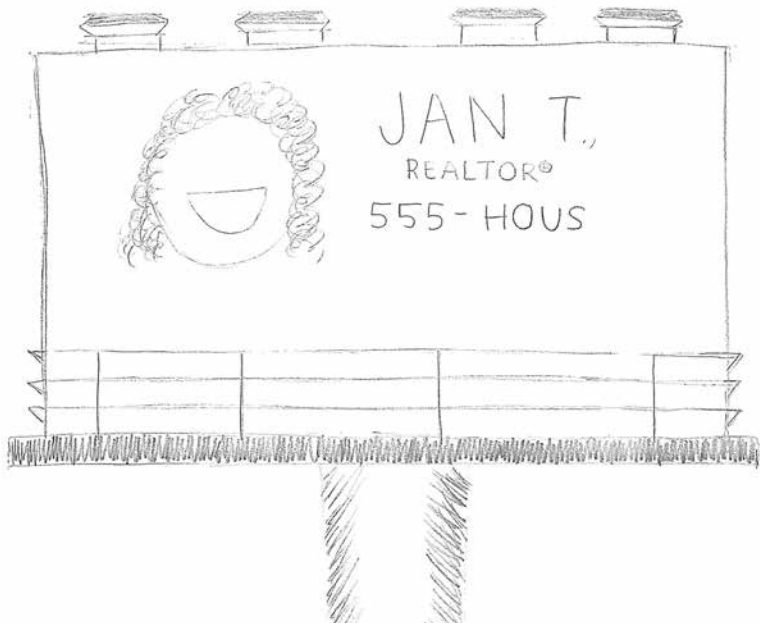
ALICE A., HEMET, CA

Pictures are amongst the most important thing clients will look at. Both buyers and sellers will judge you by the quality.

JOHN G., ENGLEWOOD, OH

Get testimonials from past clients. Be active on social media. Utilize the tools your brokerage or company provides including any print marketing.

KRISTEL D., ROSCOE, IL



A business card branded with your special mark/logo will speak for itself. Social media is the single best advertising in the market today. When funds allow, advertise yourself on billboards or local signs. Meet and greet at local functions.

**TOMMY B., CLEVELAND, TX**

You must have a smartphone, laptop, tablet and scratch paper. Other great tools are RealtyJuggler, Dropbox, Basecamp and Adobe.

STEPHANIE W., LAKELAND, FL

Choose the right broker. Not just some big-name broker, but a broker that has a reason to see you succeed.

DANNY O., PORT ST. LUCIE, FL

Make sure you stay in touch with past clients in a personal way, e.g., handwritten notes, cards, emails, lunch. Repeat business and referrals are everything.

JANE K., BEAVERTON, OR

Maintain a current reference list of builders, contractors, civil and government people to refer to as needed for self and for clients. Have a great website and search engine for clients to view your web page. Know all you can about your farm area.

DEBBRA B., DENVER, CO

A great CRM is a must! You should utilize it from day 1. Use a good CPA to set yourself up as a business. Lastly, work within a business budget so you set aside money for taxes. Many agents get behind on taxes because they didn't budget correctly.

SHELLY F., CHANDLER, AZ

Maintain personal contact with your clients and meet new people every day.

CELESTINO S., RICHMOND, CA

It is essential to talk over the phone and not depend on text and email.

JANICE C., CHICAGO, IL



Maintaining a consistent look on mailings, in emails and on signage is important to help potential clients identify with who you are as an agent. Even young children realize what the “golden arches” are because of the branding McDonald’s does with their stores and signs. It should be the same with agents and their brokerages.

**MICHELE B., SPRINGFIELD, MD**

The big keys are branding, website, listing presentation and knowledge of loan products available through various lenders.

**KAREN C., COUNCIL BLUFFS, IA**

Get your riders early. You never know who, especially in your personal sphere, may want to list with you. Having that sign with your name and number is a big deal as far as getting yourself out there.

**KELSEY S., GREENWOOD, DE**

Understand that regular and frequent contact with your sphere of influence is critical for future business.

**BRUCE R., SHAWNEE MISSION, CA**

Have a good 30-second pitch about yourself. Be able to describe your passion about real estate. Know your market and know what is selling for how much. Be able to talk price and be able to talk about features.

**CYNTHIA A., WESTON, CT**

## RESOURCES

There are a number of resources and tools from the NATIONAL ASSOCIATION OF REALTORS® that members can use in their real estate business to help market themselves and their businesses. Below is a list of those resources, but new tools are added frequently to the NAR.realtor website, so visit often for the latest information:

### **FREE .realtor™ Web Address**

*[www.get.realtor](http://www.get.realtor)*

### **REALTOR® Store**

*[www.nar.realtor/store](http://www.nar.realtor/store)*

### **REALTOR Benefits® Program**

*[www.nar.realtor/realtorbenefits](http://www.nar.realtor/realtorbenefits)*

### **Member Value Plus Program**

*[www.nar.realtor/mvp](http://www.nar.realtor/mvp)*

### **NAR REach Class and Strategic Investments**

*[www.narreach.com](http://www.narreach.com)*

### **NAR.realtor**

*[www.nar.realtor/events](http://www.nar.realtor/events)*

### **Networking and Events**

*[www.nar.realtor/events](http://www.nar.realtor/events)*

### **REALTOR® Content Resource**

*[www.houselogic.com/members](http://www.houselogic.com/members)*

### **Designations & Certifications**

*[www.nar.realtor/courses](http://www.nar.realtor/courses)  
[www.onlinelearning.realtor](http://www.onlinelearning.realtor)*

### **Branding**

*[www.nar.realtor/trademarks](http://www.nar.realtor/trademarks)*

THE LITTLE ORANGE BOOK  
**SALES &  
MARKETING  
RULES**  
— to —  
**LIVE BY FOR  
REALTORS®**

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NATIONAL ASSOCIATION OF REALTORS®

“Little Book” Series Direction

**BOB GOLDBERG, e-PRO®**

Chief Executive Officer  
NATIONAL ASSOCIATION OF REALTORS®

THE LITTLE ORANGE BOOK  
SALES &  
MARKETING  
RULES  
— to —  
LIVE BY FOR  
REALTORS®

*The Little Orange Book: Sales and Marketing Rules to Live By for REALTORS®* focuses on the instructions, philosophies and rules members of the NATIONAL ASSOCIATION OF REALTORS® (NAR) utilize to market themselves and their business to generate leads and create lasting client relationships.

*The guide is broken down into eight sections:*

- Sales and Marketing Philosophies
- #1 Thing You Wish You Knew
- Key Do's and Don'ts
- Finding Business and Cultivating Leads
- Best Advice You Ever Received
- Tricks of the Trade
- Using Technology in Your Marketing
- Essentials for Success

*The Little Orange Book: Sales and Marketing Rules to Live By for REALTORS®* is the fifth in the “Little Book” series, joining *The Little Blue Book: Rules to Live By for REALTORS®*, *The Little Red Book: Safety Rules to Live By for REALTORS®*, *The Little Green Book: Green Rules to Live By for REALTORS®* and *The Little Purple Book: International Rules to Live By for REALTORS®*. These products focus on instructions, philosophies and rules members of NAR utilize to be successful and stay safe in their real estate careers.

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