

Women's Council of
REALTORS[®]

MIDYEAR MEETING

WASHINGTON, DC ★ MAY 7-9, 2024

Thank you to our
Premium Industry
Strategic Partners



**TWO MEN
AND A TRUCK**[®]



Offerpad

FAIRWAY[®]
INDEPENDENT MORTGAGE CORP.

About Me

Bethany A. Brokaw, PMN, CRS, SRES, SRS, PSA, RCC, IDSP, ABR has been working in real estate since 2005, and enjoying every minute of it! She is the past President for the State of Michigan Women's Council of Realtors and the Broker/Owner of The Brokaw Group. Brokaw is an active Realtor, consistently outsells 99% of agents in the U.S., and leads a team who sell more than 175 houses annually. She is extremely skilled in technology, business, negotiations, marketing and never stops learning. Her clients become her extended family. She has taught for RE/MAX & Berkshire Hathaway Homeservices, and presented nationally for the Women's Council MidYear and National (NAR) meetings. She studied at Strayer University & the University of Michigan, though she feels "The School of Life" taught her much more. She is a graduate of the 2021 National Women's Council of Realtors Leadership Institute, Leigh Brown's Speaker Bootcamp & was Realtor of the Year for her board in 2022, Realtor of the Year for her local Women's Council in 2020 and Realtor of the Year for the State in 2023. . She has two smart & beautiful daughters and the best hubby ever. Writing, dancing, public speaking & traveling are her passions, and she loves being on or in the water. Brokaw personally mentors single parents, sponsors nine children, and relishes in helping people. "I hope to inspire others in a way that others inspired me when I needed it."



Referrals and Relationships- Build your Business and your Connections.



Referrals/Networking

7 ways to get more Money in your Pocket!



What we will Learn

BUYER SIDE - TOP SOURCES



Your Online Presence= Organic Referrals

- ❑ Professional Biography
- ❑ Resume
- ❑ Member profile
- ❑ Public sites-(Zillow/Realtor/Homes.com,Radius, etc)
- ❑ Brokerage
- ❑ Designations
- ❑ Social media
- ❑ Referral sites
- ❑ Your Google business profile



Agent to Agent Referrals:

- ❑ Education/Conventions/Conferences/Committees
- ❑ Networking
- ❑ Brokerage
- ❑ Women's Council of Realtors
- ❑ Staying Top of Mind/Business cards/Emails/Gifts to last
- ❑ Retiring agents/Overworked agents



Past Client Referrals-

- ❑ VIP Programs
- ❑ Pop bys
- ❑ Cards
- ❑ Appreciation parties
- ❑ Referral programs- (CREATE ONE if you do not have one- this is easy)
- ❑ Friend on Social Media
- ❑ Homeversary



Like Minded Activities/SOI:

- Family
- Friends
- Church
- Dance class/Yoga/Zumba, etc
- Activities
- Chamber of Commerce
- Clubs (PTO, MOPS, etc)
- Gyms
- Volunteer opportunities
- HOA
- Any Organization
- Golf club/Private club



Business to Business

- ❑ Inspectors
- ❑ Home warranty reps
- ❑ Bakery/Local Deli/Shopping
- ❑ Loan officers
- ❑ Builders
- ❑ Title
- ❑ Insurance
- ❑ Accounting
- ❑ Attorney

- ❑ Beauty services- hair, nails, lashes, massage, etc



Niches

- ❑ Bankruptcy
- ❑ Divorce
- ❑ Trusts/Estates
- ❑ Lakefront/beaches (dock guy/marina)
- ❑ Condos
- ❑ Specific neighborhoods
- ❑ Foreclosures
- ❑ Investment Properties
- ❑ Commercial
- ❑ Property Management
- ❑ Seniors
- ❑ Condos
- ❑ Land
- ❑ Farm
- ❑ Luxury
- ❑ International
- ❑ Multiple languages spoken



Referral Sources (Paid)

- ❑ Homes for Heroes
- ❑ Rocket Homes
- ❑ Referral Exchange
- ❑ Homelight
- ❑ Dave Ramsey
- ❑ Zillow Flex
- ❑ Fast Expert
- ❑ Opacity
- ❑ Ojo
- ❑ Redfin
- ❑ Veterans United
- ❑ Relocations (Cartus,etc)
- ❑ Upnest
- ❑ Open Door



Just be yourself.



Please take a moment to rate this session

Referrals and Relationships.
Build your business and your connections
Bethany A Brokaw

