



Finding Realtors

Estimated Read Time: 4 Minutes

www.loanofficermarketinglab.com/blog

1. MLS Access

If you live in a title company state, you can contact your local title company whom you have a good relationship with. Most title companies do have ADMIN level access to the MLS, and will be able to pull production reports of the top performing real estate agents in your area.

This list will tell you how many transactions were closed, name, phone, and even email address more often than not. This is how I secured my list in about 5 minutes. Saved me a lot of time, and there was no guesswork involved.

2. Search Online

This route is slower than using the MLS of course, but it's still far preferable to randomly marketing to agents and wasting huge chunks of your time. This method will involve some browsing around the web.

Recommended sites:

- www.realtor.com
- www.realestatebook.com
- www.harmonhomes.com
- www.homesandland.com
- www.homes.com

Here's what you do. Visit one of the sites listed above, and search for a home within the area you are targeting agents in. It's important to note here, that you should perform the search as if you're an ideal client. In other words, if you want to do luxury homes only, then search for expensive homes.

If you want to do mid level homes, then search for mid-level homes etc. Pretend you're looking for a home. Perform the search, and begin clicking on the homes listed. Once you open one of the links to a home, you're going to look for the agent photo and profile. Click to view their other listings.

For example:

706 Knollshire Way Ct O Fallon, MO 63368
\$400,000 Estimate My Monthly Payment | Get Mortgage Rates
4 Bed, 3.5 Bath | 3,760 Sq Ft on 0.28 Acres (12,197 Sq Ft Lot) | MLS ID #90021576 | Refreshed 8 hours ago

Presented by
Tim Rupp
The Ace of Real Estate
Voice Mail: (636) 379-2144
Office: (636) 379-2144
Fax: (636) 379-2144
Broker: (636) 379-5155
Email Agent
Visit Agent's Website
Agent's Other Listings

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Agent's Other Real Estate Listings

109 Derbyshire Ln, Dardenne...
\$344,900
4 Bed, 3.5 Bath, 3,663 Sq Ft on 0.23 Acres (10,019 Sq Ft Lot)

Property Information for 706 Knollshire Way Ct

****TEN G*** What a deal!! Absolutely loaded 4bd, 3.5 bath 1.5 sty w/ full brick front. This home literally has it all, ovr 4300 sq/ft of living area, Finished W/O LL, 4 car garage, Pro Landscape, Cul-de-sac lot backing to trees/woods in the highly sought after Bainbridge Subdivision. 2 sty Great room w/ gas F/P and wall of windows overlooking prvt backyard (stocked lake thru the trees!). Upgraded granite Kitchen featuring 42" maple cabinet's w/crown, butler's pantry w/glass front cabinets & wine storage, walk in pantry, 5 burner gas cook top, double ovens, recessed can lights & beautiful hearth room w/ access to the large vinyl deck. Master suite w/walk-in closet, has luxury master bath. Upstairs you'll find 3 large Bd rms, Jack-n-Jill bath & vaulted bonus rm w/built in surround sound. Fin W/O LL features 5th bedrm /Office, wet bar, family rm & plenty of storage. Subdivision includes, walking trails, 3 stocked lakes w/ lighted fountains, acres of manicured common gnd & sub pool.

In the image above taken from Realtor.com, you can see the agents profile where you are given an option to view his website, or view his other listings. I recommend viewing his listings to get an idea of how productive this agent is.

This is by no means fool-proof. You will certainly run across the occasional agent with a flood of listings, and very few closings. However, more often than not, the more listings an agent has, the more closings he/she will have. There's an old saying in real estate: "He who has the most listings wins." It's true most of the time.

This is a bit on the tedious side, but you should be able to secure name, company, phone number, and even email address by going this route. If you cannot locate the email on the site, you may choose to visit the agents website to find it there.

3. Additional methods

You may also ask around with friends and family, and perhaps even title companies to see who the heavy hitters are. Visit your local Association of Realtors as well, and join

their email list. Often, the Presidents Club members and high performers are mentioned and receive awards announced in these e-publications. I found and met with several high producers through this method.

Your goal is to secure a minimum of 25 agents. I would prefer you target 50 or more, but 25 is the bare minimum. (*The higher the number of agents you secure, the higher your chances for success*) This may seem to be a lot of work at first glance, but this list is a gold mine of closed loans if you get this right...

Once secured, add the names to the downloadable sheet, and move on to the next step.

Chad Weber

Loan Officer Marketing Lab

www.loanofficemarketinglab.com