

# 7 EASY STEPS TO BUILDING A REAL ESTATE BUSINESS



## TARGET MARKET

Define your property types, territory, clients, and boundaries.

## SET YOUR GOALS

Know what you want from your deals and location. **Be clear.**



## PERSONAL MARKETING

Make more cold calls, doorknocking, referrals and meetings. **Process.**

## ONLINE MARKETING

Use websites, email, market updates, and social media.



## RESEARCH

Research ever more properties, people, and situations. **Ask.**

## DATABASE

Create your database - it is your lifeline of new business. **Record.**



## BE CONSISTENT

Track all progress with calls, meetings, presentations, and listings. - **Persist.**