


THE \$200K REAL ESTATE PLAYBOOK: THE REFERRAL PIPELINE

Sphere Growth: \$0 to \$200K with Online Leads

The Formula for Nurturing Lifelong Client Relationships

MIKKI
RAMEY

 Healthy Realty

 @movingwithmikki



AT A GLANCE

Mikki Ramey's strategy focuses on cultivating lifelong clients by prioritizing exceptional service and relationship-building from the outset. For her, the initial transaction marks the start of a potential long-term partnership.



**Charleston,
South Carolina**

PRIMARY MARKET



\$600k

AVERAGE PRICE POINT



17

YEARS IN REAL ESTATE

2023 PRODUCTION STATS

180

TRANSACTIONS

\$94,500,000

SALES VOLUME

\$2,438,252

GCI

TOP LEAD SOURCES

- ✓ **SOI - 42%**
- ✓ **Past Clients - 13%**
- ✓ **Online leads - 9%**

PRODUCTION

70% | 30%
Buyers | Sellers

TEAM STRUCTURE

- ✓ **20 agents**
- ✓ **4 staff members**

Mikki ON COACHING



Before I became a realtor, I was a teacher. Quite literally, I knew nothing about running a business. Coaching with Tom Ferry has transformed my career. **After joining Tom Ferry Coaching I have grown my team of 5 to a team of 20 agents and staff!** We now have excellent agents who have a desire to grow and improve their skills daily. Our systems have improved as a direct result of coaching and our numbers show it. **We are well on our way to break \$100M in sales volume this year. If you want mediocrity, just stay where you are. If you want big results in your business, you need Tom Ferry Coaching!**



BY THE NUMBERS

68

Contact points with database per year

\$400,200

GCI generated from strategy in (2023)

3,136

Online lead contacts added to database (2023)

\$100,000+

GCI generated from a single online lead relationship





THE STORY

It was one client that changed the course of Mikki Ramey's career. It started with an online lead from Zillow, and in 2012, she earned a \$11,000 commission when she helped the Ramsey family find their perfect beachfront getaway for \$440,000. Mikki paid Zillow their share and proceeded to follow up diligently, maintaining a relationship with the family. **In the years to follow, this single lead turned into four transactions and nearly \$100,000 in earned commission.**

Lesson learned? **Consistent follow-up has the potential of turning a single transaction into a series of profitable deals.** This approach has transformed Mikki's business and established her as a leading figure in the industry.

In the competitive world of real estate, Mikki Ramey has consistently achieved 6 figure results from her stellar long-term online lead nurture strategy. Her approach revolves around the concept of investing beyond the initial transaction. "Always be willing to pay for an opportunity to create a lifetime client," says Ramey. This mindset has driven her remarkable success and yielded extraordinary results.

Mikki's strategy goes beyond the initial transaction cost, which she views as an investment. Zillow leads now cost about \$1000 each in her area, but she continues to invest because she understands the long-term value. "The first transaction is just the beginning," she notes. **"Loving on your online leads after closing is the absolute best ROI in real estate."**

Mikki Ramey's story is a testament to the power of persistent engagement and the rewards of nurturing long-term relationships. By focusing on the lifetime value of her clients, she has unlocked incredible growth and success, setting an example for real estate professionals everywhere.



THE STRATEGY

INVEST BEYOND THE INITIAL TRANSACTION

Treating your first client interaction as if it sets the tone for a long-term relationship is crucial because it establishes the foundation for trust, satisfaction, and potential referrals. A positive initial experience can lead to continued business growth and loyalty, showcasing your commitment to delivering exceptional service from the start.

- Understand long-term client value.
- Pay for quality leads.
- View each lead as a future investment.
- Aim for multiple transactions per lead.
- Recognize long-term client potential.

LEVERAGE THE FIRST TRANSACTION

To build a successful business strategy, start by expanding on initial agreements to deepen relationships. Focus on building trust and reliability through consistent delivery. Offer complementary services to add further value. Encourage referrals from satisfied clients and utilize their success stories in promotional efforts to attract new business. These steps form a cohesive approach to growth and client retention.

- Treat initial deals as the start of a relationship.
- Build trust and reliability.
- Offer complementary services.
- Encourage referrals.
- Highlight client testimonials.

USE TECHNOLOGY AND AUTOMATION

Automation and technology play a crucial role in Mikki's strategy. Tools like Vyril help her develop engaging content, while AI solutions like Maverick provide insights into client engagement. YLOPO's Home Valuation system adds extra touchpoints, cementing Mikki's role as a trusted advisor.

- Employ tools like Follow Up Boss.
- Develop content with Vyril.



THE STRATEGY

- Analyze client engagement with AI.
- Use YLOPO for additional touchpoints.
- Maintain a structured nurture sequence.

ONGOING FOLLOW-UP AND ENGAGEMENT

Her comprehensive 18-month nurture strategy includes 68 touchpoints, ensuring clients feel consistently valued. Using Follow Up Boss, Mikki tracks interactions meticulously, maintaining a high level of engagement. Her personalized communications range from video newsletters to home valuation reports, demonstrating her dedication to client satisfaction.

- Communicate regularly.
- Personalize messages and interactions.
- Utilize CRM tracking systems.
- Show appreciation through gifts and gestures.

MAXIMIZE ROI

Track client lifetime value to understand their long-term contribution. Reinvest earnings strategically to nurture client relationships and enhance satisfaction. Optimize marketing tactics to attract and retain high-value clients, focusing on activities that yield significant returns while avoiding unnecessary expenditures.

- Be willing to pay for the right leads
- Calculate lifetime client value.
- Eliminate unproductive spending.

Mikki's 3 Action Items FOR SUCCESS

1

Commit to paying for initial lead opportunities and commit to follow up after closing.

2

Put systems that you will use in place! Use a CRM daily and consistently.

3

When buying online leads, make sure your process prioritizes calling quickly to set an appointment.

6 Things Mikki Will Do **MOVING FORWARD**



1

Continue to implement strategies to encourage repeat business and referrals, such as offering complementary services.

2

Audit her current client list in an effort to identify clients that have the potential for longevity.

3

Continue to stay abreast of current and emerging technologies, both in and out of the real estate space.

4

Regularly solicit feedback from clients to understand their experience and identify areas for improvement.

5

Build relationships with other professionals in the industry, such as mortgage brokers, home inspectors, and lawyers.

6

Work with her Tom Ferry coach to help keep her accountable and to help her implement these ideas!

Mikki's TOOLKIT



Breakdown of Long-term Contact Sequence

Overview of each of Mikki's contact sequence components and tips for connecting with past clients.

Monthly Text Newsletter Example

An example of Mikki's text-based emails that go out to her database twice a month.

Market Update Video Newsletter Example

An example of Mikki's video-based emails that go out to her database twice a month.

TAP HERE TO GO TO TOOLKIT ITEMS