



Selling The Dream Podcast...2nd Home Agents Network

Thank You for agreeing to partner with me on the 2nd Home Agents Network Podcast, Selling the Dream. This is an audio and video experience that will be distributed through multiple channels and on various platforms including; Itunes, Youtube, Stitcher, Spotify, Google Play & 2nd Home Agents Website.

As you know there is no real connection between our fellow resort and second home agents throughout the country or the world for that matter. With all the training programs and services out in the real estate industry, none of them focus on the nuances of selling homes and condos in a resort market. As you may have realized we are a virtually unserved niche in the real estate industry. My goal is to connect our fellow resort and second home agents, to benefit us all and create an ecosphere where we can come together online and in person. We will connect the dots and help each other out to be a better resort and second home agents.

The goal of this podcast is two-fold, 1st to share our knowledge and best practices for working in one of the most unique and misunderstood markets in the real estate industry. This benefits other agents in the resort and second home industry to improve their skills and provide the best service possible to their clients. Second, to create an opportunity to connect with agents in the traditional real estate markets and encourage them to engage with their clients and ask for a second home referral. Once they get the referral, the agents on this podcast and in the network will become the go-to source for the new referral market we create.

About the Podcast and what to expect; We create 2 podcasts , one that is consumer facing that talks about your community and a second one to be Realtor facing designed to discuss best practices for resort and second home agents. I have included 3 sets of questions below that may need some research on your part so you can be prepared with the answers. When it comes to numbers rounding is better than exacts, it will flow easier when we discuss it. I will also have a couple questions that I will want you to think about and provide me some info to work from in the interview. Lastly, I will also include some Bio questions that we will need the answers to so that we can create a personalized intro.



Detail Questions (these are questions we will briefly start with so it is best to have the info at your disposal)

1. Where do most of your buyers come from?
2. What are more popular homes or condos in your market?
3. How many realtors are in your market area?
4. Do you use video? If yes how many different types i.e.; property tours, lifestyle, community, FAQ's etc. can you send us links or share your "youtube channel?"

Dive Deep Questions (these are questions we may or may not get to, but they are best answered if you have some time to think about them) I will also have a bunch of other questions, so be prepared as this is to be an unscripted interview style podcast.

1. - Your favorite sales story and have it ready to share
2. - Funniest or scariest thing that has happened in your career
3. - Your most interesting client(s)
4. - What is your best marketing lead generation secret?
5. - What are your best closing technique(s)
6. - What is your biggest pain point and have you solved it in your business



BIO (please answer these and get the info to us before the podcast if possible)

1. NAME _____ 2. COMPANY _____ 3. MARKET
AREA _____ 4. RESORT DISTRICT(s) you specialize
in _____ 5. STATE _____ 6.
COUNTRY _____ 7. PHONE NUMBER _____
TYPE _____ 8. EMAIL _____ 9. WEB
SITE _____ 10. FACEBOOK
ADDRESS _____ 11. FACEBOOK
PAGE _____ 12. INSTAGRAM
_____ 13.
LINKEDIN _____ 14. SNAPCHAT
_____ 15. OTHER SOCIAL SITE HANDLES

16. Personal story, give us a bit about yourself and what you did before Real Estate

17. How Many homes/condos do you sell a year Team _____ or Individually _____

18. What is your average sales price \$ _____

19. What is the overall price range in your market \$ _____ to \$ _____

20. What price range do you work \$ _____ to \$ _____

21. What is your yearly sales Volume \$ _____ # Units Sold _____

22. Years in the real estate business _____

23. My Previous career was _____

24. A Business story, tell us about your business... team or individual the process and your company...agent, broker or owner etc. (this will help us with the intro)

25. Tell us your awards, accomplishments, memberships, community service/charity endeavors and anything else that makes you amazing.

26. Family if you would like to tell us about your family we would love to share that as well.

27. Finally, let us know if there is something that you would like to cover or emphasize in the interview...that you think would be interesting to our listeners and be of value to them.

PHOTOS To add some idea of your resort district if you could send a couple photos (no more than 5-10) that would be great, no licensed photos or pictures you did not take or do not have permission to use, please. We do not want any licensing issues.



What to expect in preparing for the podcast

The format will be an unscripted interview, we want to keep it as real as possible so a few flubs here and there are no big deal, so just move through them and forge ahead, correct any misstatements if you need to. If there is a major gaff we can edit it out, not to worry. We create 2 podcasts, one that is consumer facing that talks about your community for about 10 minutes and a second one to be Realtor facing designed to discuss best practices for resort and second home agents. The podcast run-time will be around 30 minutes and we will need about 45 to 50 minutes of your time to complete both of them.

The language we use... be aware... but be real, try to avoid the "F" bomb but swearing is ok if it is your style. I am not looking to be a prude here and I have dropped the "F" bomb on a podcast I was on and wished I had not...also, let's avoid any derogatory talk or stink talk about others in our industry.

Online/Long distance interviews we will use an online conference meeting system called [www. zoom.us](http://www.zoom.us) we will provide you with a link and/or a code to go online and sign up and enter the meeting. It is best to sign up ahead of time and get familiar with the site. It is free and all you'll need to do is "Join a Meeting" and enter the code we give you. You will be able to access this from your desktop computer (needs a camera, speakers & Microphone), laptop, tablet or your phone. All formats work pc, Mac, and Android.

A few things to keep in mind is Sound Quality- it's the most important thing in a podcast...listeners will tune out immediately if the sound is bad. With this in mind here are a couple tips:

1. Find a quiet space ...not outside wind noise is brutal, preferably in a nice room, an office or conference room is usually best. In a car is ok but it looks a bit weird.
2. Use a headset, Bluetooth wireless is great if you use your phone or laptop. A wired headset is great as well, don't worry about the seeing the cords it is no big deal, again remember sound quality is paramount.
3. Notes on paper make noise as you are moving them around and distract your attention. Avoid them if possible; if you need them tape them up around the camera lens to keep your eyes close to the camera.



4. Image quality is also important; here are a couple tips to help you to look best on camera.

- Avoid sitting in front of a window the bright light behind you will make it hard for the camera to capture your image and you will be a shadow...Not good unless you are in the witness protection program... sometimes it helps to get a lamp or light behind the camera to get some light on your face...but not too much.
- Be sure to get the camera at eye level use some books or boxes to set it up higher if necessary or if using your phone use a tripod. If you are looking down at the camera it is unflattering...we want to avoid the “Jabba the Hutt” look.
- This tip is going to sound strange...but trust me. Get a post-it note, draw an arrow on it and write “LOOK HERE” and point it at the lens on the laptop or phone. When you are talking your natural tendency is to wander as you think this will bring you back to engage with the audience and not have you look like some shifty-eyed fast-talking salesperson...

IN PERSON -----If we are in person, we will set up a camera and a tripod, a shotgun mic and possibly a secondary phone with a camera and additional mic. Depending on our location and set up we may be sitting or standing. We will do our best to create the best environment possible, but sometimes it can be a challenge.

Some tips for in-person filming...

- Sound quality will be most important and that will be our number one concern, so it will be important to project and speak clearly and naturally.
- For video, there will be a video screen on my set up but it is important to keep your eyes on the lens of the camera.
- Notes, we both may need to use notes during the interview just use them as little as possible as you will be using them on camera.

We may consider going on Facebook live but that will be up to us at the time of the interview.

Thank you again for your time and contributing your talent, experience and insight. You are appreciated