



# HOW TO BUILD YOUR **DATABASE & NETWORK**

 A GUIDE TO BUILDING YOUR FOUNDATION IN REAL ESTATE

A REAL ESTATE EBOOK FROM



## WHERE DO YOU START?

In real estate, building a database and network within the industry is crucial to your success, and is oftentimes the foundation of your business. Who you first start working with can lead to future business when you can show clients your expertise.

Who you connect with and work with within the industry can help you learn more, grow professionally, and also get your name and business out into the market.





## DON'T OVERTHINK IT.

The mistake that most real estate agents make when they begin to build these relationships is over thinking who this database and network is and over complicating the process. Building your database is simple, and starts with the people you already have a relationship with. The common thought is this...

- I don't have a database
- I don't know that many people
- I don't want to bother my friends
- People know what I do for a living
- I don't know how to build a database





## BUILDING YOUR DATABASE.

Building your database is as easy as looking at family photos, or your friends on social media. Your database is nothing more than a collection of people you know or know of you. You have to get comfortable talking with people you know and letting them know how you can help. Not every person you talk to will say “Oh that’s great you mentioned that, I’m looking to sell my house right now!” that’s not likely. Not every person you talk to will just happen to be looking for an agent to list their home with, and that’s okay. You’re building this database to play the long game.






## WHO COULD YOUR NEXT CLIENT BE?

This list of potential clients are the people you probably didn't think of, or who you might have thought you shouldn't market to.

- Your friends
- Your best friends
- Your family
- Your classmates
- Your neighbors
- Your child's friends' parents
- Your past clients
- Your Facebook friends
- Any other social media connections

This is your database. This collection of people is your first source for your referral and repeat business. It's unlikely that you will get referrals from people who do not know you.







## FINDING YOUR NETWORK.

Your network will not necessarily look like your database. The two can be separate but are equally important. The two of these can be separate but equally as important. Who you network with is important for your professional development and success. The old adage goes:

**Surround yourself with people who reflect who you are, and who you want to be.**



# BUILD YOUR NETWORK.

Building your network will be different than building your database. Your network will consist of colleagues, mentors, social media connections, and competition. Thankfully, today real estate agents have a number of ways to connect with people in their market, state, country, and even the world.



Surround yourself  
with a great team



Create a professional  
website and blog



Use social media



Attend conferences  
and events



Engage in your  
local community

When focusing on connections and building your network, the beauty of real estate is that there is work to be done everywhere. When starting out, explore a number of these ideas and settle on a handful that you like best, and that work best for you. Not every real estate agent will enjoy connecting on social media, while some may not like attending conferences. You have to experiment with different methods to find what works.



## HAVE FUN AND TAKE OFF YOUR COOL CAP.

One of the most common mistakes that agents make in networking is they think they only need to go to an event one time. POOF! You collected some business cards and connected with some new industry friends on LinkedIn and now your work is done! Wrong.

Building your network involves returning to that group of people over and over. Make connections with these individuals on levels outside of just real estate, and find commonalities to talk about. The top takeaway here is to choose activities that interest you because you should be attending that event, group, etc. as much as possible.





## ABOUT US.

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Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

With products available in all 50 states and D.C., we're driven by a desire to constantly improve, both for ourselves and our student

