

Tap Into the Full Power of Facebook  
Realtor® Steve Wilson shares his secrets.



ALSO

- ➔ Small Gestures, Big Impact
- ➔ Walk-through Woes
- ➔ Get Agent Buy-in for Affiliated Services

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# 16 Ways to STAY AT THE TOP OF YOUR GAME

WHY INDUSTRY  
BIGWIGS USE  
"THE 4 DISCIPLINES  
OF EXECUTION"

Plus  
**BITCOINS,  
BLOCKCHAIN,  
CROWD  
FUNDING...**

What are they?  
How they work.

*Yes, you can remain  
relevant (and thrive)  
in this tech-disruption-  
heavy industry!*

## AFFILIATED SERVICES

# GETTING AGENT BUY-IN



Are you having trouble getting the word out about your mortgage or title business? Here are some tips.

BY LISA A. BEACH



Ryan Papy

**M**ost real estate brokers understand the benefits of offering affiliated services to customers, (such as insurance, mortgage loans, home warranties and title). These services can help brand a brokerage as a one-stop shop, provide a customer-focused added value or simply offer an additional income stream. But getting agents to recommend affiliated services is often a tough sell. Of course, associates should be encouraged to recommend several different companies to their buyers and sellers. But, how do you get your name in the mix?

With a strong track record of helping real estate professionals streamline their sales process, Ryan Papy, president

of Miami-based Keyes Insurance, knows a few tricks to boost those recommendations.

### *Here's how He does it:*

#### 1. BE A RESOURCE.

Rather than being viewed as a product pusher, position your affiliates as resources. Papy says he “works diligently to be the insurance resource for Keyes’ real estate associates.” His team of insurance agents works with agents to answer insurance questions, whether the customer is using Keyes Insurance or not.

#### 2. COMMUNICATE.

Using a variety of both formal and informal methods, Papy makes sure everyone is on the same page when it comes to changes in the market. Papy uses everything from day-to-day interactions and regular meetings to monthly in-office trainings and frequent emails to keep associates updated on the latest changes in insurance.

#### 3. BE PRESENT.

If possible, it helps to offer affiliates a physical presence in your office. “We have licensed

insurance agents in each real estate agency, working amongst the [associates] so they’re seen as part of the office community,” notes Papy. Being onsite makes affiliates easily accessible when associates run into problems or have questions.

#### 4. SHARE SUCCESS STORIES.

At any time, two out of 10 deals are in jeopardy of not closing because of an insurance issue, says Papy. “When you fill that gap and provide the appropriate coverage and work the extra mile, the associates pass along that information to each other.” Papy makes sure to highlight such success stories in his communication to the agents.

Regardless of the affiliated service you offer, you can boost agent buy-in with a laser focus on one key message: Your affiliated services help your agents grow their businesses and keep their customers’ deals together. #

*Lisa A. Beach is an Orlando-based freelance journalist, content marketing specialist and copywriter.*

### Getting Started with Affiliated Services

Whether you're just getting started with affiliated services or you want to ramp up your existing program, Papy offers these quick tips:

1. Educate and train sales associates on why each affiliate service is necessary—for the real estate brokerage, sales associates, buyers and sellers.
2. Do it in the spirit of helping sales associates provide the “ultimate wow experience” to their customers.