



Find, Win, and Close More Deals

Three keys to help your
agents unlock more business



What does every brokerage want? More productive agents.

Increased productivity means more conversations, more listings, and, ultimately, more closed deals—all driving greater success for the brokerage. While the real estate industry has evolved significantly over the last decade, certain business fundamentals remain. Now, more than ever, it's crucial to focus on strategies that will consistently deliver better results for your agents. This guide dives into three key strategies that can help your agents unlock more business—and offers guidance on how you can support them every step of the way.

There are two primary ways to drive more revenue from home sales for your brokerage:

1. Increase transactions per agent
2. Increase agent count

Both routes are viable and important. When you offer the support, training, and tools to make agents successful, they will deliver higher transaction volume, and they'll stick around. Additionally, you'll attract new agents who seek the success they see in their peers at your brokerage.



The most successful agents are great at marketing and sales. Throughout this eBook, we will explore ways to unlock new business through the lens of a standard marketing and sales funnel. At the end of the day, it's about finding, winning, and closing more deals.

Market your business to fill the top of your funnel, nurture those contacts to win buyer and seller opportunities, and work the bottom of your funnel to close transactions. Once a contact has been nurtured through the funnel and becomes a happy client, they eventually should fall back into the top of the funnel when they're ready to transact again.

Typical Funnel



Real Estate Funnel



We'll explore three key strategies to improve your brokerages' performance throughout the funnel, elevating your marketing and sales capabilities.

The three keys:

1. Sharpen relationship selling skills

Competence drives confidence, and focusing on strong, relationship-driven selling leads to more deals. Playing the long game and investing in relationships leads to the best results in real estate.

2. Focus on value-centric messaging and content

Agents need to reinforce their role as trusted advisors by creating messaging around re-establishing their value. It's the perfect time for agents to update their value propositions to clearly communicate why buyers and sellers need their expertise while buying and selling a home.

3. Prioritize being tech-enabled

Adopting and effectively integrating sales and marketing software can scale agents' capabilities, making them more productive and competitive.

When applied across the marketing and sales funnel, each of these sets agents apart from the competition and expands their potential.



Watch MoxiWorks CEO, Eric Elfman, discuss these keys with Anthony Lamacchia, Lamacchia Realty & Crush it in Real Estate CEO & Founder, and Matthew Ferrara, Speaker & Author.

[WATCH HERE](#)

Sharpen the saw

Relationship selling skills

It's the long game that leads to the best results in real estate.



“The best agents in the business are sphere-based relationship people.”

— MATTHEW FERRARA

TURNING UNCERTAINTY INTO OPPORTUNITY WEBINAR

Relationships are everything in real estate. 63% of buyer transactions and 70% of seller transactions come from an agent's sphere of influence ([NAR HOME BUYERS AND SELLERS GENERATIONAL REPORT.](#)) Opportunities come from those who already know, like, and trust agents—friends, family, past clients, colleagues, and others in their sphere of influence.



Unlike most other purchases, people don't buy or sell homes frequently, making it essential to maintain long-term relationships with clients. For the 7-10 years between transactions, agents must consistently nurture those connections as a source of referrals and future business. Encourage your agents to stay in regular contact with their sphere, whether through market updates or simple check-ins—staying in flow is crucial.

According to the [NAR 2023 PROFILE OF HOME BUYERS AND SELLERS](#), 73% of sellers would work with the same agent again, yet only 26% actually do. This gap creates a significant opportunity for other agents to capture that business. The agents who stay top of mind with their clients to retain those relationships through the years will be the ones who succeed, no matter the market conditions.

81% of recent sellers contacted only one agent before finding the agent they worked with to sell their home ([NAR 2023 PROFILE OF HOME BUYERS AND SELLERS](#)). By staying in touch with your clients throughout the entirety of their homeownership journey, your agents are more likely to be the ones to get the call.

Events like these will build community, make your clients feel special, and expand your sphere of influence.



The same way you grow a brokerage is the same way an agent should be growing their sphere - by educating. Anthony Lamacchia went from 92 REALTORS® in his company in 2017 to 678 agents in Q3 of 2024, on track for close to 1,000 in Q1 2025. All from educating via his business, [CRUSH IT IN REAL ESTATE](#)

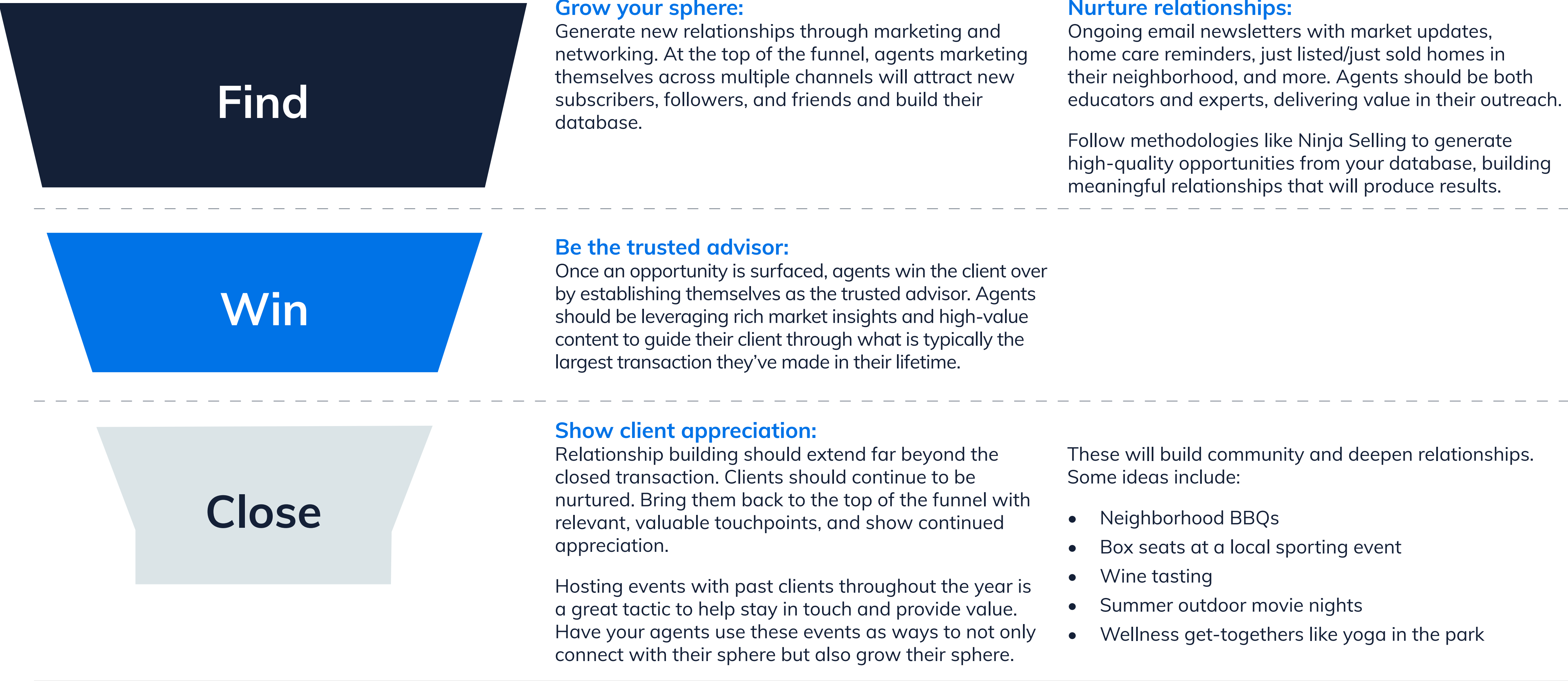


“When you educate, you attract.”

— ANTHONY LAMACCHIA

[TURNING UNCERTAINTY INTO OPPORTUNITY WEBINAR](#)

If we come back to our funnel, we can look at how we nurture contacts and build relationships throughout the client’s lifecycle with an agent.



Some examples of agents who excel at being educators and experts in their local markets:



LINDSEY JOHNSON
Gainesville, Florida



SOOMIN KIM
Austin, Texas



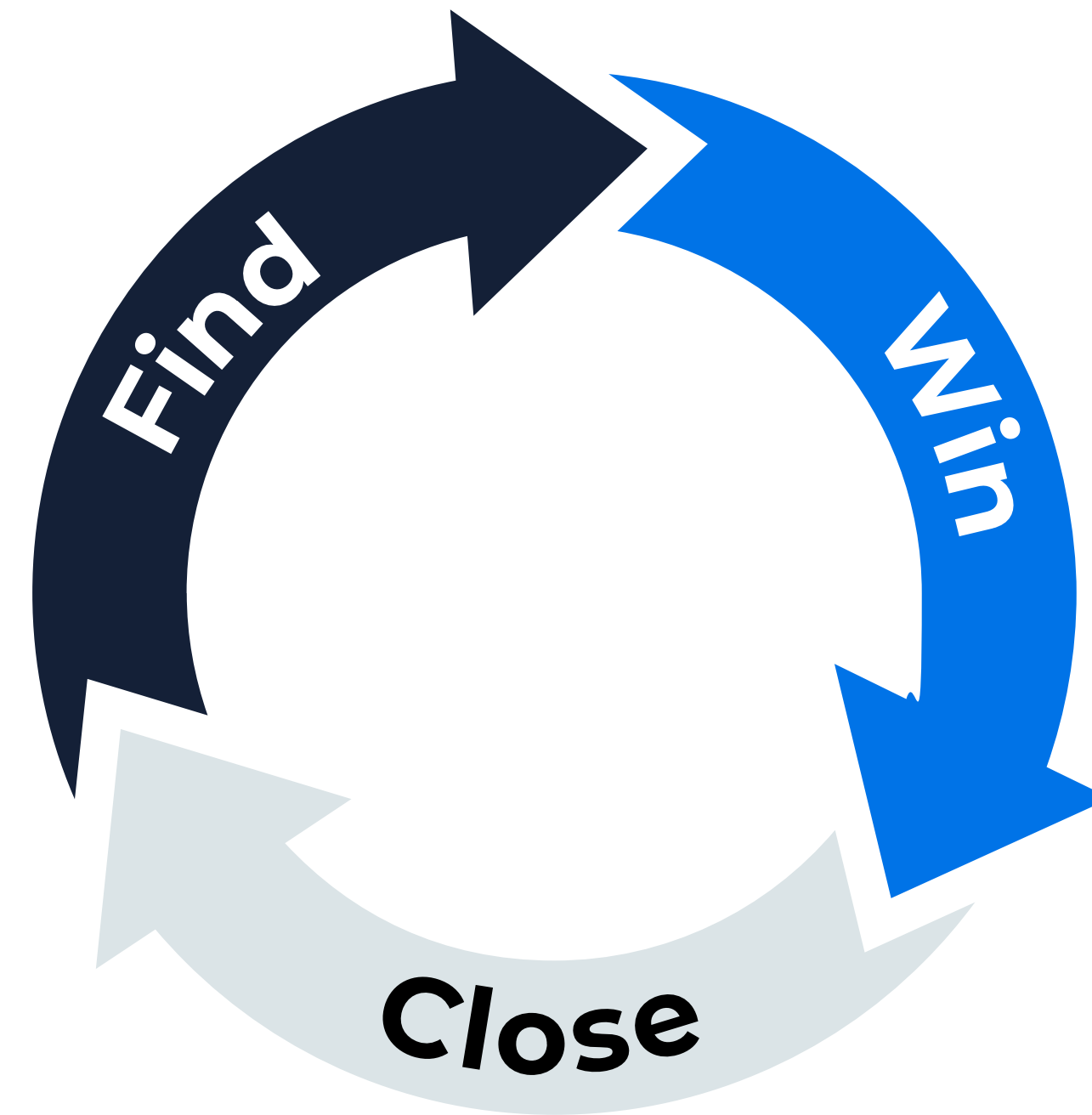
GLENNDA BAKER
Atlanta, Georgia



Want to dive deeper on this topic?
Check out Growing Your Sphere of Influence: The broker's guide to powering lead generation

[DOWNLOAD HERE](#)

When done well, your funnel will become a flywheel. The strong relationships that you build post-close at the bottom of the funnel should be your most valuable source of future business, both through referrals and repeat business. By keeping in touch with past clients and building community, agents can expand their spheres of influence, filling the top of their funnel, and capture future repeat and referral business, bolstering the middle of their funnel.



Prove your value

Agents must prioritize content that highlights their value

Agents need to reinforce their role as trusted advisors by using messaging that reestablishes their value.

In recent history, to find, win, and close more deals, it was all about speed. The current market has forced the industry back into a skills market, which means your agents have to really know their markets and be an expert. And, given even more recent industry changes with the numerous settlements, it's more important than ever to be able to communicate value to buy-side clients, not just sellers.

How people move may be ever-changing, but the reasons people move have stayed the same. To stand out in an increasingly competitive market, agents need to lead with a unique value proposition and effectively communicate the value they bring to a potential client during what is typically a pivotal moment in their lives.

Make sure your agents set themselves apart with high quality content that showcases expertise and provokes emotion, that they're able to effectively establish value with a prospective client to win the listing, and that they're able to close deals delivering high value and securing clients for life.



Here is what content agents should be using across each stage of the funnel to establish value throughout the client journey.



Emotionally Compelling Marketing Content:

Effective marketing should focus on the client, not the agent. Create content that resonates with your target audience by highlighting stories of previous clients that reflect their experiences. Showcase how you’ve helped people like them.

While data provides credibility, stories create an emotional connection. Share examples of how your local market expertise helped someone by weaving data into a compelling story. For instance, use MLS data, pricing trends, or market insights within the context of a real client success story.

Automated Distribution to Reach the Right People at the Right Time:

Leverage email marketing to automate outreach to your database. Email remains a powerful tool for reaching prospects since it’s a known, owned audience and it doesn’t compete with social media algorithms. Focus on consistency and leverage automation to keep your database engaged.



Articulate a Clear Value Proposition:

When an opportunity presents itself, win by clearly articulating the unique value you provide. A value proposition is not a list of the 112 things an agent does to complete a deal. It’s the positive outcome of all the tasks it takes to complete the transaction, not the tasks

themselves. An agent’s value proposition describes how they help their clients realize their hopes and dreams in a way that is different than other agents. This uniqueness is what will win a client over.



Establish Clients for Life:

Keep clients engaged post-close with relevant, valuable content that keeps you top of mind. Beyond a great closing gift, even after the keys have been handed over, agents should be reaching out to do annual property reviews and keep clients engaged with helpful content for homeowners in their area.

Real estate is a people business. Building strong relationships is the first step, and when you layer on the ability to communicate value, those relationships will bear fruit.

With current market changes, it has never been more important to establish value early and often with clients. We are seeing high agent attrition and increasing competition. The agents that stay in the industry and do well are the ones who perfect this craft.

Stuck on where to start?



Read why people thanked you for a previous deal and find the values and stories within. When you're marketing to your sphere or your leads, tell those stories. Stories are emotional and relatable.



Let tech do the heavy lifting

Become tech-enabled

Adopting and effectively integrating sales and marketing software can scale agents' capabilities, making them more productive and competitive.



“There’s no question technology is central to an effective business practice.”

— MATTHEW FERRARA

TURNING UNCERTAINTY INTO OPPORTUNITY WEBINAR



At MoxiWorks, we consistently see that successful brokerages view agent success as a three-legged stool:

Systems + Training + Execution

As a brokerage, providing support across these areas brings value directly to agents. Providing the right systems, paired with training and coaching, sets them up for success. The agents who take all of that and execute relentlessly are the ones winning transactions in a down market. This combination of systems, training, and execution supercharges agents, enabling them to grow their transaction volume. And, as we know, growing agent productivity drives your retention and recruiting efforts. Supported agents make for successful agents who will want to join and stay at your brokerage.

The 'Systems' part of this equation is the technology that supports an agent's business. In every major economic disruption, technology has emerged as both a savior for those willing to embrace change, and a potential threat to those who resist it. In the current environment, two truths stand out: It's becoming harder to make money in this market and those who adopt technology will outperform those who don't.

It's also important to remember that being tech-enabled is not about replacing the agent, but about making the agent more efficient and effective. By helping your agents realize the potential they have by adopting the tech they have access to.



Coldwell Banker Canada **is seeing real results from its marketing and sales technology.**

CEO Karim Kennedy describes it as “truly amazing technology as it delivers personalized real-time updates for clients, helps our agents produce dynamic sales materials and streamlines brokerage operations... It has been shown to increase agent productivity and efficiency between **64% to 93%**, thereby providing agents more time to spend with clients.”



Consider your technology stack across the marketing and sales funnel.

Find

Market & Generate Leads:

The right tools will make digital marketing accessible and easy for agents. Enable them to expand their spheres through effective digital advertising and automated marketing.

Manage & Grow Your Database:

The right CRM will complement an agents' workflow and help them manage their database in a proactive way, driving leads from their existing database.



For example, agents who fully leverage their MoxiEngage CRM see **64% more transactions** than those without it.

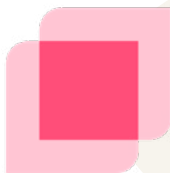
Win

Stay In Flow and Top of Mind:

Effective email marketing will deliver tailored content to the right people at the right time. Agents should know who in their database is likely to buy or sell so they know when to pick up the phone.

Stand Out with Winning Presentations:

When it comes time to sit down with a potential client at their kitchen table, agents should be enabled to put their best foot forward with dynamic, on-brand, rich CMAs, seller presentations, and buyer presentations. A winning presentation will establish the agent as a trusted advisor.



For example, agents who fully utilize MoxiPresent see **77% more transactions** than agents without it.

Close

Automate Listing Marketing:

Make creating listing materials easy for agents. Leverage automated tools that ensure agents are always prepared with up-to-date, on-brand materials that impress clients and sell listings.



Technology shouldn't be another thing an agent has to learn or do. It should be an essential part of their business and provide support that enables them to deliver higher value and generate more transactions. Consumers have raised their expectations on what they expect out of an agent and that requires adopting tools that help automate the tasks that should be automated. Technology tools that make an agent more efficient, effective, and productive are the tools that will help them win.

Two critical pieces to make this work are successful onboarding of tools and integrating technology into daily operations.

Onboarding: The success of technology adoption hinges on a smooth onboarding process. Ask about onboarding when assessing new tech vendors, then take time to plan and implement it thoughtfully. Repetition is key—reinforce training and support continuously.

Integration: Seamlessly incorporate new tools into your brokerages' existing business processes and systems. Regularly discuss the updates in sales meetings and trainings. Celebrate milestones and successes along the way to maintain momentum.

Conclusion

Finding success as an agent today may not be as simple or as quick as it was a few years ago when listings and transactions were abundant. But, with the right coaching and the right tools in place, your agents could be more productive than they've ever been. Consider your marketing and sales funnel and look closely at how you're supporting agents across each stage.

Help your agents get back to basics. Ensure they concentrate on building long-term relationships, nurture their spheres of influence, and consistently remind clients of their value. By embracing the right technology, they'll improve their sales and marketing efforts and support clients more effectively. Brokerages that succeed in enabling their agents' productivity through training, technology and methodology are businesses that don't just retain effective agents, they attract talent from the market by creating an environment where motivated professional agents can thrive. It's a win-win for everyone.

Find, Win, and Close More Deals with MoxiWorks

Ready to increase transactions with better sales and marketing technology?

Talk to a MoxiWorks expert today →

