



GARY A.  
MCGOWAN

# REALTORS RELAUNCH YOUR BUSINESS

2023

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# INTRODUCTION

Having a clear plan in place is essential for the success of any business, including a real estate business. By setting specific, measurable goals and identifying the most effective marketing strategies, a real estate business can stay focused and motivated to achieve its objectives.

Building relationships and establishing trust with potential clients is also crucial for success in the real estate industry. Engaging with clients on social media, attending networking events, and offering value-added services can help a business stand out from the competition and build a reputation as a trusted advisor.

In addition to building relationships, it's important to stay up-to-date on industry trends and best practices. Attending conferences and events and staying connected with other real estate professionals can help a business stay informed and adapt to changes in the market.

Finally, tracking progress and making adjustments as needed is essential for the ongoing success of a real estate business. By managing leads and following up with potential clients, a business can track its progress and make adjustments as needed to achieve its goals.

Overall, having a clear plan in place is essential for the success of any real estate business. By setting goals, building relationships, staying up-to-date, and tracking progress, a business can achieve its objectives and succeed in a competitive market.

# GARY WHO?

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Gary McGowan is a highly successful real estate investor and mentor who has made a significant impact in the industry. With over 10 years of experience, he has a deep understanding of the real estate market and a proven track record of successful investments.

In addition to his work as an investor, McGowan is also dedicated to mentoring and developing the next generation of realtors. He has worked with numerous real estate professionals and helped them to build their skills and knowledge in the industry. His patient and supportive approach have earned him a reputation as a valuable mentor who is committed to helping others succeed.

Throughout his career, McGowan has also been involved in a number of professional development programs and regularly speaks at industry events on topics related to real estate investing and realtor growth. He is passionate about sharing his expertise and helping others achieve success in the field.

Gary McGowan is a respected and successful figure in the real estate industry, with a track record of successful investments and a dedication to mentoring and developing the next generation of professionals.



**BUILD A BUSINESS  
BUILD PASSIVE INCOME  
RINSE AND REPEAT  
BUILD A LEGACY**

# WHY DO ANYTHING

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Finding your "why" – your purpose or motivation – is essential for achieving success in your business. Here are three ways to find your why:



## 01 — Reflect

Reflect on your values and priorities: Take some time to think about what's most important to you. What values drive your decisions and actions? What are your top priorities? By understanding your values and priorities, you can better understand what motivates you and what you want to achieve.



## 02 — You Got Passions

Consider your passions and interests: What do you enjoy doing? What topics or issues are you passionate about? By understanding your passions and interests, you can identify opportunities to pursue your passions in your business.



## 03 — Experience

Look at your past experiences: Think about the experiences that have shaped your life and career. What have you learned from these experiences, and how have they influenced your values and priorities? Understanding your past experiences can help you identify your why and what drives you.

**Contact Gary for a 30 minute business consult**  
**[www.garyamcg.com](http://www.garyamcg.com)**

# WHY EXPAMPLES

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1. **To improve the lives of others:** Some people are motivated by a desire to make a positive impact on the world and help others. This could involve working in a field such as healthcare, education, or social work.
2. **To create something new:** Some people are driven by a desire to create something new and innovative. This could involve starting a business, inventing a new product, or developing a new service.
3. **To achieve personal growth:** Some people are motivated by a desire for personal growth and self-improvement. This could involve learning new skills, developing new hobbies, or setting personal goals.
4. **To make a difference in their community:** Some people are motivated by a desire to make a positive impact in their community. This could involve volunteering, advocating for change, or starting a community organization.
5. **To leave a legacy:** Some people are motivated by a desire to leave a lasting legacy and make a positive impact on future generations. This could involve building a business that will outlast them, supporting causes that will have long-term impact, or leaving behind a positive legacy through their actions and relationships.

**Knowing your why - your purpose or motivation - is essential for your well-being because it helps you stay motivated and focused on what's most important to you. When you understand your why, you can make better decisions about how to allocate your time and resources, and stay committed to your goals. Having a clear sense of purpose can also contribute to a sense of meaning and fulfillment in life, which can improve your overall well-being. Understanding your why can help you stay motivated and focused on what matters most, and contribute to your overall well-being.**

# GOALS...

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Here are some steps to consider when setting goals and objectives for the relaunch of your business:

- 1. Identify your target market:** Who are you trying to reach with your business? Understanding your target market will help you tailor your goals and objectives to their needs and preferences.
- 2. Define your business's mission and vision:** What do you want your business to achieve, and what do you want it to stand for? Defining your mission and vision will help you set clear goals and objectives that align with your values and priorities.
- 3. Set specific, measurable, achievable, relevant, and time-bound (SMART) goals:** By setting SMART goals, you can ensure that your goals are clear, specific, and achievable. This will help you stay focused and motivated on what you want to achieve.
- 4. Identify the actions you need to take to achieve your goals:** What steps do you need to take to achieve your goals? Identifying the actions you need to take will help you create a plan of action to achieve your objectives.
- 5. Review and adjust your goals and objectives regularly:** As you work towards your goals, it's important to review your progress and make adjustments as needed. This will help you stay on track and make sure you're making progress toward your desired outcomes.

Overall, setting goals and objectives is an important step toward the success of any business. By defining your mission and vision, setting SMART goals, and identifying the actions you need to take to achieve your goals, you can stay focused and motivated on what you want to achieve.

**“You are never too old to set another goal or to dream a new dream.” — C. S. Lewis**

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# BRANDING

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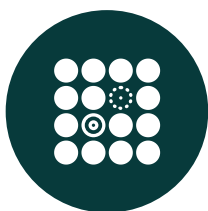
Branding to your "why" refers to aligning your brand with your purpose or reason for being in business. This can be an effective way to differentiate yourself from competitors, connect with your target audience, and build a strong, authentic brand.

There are several reasons why branding to your "why" is important:



## 01 — Authenticity

When you brand to your "why," you are showcasing your authentic self and the values that drive your business. This can help you build trust and authenticity with your audience and stand out in a crowded market.



## 02 — Differentiation

By branding to your "why," you can differentiate yourself from competitors who may be offering similar products or services. By aligning your brand with your purpose and values, you can set yourself apart and attract a loyal audience.



## 03 — Emotional Connection

When you brand to your "why," you can create an emotional connection with your audience. By sharing your purpose and values, you can resonate with your audience on a deeper level and build a stronger connection.



## 03 — Consistency

Branding to your "why" helps you create a consistent message and identity for your brand. By aligning all of your marketing efforts with your purpose and values, you can create a cohesive brand that is easy for your audience to understand and remember.



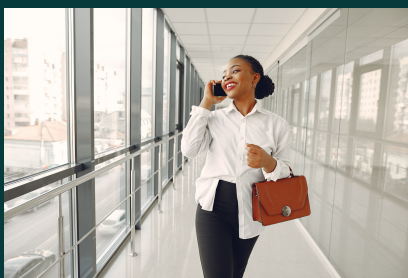
# MARKETING ???

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Evaluating past marketing efforts is essential for developing a successful marketing strategy for the future. Here are four steps to consider when reviewing your past marketing efforts:



**Identify your past marketing efforts:** Make a list of all of the marketing activities you've undertaken in the past. This could include social media campaigns, email marketing, content marketing, advertising, or event sponsorship



**Determine what worked well:** For each marketing activity, consider what was successful and what wasn't. What produced the best results in terms of lead generation, sales, or client engagement? What generated the most return on investment (ROI)?



**Identify what didn't work well:** For each marketing activity, consider what didn't produce the desired results. Was the activity poorly planned or executed? Was the target audience incorrect? Did the activity not align with the business's goals and objectives?

**Use this information to inform your future marketing strategy:** Based on what you've learned from your past marketing efforts, consider how you can apply this information to your future marketing strategy. What worked well in the past can be incorporated into your future marketing efforts, while what didn't work well can be avoided or modified.

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# YOUR SOI IS GOLD

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A sphere of influence is a network of individuals and businesses that can help a real estate agent generate leads and close deals. Having a sphere of influence is important to building a real estate business because it allows an agent to tap into a network of potential clients and referral sources.

## A strong Sphere of Influence will build a business worth owning

- 1. It helps generate leads:** A sphere of influence can include people who are interested in buying or selling real estate, as well as individuals and businesses that can refer potential clients to the agent.
- 2. It helps build credibility:** By establishing relationships with industry professionals and local businesses, an agent can establish themselves as a trusted and knowledgeable resource in the community.
- 3. It helps close deals:** A sphere of influence can include individuals and businesses that can help an agent overcome objections and close deals. For example, an agent may have a relationship with a lender who can help a client secure financing.

**Having a sphere of influence is important to building a real estate business because it helps generate leads, build credibility, and close deals. By establishing relationships and networking with a wide range of individuals and businesses, an agent can build a successful real estate business.**



# LEVERAGE YOUR SPHERE

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1. **Network consistently:** Building and maintaining relationships with your sphere of influence requires regular communication and engagement. Attend industry events, join local business organizations, and make an effort to stay connected with your network.
2. **Provide value:** In order to build strong relationships with your sphere of influence, it's important to provide value to them. This could include sharing industry insights, offering valuable resources, or providing excellent customer service.
3. **Ask for referrals:** Don't be afraid to ask your sphere of influence for referrals. Let them know you appreciate their business and ask if they know anyone who may be interested in your services.
4. **Offer to refer business:** In addition to asking for referrals, make an effort to refer business to other members of your sphere of influence. By helping them succeed, you'll strengthen your relationships and establish yourself as a trusted resource.
5. **Show gratitude:** Always remember to thank your sphere of influence for their business and support. This could include sending thank-you notes or offering small gifts of appreciation.

**Overall, leveraging your sphere of influence requires building and maintaining strong relationships, providing value, and showing gratitude. By consistently networking and building mutually beneficial relationships, you can benefit from your sphere of influence and grow your real estate business.**

# TRUST AND WIN

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Building trust with others is an important part of any relationship, whether personal or professional. Here are some ways to connect with someone and increase trust:

1. **Communicate openly and honestly:** Being open and honest with someone is a key way to build trust. Make an effort to be transparent and candid in your communication with others.
2. **Be reliable and consistent:** Showing up when you say you will and following through on your commitments is essential for building trust. By being reliable and consistent, you can demonstrate to others that you are trustworthy.
3. **Listen actively:** Paying attention to what someone is saying and truly listening to their perspective can help you build trust. Show that you value their thoughts and ideas by giving them your full attention.
4. **Demonstrate empathy:** Showing empathy and understanding towards others can help you build trust. By trying to see things from their perspective and showing that you care about their needs and feelings, you can build strong relationships based on trust.
5. **Be authentic:** Being genuine and authentic can help you build trust with others. Don't try to be someone you're not – be yourself and be true to your values.



# EARN TRUST WITH VALUE

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As a realtor, building trust with your clients is essential for your success. By adding value to your clients, you demonstrate that you care about their needs and are committed to helping them achieve their goals. Here are some specific ways that you can add value to your clients as a realtor:

1. **Share valuable resources:** As a real estate professional, you have access to a wide range of resources that can be useful to your clients. This could include information about the local real estate market, tools for finding and evaluating properties, or advice on financing options. By sharing these resources with your clients, you can help them make informed decisions and achieve their real estate goals.
2. **Offer excellent customer service:** Providing excellent customer service is key to building trust with your clients. This means being responsive to their needs, answering their questions, and going above and beyond to meet their expectations. By demonstrating that you are committed to their satisfaction, you can build strong, trusting relationships with your clients.
3. **Solve problems:** Real estate transactions can be complex and involve a wide range of issues that need to be addressed. By being proactive in solving problems and helping your clients navigate challenges, you can demonstrate that you are committed to their success and build trust.



**Adding value to your clients is an essential part of building trust as a realtor. By sharing valuable resources, offering excellent customer service, and solving problems, you can demonstrate that you care about your clients' needs and are committed to helping them achieve their goals. This can help you build strong and deep relationships.**

# GET SOCIAL

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Social media is a powerful tool for realtors to connect with their audience and build relationships. By engaging with your audience and clients on social media, you can establish yourself as a trusted resource, build credibility, and generate leads. Here are some tips for engaging with your audience and clients on social media:



## 01 — Post valuable content:

**Post valuable content:** To engage with your audience, it's important to share content that is valuable and relevant to them. This could include information about the local real estate market, tips for buying or selling a home, or updates on your business. By sharing valuable content, you can establish yourself as a trusted resource and build credibility with your audience.



## 02 — Respond to Posts

**Respond to comments and messages:** Engaging with your audience means more than just posting content – it also involves responding to comments and messages. By answering questions, addressing concerns, and thanking your followers for their support, you can show that you are responsive and engaged with your audience.



## 03 — Create Connections

**Use social media to showcase your listings but more importantly use it to create and solidify your connections.**

**Overall, engaging with your audience and clients on social media is a key way to build relationships and grow your real estate business. By posting valuable content, responding to comments and messages, using hashtags, and showcasing your listings, you can establish yourself as a trusted resource and generate leads on social media.**

# SOCIAL POSTS AND VIDEOS ARE FUN

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**As a realtor, video is a powerful tool for marketing your business and connecting with your audience. Here are four reasons why creating videos is so important for realtors:**



- 1. Video is engaging:** Video is a highly engaging medium that can capture the attention of your audience and keep them interested in your content. By creating videos, you can showcase your listings, share valuable information, and tell your story in a way that is more engaging than text or images alone.
- 2. Video is shareable:** One of the great things about video is that it is easy to share on social media and other platforms. By creating videos that are interesting and valuable, you can increase the reach of your content and attract more potential clients.
- 3. Video is versatile:** Video can be used in a wide range of marketing efforts, from showcasing your listings to providing information and tips to potential buyers and sellers. By creating a variety of videos, you can reach different audiences and achieve different marketing goals.
- 4. Video is cost-effective:** Creating videos doesn't have to be expensive. With the right tools and strategies, you can create high-quality videos that are cost-effective and provide a good return on investment.

**"I'm going to let you in on a little secret. If you're not making some kind of video content right now, you're losing"**

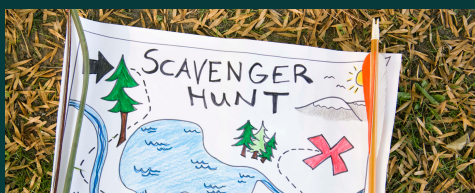
*Gary Vaynerchuk*

# FUN VIDEO IDEAS

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## REAL ESTATE CHALLENGES:

Real estate challenges: Create a series of challenges where you try to solve real estate-related problems. For example, you could try to find a property that meets a certain set of criteria within a certain budget or try to negotiate a better deal for a client.



## PROPERTY SCAVENGER HUNT:

Create a scavenger hunt around a property you are listing. This can be a fun and interactive way to showcase the property and its features.

## HOME IMPROVEMENT TUTORIAL:

Share home improvement tips and tricks with your audience. This can include DIY projects, decorating ideas, or maintenance advice.



## NEIGHBORHOOD SPOTLIGHT:

Take your audience on a tour of a local neighbourhood or community. This can be a fun way to showcase the area, people and its amenities.

## REAL ESTATE TRIVIA:

Create a series of trivia questions about real estate and see how much your audience knows. This can be a fun way to engage with your followers and share some interesting facts about the industry.





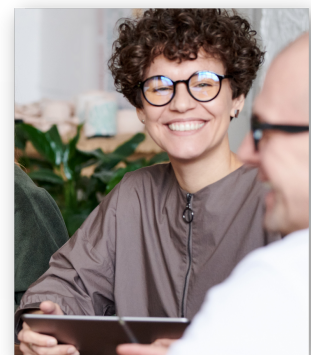
# GET LOCAL

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As a realtor, attending local networking events is an important part of building your business and connecting with potential clients. Here are some specific reasons why attending local networking events is so important:

1. **Build relationships:** Networking events are a great opportunity to build relationships with other professionals and potential clients. By attending events and engaging with others, you can establish yourself as a trusted resource and build a network of contacts that can help you grow your business.
2. **Connect with potential clients:** Networking events can be a great place to meet potential clients and showcase your services. By attending events and making connections, you can generate leads and build your client base.
3. **Stay informed:** Networking events can be a great way to stay up-to-date on the latest trends and developments in the real estate industry. By attending events and engaging with other professionals, you can learn about new technologies, marketing strategies, and other topics that can help you succeed in your business.
4. **Build credibility:** Attending networking events can help you build credibility and establish yourself as a respected professional in the community. By participating in events and contributing to the conversation, you can demonstrate your expertise and build a reputation as a trusted resource.

**Attending local networking events is an important part of building your real estate business. By building relationships, connecting with potential clients, staying informed, and building credibility, you can grow your business and succeed in the real estate industry.**



# PARTNERSHIPS

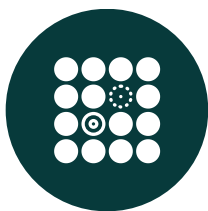
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There are several reasons why a realtor may want to consider partnering with local businesses to cross-promote each other's services:



## 01 — Expand Your Reach

Partnering with local businesses can help you reach a wider audience and generate more leads. By cross-promoting each other's services, you can tap into the other business's customer base and reach more potential clients.



## 02 — Build Relationships

Partnering with local businesses can help you build relationships and establish yourself as a trusted resource in the community. By working with other businesses, you can demonstrate your commitment to the community and build stronger connections with potential clients.



## 03 — Increase credibility

Partnering with local businesses can help you increase your credibility and establish yourself as a respected professional in the community. By aligning yourself with other reputable businesses, you can demonstrate your expertise and build trust with potential clients.



## 03 — Leverage complementary services:

Partnering with local businesses that offer complementary services can be a great way to provide additional value to your clients. For example, if you are a realtor and partner with a home staging company, you can offer a complete package to your clients that includes both real estate services and home staging services.

# CRM IS ALL

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Having a customer relationship management (CRM) system and a follow-up plan is essential for any realtor's business. Here are three reasons why:

1. **Stay organized:** A CRM system helps you stay organized by allowing you to track and manage your client interactions and tasks. By using a CRM, you can keep track of your contacts, appointments, and follow-up actions in one place, which can save you time and help you stay on top of your business.
2. **Increase efficiency:** A CRM and follow-up plan can help you increase your efficiency by automating tasks and reminding you of important actions. For example, you can use a CRM to set up automated emails or text messages to follow up with clients, or to schedule appointments and tasks. This can free up more time for you to focus on other aspects of your business.
3. **Build relationships:** A CRM and follow-up plan can help you build stronger relationships with your clients. By using a CRM to track your interactions and follow up with clients regularly, you can show that you are interested in their needs and committed to their success. This can help you build trust and loyalty with your clients, which is essential for any realtor's business.

**The Best CRM is the one that you use.**

**Overall, a CRM and follow-up plan are essential tools for any realtor looking to grow their business and build strong relationships with their clients. By staying organized, increasing efficiency, and building relationships, a CRM and follow-up plan can help you succeed in the real estate industry.**



# FOLLOW UP

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As a realtor, follow-up is an essential part of building and growing your business. Here are some specific reasons why follow-up is so important:



## 01 — Building relationships

Follow-up is an important part of building relationships with potential clients. By following up with leads on a regular basis, you can demonstrate your interest in their needs and your commitment to helping them achieve their goals. This can help you build trust and loyalty with potential clients and increase the likelihood of converting leads into paying customers.



## 02 — Staying top-of-mind

Follow-up can help you stay top-of-mind with potential clients and increase the chances of them reaching out to you when they are ready to buy or sell a property. By following up regularly, you can remind potential clients of your services and keep yourself at the front of their mind when they are considering their options.



## 03 — Increasing efficiency

Follow-up can help you increase your efficiency and make the most of your time. By using a customer relationship management (CRM) system and automating your follow-up tasks, you can save time and focus on other aspects of your business.

**Follow-up is an essential part of a realtor's business. By building relationships, staying top-of-mind, generating leads, and increasing efficiency, follow-up can help you grow your business and succeed in the real estate industry.**

# FOLLOW UP HARD

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As a realtor, follow-up is an essential part of building and growing your business. Here are some different ways that you can follow up with leads and clients:

1. **Phone Calls:** One of the most effective ways to follow up is by making a phone call. This allows you to have a personal conversation with the lead or client and get a sense of their needs and interests.
2. **Emails:** Email is another effective way to follow up with leads and clients. You can use email to send updates, share information, and answer questions.
3. **Text Messages:** Text messages can be a quick and convenient way to follow up with leads and clients. Just be sure to respect their preferences and only send text messages if it is appropriate.
4. **Social media:** Social media can be a great way to follow up with leads and clients and stay top-of-mind. You can use social media to share updates, engage with your audience, and answer questions.
5. **In-Person:** In-person meetings can be a powerful way to follow up and build relationships with leads and clients. You can use in-person meetings to showcase properties, answer questions, and discuss their needs in more detail.

**HOW MANY TIMES DOES AMAZON  
FOLLOW UP WITH YOU?**

**COUNTLESS, THAT'S HOW MANY TIMES  
YOU NEED TO FOLLOW UP WITH YOUR  
DATABASE**



# TAKE ACTION

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Taking action is crucial for realtors to achieve success in their business. Without action, your goals will never be more than just ideas. Every action you take, no matter how small, helps you move closer to your objectives and build momentum toward achieving them. Additionally, taking action allows you to learn and grow as a realtor by trying new things and expanding your skills and knowledge. In order to succeed, it's important to set goals and then take the necessary actions to bring them to fruition.

Don't wait – start taking action today and begin building the business of your dreams.

- **Overcome procrastination:** Taking action can help you overcome procrastination and break through any barriers that may be holding you back. By taking the first step, you can get the ball rolling and start making progress towards your goals.
- **Improve your mindset:** Taking action can also help improve your mindset and build confidence. When you take action, you demonstrate to yourself that you are capable of achieving your goals. This can help you develop a growth mindset and increase your belief in your ability to succeed.
- **Create opportunities:** Taking action can also create new opportunities for you as a realtor. By taking the initiative and reaching out to potential clients or partners, you can open up new doors and explore new possibilities for your business.

Taking action is an essential part of achieving success as a realtor. By overcoming procrastination, improving your mindset, and creating opportunities, taking action can help you build the business you want and achieve your goals.

# 100%

**YOU WILL MISS 100% OF THE SHOTS YOU  
DON'T TAKE, TAKE THE SHOT!!!**

# GARY MCGOWAN

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Gary McGowan is committed to seeing realtors succeed for a number of reasons. Firstly, he understands that the success of individual realtors is ultimately tied to the success of the industry as a whole. When realtors are successful, they are able to provide better service to their clients, which helps to build trust and credibility within the industry.

Secondly, McGowan believes that mentoring and supporting the next generation of realtors is a key part of his responsibility as a successful and experienced professional. He recognizes that he has a wealth of knowledge and expertise to share, and feels a sense of duty to pass this on to others who are just starting out in the field.

Finally, McGowan is simply passionate about helping others succeed. He enjoys seeing others achieve their goals and thrive in their careers, and believes that supporting the development of other professionals is a key part of building a strong and successful industry.

Overall, Gary McGowan is committed to seeing realtors succeed because he believes that it is important for the industry, and because he is dedicated to mentoring and supporting the next generation of professionals.

**Contact Gary for a 30 minute business consult**  
**[www.garyamcg.com](http://www.garyamcg.com)**

## Contact

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