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# The Birdsong Realty Group is Attracting the TOP Agents

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We offer Support, Marketing, and Systems to Build Your Business!

[www.JoinBirdsongRealty.com](http://www.JoinBirdsongRealty.com)

2201 Veterans Memorial Blvd #405  
Metairie, LA 70002  
504-780-9422  
[www.BRGNola.com](http://www.BRGNola.com)

# About Us

We are a fast growing real estate firm comprised of premier real estate professionals in the New Orleans area. Our highly skilled and multi-talented sales associates are specialists in luxury real estate services, offering a collection of properties from cozy single family residences, luxury estates, land, new construction, commercial and investment properties.



## Our Mission Statement

It is the mission of The Birdsong Realty Group to be the innovative leader in the development and implementation of real estate services for home buyers, investors and house sellers as well as attracting, developing and retaining exceptional real estate professionals.

Our clients' needs always come first. We will strive to always provide value far in excess of our clients' expectations. Our goal is mutual respect and long term relationships that are beneficial to all parties.

Our operation is a great place to work and do business. We are positive, helpful, and enthusiastic at all times—always focusing on solutions, not challenges. We take care of business first and foremost, but have fun and enjoy ourselves in the process.

We run a clean, organized, and efficient operation. We always adhere to the highest standards of integrity and ethical business practices.

We constantly strive to create, develop, as well as implement new ideas and strategies that will benefit our clients. We seek continuing education in all aspects of our business to increase the level of service we offer our clients.



## Core Values

- **Attitude Value:** Positive attitude produces positive results. We bring positive energy and optimism in all we do. We are NEVER satisfied with mediocrity.
- **Character Value:** We have a sense of URGENCY. We think in terms of SOLUTIONS not problems. We COMMUNICATE openly. We RESPOND quickly. We believe RELATIONSHIPS are for a lifetime. We work hard to EXCEED the expectations of our clients.
- **Excellence Value:** We strive to be the best in all that we do and perform at the highest level possible. We have a passion to be better.
- **Golden Rule Value:** We practice the Golden Rule with respect to everyone. Always treat people the way you want to be treated.
- **Integrity Value:** Truth is absolute no matter the consequences. It is at the core of all we do. We do what we say we are going to do.
- **Knowledge Value:** We look for new and creative solutions, and embrace innovation and technology to implement in all areas of our business. We hire and develop Expert Advisors to help our clients make the best decisions possible.
- **Service/Commitment Value:** We are here to serve in every aspect of our business. We are committed to helping our clients meet their immediate and long term real estate needs and goals.
- **Teamwork Value:** We believe that we accomplish more together than we could do alone. We collaborate as a unified team.

## Meet the Owner



Betsy founded The Birdsong Realty Group to be a dynamic boutique brokerage based on expert information, integrity and innovation. We offer comprehensive real estate solutions for home buyers, investors and housesellers in the Greater New Orleans area.

Betsy has been active in the real estate arena for 15 years starting as an investor buying and renovating houses. Six years ago, she decided to become a Realtor full time and to build a unique company based on the Team concept and bring a greater degree of professionalism to the Real Estate industry in our area.

To date, Betsy attributes a large portion of her sales to her innovative efforts on the internet. "Lead generation is absolutely critical to your future success, let me show you how to do it." With an extensive background and knowledge in the local Real Estate market and Louisiana Real Estate Law, Betsy is committed to making her company a complete success. As a Platinum member of the Craig Proctor elite coaching program, Betsy has the knowledge and support you will need as an agent to grow your business the right way.



## **10 Benefits to You**

### **#1 Strong Leadership**

Vision, support with problem solving, and leaders who are acting like leaders... that's who we are and what we provide to all of our agents.

### **#2 Lead Generation**

Agents need to prospect, but they want companies that are working to assist in generating leads for them as well. We generate over 150 leads every month and distribute them to agents or let our appointment setting company set appointments for you.

### **#3 Name Brand Awareness**

Companies with a strong presence in the market will always have a variety of opportunities for the right agents to utilize. Name awareness is tied to market share. While The Birdsong Realty Group is a relatively new company, Betsy and her team of real estate professionals have worked hard to become a known presence in the community.

### **#4 Education and Training**

Top agents are looking to fine tune their skills. Many agents know they need to get back to the basics and all of the agents realize the value of securing specialized training or securing certain designations for areas of specialization. Such areas might include: Luxury market training, working with seniors, working the condo market, new construction and working with investors. The Birdsong Realty Group offers designation and training 24 hours a day, 7 days a week.



### **#5 Positive Attitude and Healthy Office Environment**

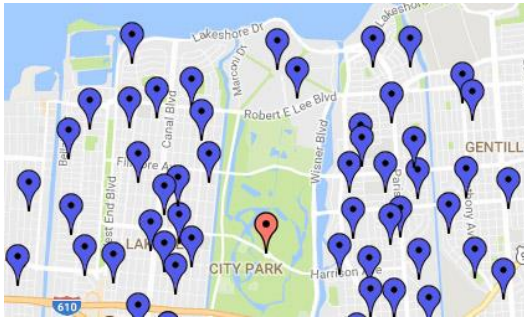
Top agents want a positive work environment with competent and positive peers. It is easy to see that the offices with the best production and best attitude have brokers with a great attitude. Work with agents and office staff that will elevate your business.

### **#6 Mastermind Groups and Networking**

Many of the best agents enjoy connecting with other successful agents. Their needs and approach to the real estate business is different from rookie agents. We are here to help support our agents to share ideas and brainstorm any challenges that the market may bring.

### **#7 Marketing Support Tools**

Marketing is the #1 thing that our agents need to do to stay in touch with their sphere and past customers. The Birdsong Realty Group offers unparalleled marketing support and tools to help agents grow their business!



### **#8 Client and Data Management Tools**

On the topic of marketing to their database, most agents are not very organized when it comes to managing their data and client info. We offer an easy to use CRM tool that allows you to input their data, send out marketing, and locate client data quickly. From the most basic to the most robust, we have special deals with numerous vendors to get you what you need.

### **#9 Coaching and Accountability**

We see many companies implementing very successful coaching programs, with some great results but NONE better than The Birdsong Realty Group. Betsy Birdsong is a member of the Craig Proctor coaching system and many of his coaching members make well over \$2.0M per year in GCI... you could be next!

### **#10 Administrative Support**

Agents are working harder, but most are not working smarter. We can help you behind the scenes. What can we take off your plate, and give you more balance in your life? See what our agents are saying about us.

## Join our VIP Environment



**Atmosphere.** It matters where you work and who you surround yourself with. At The Birdsong Realty Group, you will gain a complete agent success system, and have the support of other top agents behind you.

**State of the Art Office Systems.** Back agent online and email communications, conference room, and have easy access to forms, logos, and more.

**A Culture that Fosters Success.** Brokers and Agents are here to support you and we give you lots of tools to help you succeed and grow your business.



**Conference Room.** Our office is equipped with a full conference room to meet with clients at your convenience. Conference room is equipped with presentation projector to integrate the latest technologies into your client meetings.

**State of the Art Computers.** Computers are available for all of our agents to use in our office, with free access to printers, scanners, and a fax machine.

**Birthday Lunches.** Who cares about your birthday?... We do! And we love to celebrate! We acknowledge all birthdays monthly, including a birthday lunch for everyone!

**Company Happy Hours.** Can't have all work and no play! We take the time to get together, relax, and unwind from our busy careers and enjoy some time with our peers. This is a great time to network, swap stories, and have a little fun!

**Office Meetings.** We have regular office meetings held every morning. We cover important topics going on in today's ever changing market, connect with one another and see what new tools our strategic alliance partners have to offer.

## Experience our VIP Agent Support

**On-Call Broker Support.** Your broker is always available to you for all of your questions and concerns. Schedule a personal meeting, or give a call anytime, we are here for you.

**Real Estate Attorney Relationship.** The Birdsong Realty Group has a real estate attorney available if needed to keep all of us above board!

**Appointment Setter/ISS.** Get inside sales support. Who wouldn't love someone to set up appointments for them? We do so we have someone available for you too!

**Transaction Coordinator.** Wish you could just get the deals and let someone else handle it from there to close, so you can keep working on more business? Add them on your list of team members & make you look like a star!

**Marketing Director.** Need help getting business, but don't know where to start? Don't have time for all the new cool technology but would love to include it in your marketing plan? We have an in-house person who specializes in making you look good and focusing on getting you more business!

**Company Vendors and Strategic Alliance Partners.** We have established working relationships with many companies that we know and trust to do the best job for you:

- Title—Gulf South Title Corporation
- Home Warranty—Home Warranty of America
- Mortgage—Bourgeois and Associates Mortgage
- Home Inspections—Home Check





# Implement our VIP Agent Marketing



**Prime Location.** The Birdsong Realty Group has a prime location in Metairie! We are also located in the same building as our partner title company.

**Listing Presentation.** The Birdsong Realty Group offers only the best in buyers and listing presentation materials, from handouts to customized ipad presentations, you are sure to win over your new clients! Completely custom, upscale Listing and Buyer presentations available to you at no extra cost.

**Buyer Materials.** The Birdsong Realty Group offers tons of materials to impress even the pickiest home buyer. You can't go wrong with our tools! We spend a lot of money on advertising campaigns targeted to buyers making them feel comfortable with our services and experience.

**Seller Packages.** Our seller packages are the BOMB! Or at least that's what we like to call them because they are fully loaded with all the high end materials that will knock your client's socks off!

**Editorial Ads.** Let our proven ads work for you!

**Classified Ad Templates.** Seasoned over time from years of Craig Proctor, our classified ad templates are sure to get you more leads!

**Postcard Templates.** Want to get a quality mailer out to all of your sphere of influence or is there a neighborhood you want to go after? Use our quick and easy templates to make it happen with the RIGHT message, call to action, and unique selling propositions.

**Electronic Marketing Templates.** Maybe email is more your style? Customizable templates are ready at your disposal!

**Customized Website.** The Birdsong Realty Group offers you your own version of our grand lead capturing website, with an about you page that's all about you! You can create and point your own domain address to it and watch the leads come in!

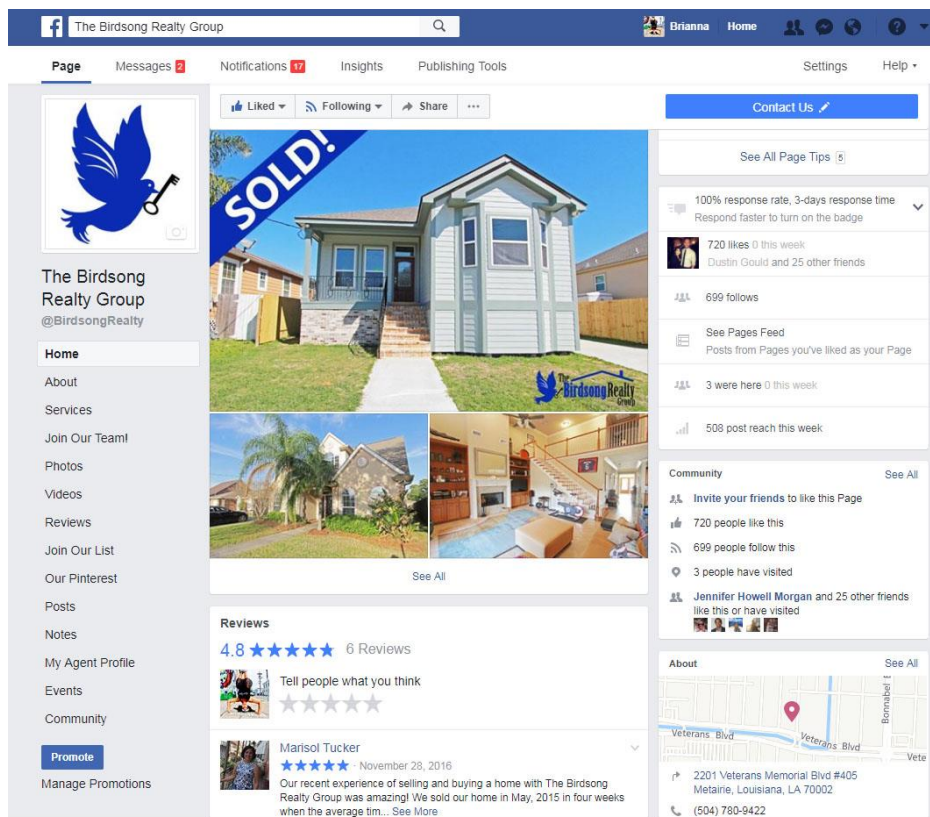
## Discover VIP Marketing Resources

**Mobile Apps and Proprietary Software.** The Birdsong Realty Group stays on top of technology to help agents succeed in business. We do what we can to adapt and grow with technology.

**FSBO and Expired Campaign.** Going after Expireds or For Sale By Owners? We have a campaign for you that works!

**FREE Customizable Website.** We provide a professional customizable website for you which you can make your own. Built on a strong platform with lead follow up, contact management and search capabilities.

**Birdsong Realty Social Media.** The Birdsong Realty Group has a Facebook page full of resources that you can use for your own social media. We are also on YouTube, Twitter, and Pinterest!



The screenshot displays the Facebook profile for 'The Birdsong Realty Group'. The page features a blue header with the group's name and navigation options like 'Home', 'Messages', and 'Notifications'. The main content area includes a profile picture of a blue bird holding a key, a large 'SOLD!' banner over a house photo, and a grid of smaller images showing various properties and interior views. A 'Reviews' section shows a 4.8-star rating with 6 reviews, including one from Marisol Tucker dated November 28, 2016. The right sidebar contains a 'Contact Us' button, a 'See All Page Tips' link, and a 'Community' section with statistics such as '720 likes', '699 follows', and '3 were here this week'. At the bottom right, an 'About' section provides the address: 2201 Veterans Memorial Blvd #405, Metairie, Louisiana, LA 70002, and the phone number (604) 780-9422.

# Grow with VIP Agent Business Building

**Mastermind Meetings.** We have what we like to call Mastermind meetings to work on tools and training to help you succeed in getting more leads and convert more leads to sales!

**Craig Proctor Webinars.** Betsy Birdsong is a long time Craig Proctor member and spokesperson for their systems. Betsy gives you access to “Behind the Scenes” info and webinars to get some tried and true tips and tricks from the experts making millions per year!

**Lead Program.** We have invested in websites and SEO in order to capture leads. Our lead follow-up specialist will weed through them and send you only good leads if you choose to sign up to receive them. They will also set you up with APPOINTMENTS. Who wouldn't want between 20-30 good leads per month?

The screenshot shows a CRM dashboard for 'www.findneworleansareahomes.com'. The main area displays a table of leads with columns for Name, Registered, Price, Last Login, Last Touch, Task, Activity, Info, and Agents. The statistics sidebar on the right shows:

- 5,981 TOTAL LEADS
- 4,468 LEADS
- 73 NEW THIS MONTH
- 156 NEW LAST MONTH
- 2 NEW SINCE LAST LOGIN
- 110 UNWORKED
- 950 HIGH VALUE LEADS
- 1,038 HIGH QUALITY LEADS
- 1,346 AVERAGE RESPONSE TIME (MINS)

Below the statistics, there is a line graph titled 'New Leads June 13, 2016 - July 13, 2016' and a pie chart titled 'Lead Status June 13, 2016 - July 13, 2016' showing 39.5% and 59.3%.

**Coaching on Lead Conversion.** We want you to be successful in converting those leads into deals and have proven systems we can coach you on that really work!

**One on One Coaching for Lead Generation Systems.** We will show you how the lead management system works so you can manage all of your leads and learn strategic ways to follow up and convert those leads to appointments and sales.

**Training on Buyer and Seller Presentations.** We look good when you do! Let us help you prepare for your next presentation.



**Training on Best Ads that Work in this Market.** Print advertising can be expensive especially if the phone never rings from it! We have proven ads that work—many from the Craig Proctor system—that should get that phone ringing!

**Accountability Coaching (if needed).** Need someone to keep you on track? We all get so busy that some things just get put to the side. We start spinning our wheels and not getting to our destination. “Too busy working in our business than on our business”. We can help you set goals and keep focused.

**CRM Program.** Client Retention Management Programs are a must! When your client is ready to sell their home again or need any real estate information, you should be the one they call! Are you keeping in touch with your past clients? Let our systems help you.

**Buyers in Waiting List.** The Birdsong Realty Group runs effective ads that generate hundreds of leads a month. Our program captures over 4,700 buyers and sellers in our database so we can cross-reference our new listings with these potential buyers.

**Google Pay-Per-Click Training.** We can help show you how to get quality leads from google.

**Birdsong Training University.** Have access to the best trainers and designation courses online- 24/7!

**Let Us Help YOU...**



**Sell more houses.**

**Earn more money!**



**Be part of a great  
company culture  
while growing your  
successful real  
estate business.**

## **Our VIP Guarantee for Experienced Agents**

You will make \$25,000 more in the next 12 months than you did in the previous 12 months (Guaranteed in writing) or we'll pay you the difference!

## We Provide Real Value to Help Your Business Grow

As you can see, our VIP agent tools give you real value for your business. We can help you as much or as little as you want. Our goal is to support you and be here when you need us. As you can see, we offer plenty of business building tools for you to help you with your business. All of these benefits are here for you when you join The Birdsong Realty Group. The majority of them are absolutely FREE for you to use.

### Business Building

Whether you are new to the industry, a seasoned agent, or team member, we can help you fine tune your skills to help your business grow. **(\$19,000 Value)**

- Coaching on lead conversion
- One on one coaching on lead generation systems
- Training on Buyer and Seller presentations
- Training on best ad's that work in this market
- Accountability coaching (if needed)

### VIP Marketing Tools (\$9,955 Value)

- Leads!!! Pre-scrubbed, qualified leads (valued at +\$3,500 + Commission)
- Fully customized listing presentation (\$450 value)
- Fully customized buyer presentation (\$450 value)
- Buyer (pre-sell) packages (\$150 value)
- Seller (pre-sell) packages (\$150 value)
- Editorial ads that get "come list me" calls (\$50 value)
- Classified ad templates (\$50 value)
- Postcard templates (\$250 value)
- All electronic marketing templates (\$300 value)
- Free customized website (\$1500 value)
- Free customized CRM program (\$2,000 value)
- Buyer in waiting list (\$200 value)
- Google pay-per-click training (\$700 value)
- Mobile apps and proprietary software (\$250 value)

## The Birdsong Realty Group Gives Back

According to the 2008 Cone Cause Evolution Study, 85 percent of consumers say that they have a more positive image of a product or company when it supports a cause they care about. And nearly 80 percent would switch to a brand that supports a charity.

Whether you support a cause that The Birdsong Realty Group has adopted or one that's closer to your heart, you can expand your success by reaching out.

Join The Birdsong Realty Group who has volunteered in the kitchen and raised money for the Second Harvest Food Bank here in New Orleans.



At The Birdsong Realty Group, we believe in giving back to our communities. There are plenty of opportunities to help whether donating a portion of each commission, to simply raising awareness to our clients.

# How Do You Choose a Brokerage?

The relationship between an Agent & Broker/Owner should be like that of an Employer (Agent) and Employee (Broker) NOT the other way around.

- When an Agent decides to hire a Brokerage, they have a pre-determined set of questions – a set criteria – they will use to judge the Brokers they interview
- They know in advance what they are looking for
- They use reason and logic
- They want to hire somebody to do a very important job for them



## Make an informed decision

You need to know in advance:

- The kind of Broker you want
- The things that are most important to you
- The important questions to ask

## The 4 Mistakes to Avoid When Choosing a Brokerage

- Choosing the Broker who promises the highest commission split even if the splits seem to be unrealistic
- Choosing the Broker who promises to save you money by paying for signs, cards or marketing.
- Choosing the “nicest” Broker
- Choosing a Broker who works all by themselves, because you think they will provide you more personal attention and an overabundance of “qualified leads”.



## Why Choose The Birdsong Realty Group?



We offer you:

- Unparalleled Support
- Coaching
- Real Lead Generation
- Marketing
- Ongoing Training
- Broker Support
- Technology
- Great Location

Total value of **\$30,340!**

More than any other local  
brokerage...**BAR NONE!**

# Lead Generation System

Each one of our agents gets their very own lead generation system that includes a front end website and back end follow up dashboard. See example below:

The screenshot shows a web dashboard for lead generation. The main area is a table of leads with columns for Name, Registered, Last Login, Last Touch, Task, Activity, Info, and Agents. The right sidebar contains a 'Statistics' section with various metrics and charts.

Name	Registered	Last Login	Last Touch	Task	Activity	Info	Agents
Joey S...	5 HOURS	now	5 HOURS	1 HOUR	n/a	1 ? 0	Betsy Birdso... Raymond Ad... Betsy Birdso...
Isabella T...	8 HOURS	12-24	8 HOURS	1 HOUR	n/a	1 ? 0	Betsy Birdso... Wardell Bour... Unassigned
Tanya K...	11 HOURS	1-3	11 HOUR...	1 HOUR	n/a	1 ? 0	Birdsong Re... Raymond Ad... Unassigned
Chris A...	15 HOURS	12-24	15 HOU...	13 HOURS	n/a	1 ? 0	Birdsong Re... Wardell Bour... Unassigned
D... Wolff	20 HOURS	12-24	13 MINS	13 HOURS	n/a	1 ? 0	Birdsong Re... Raymond Ad... Unassigned
Kriss G...	21 HOURS	n/a	n/a	-1 HOUR	n/a	1 ? 0	Betsy Birdso... Unassigned Unassigned
Ramona I...	2 DAYS	12-24	7 HOURS	13 HOURS	n/a	1 ? 0	Birdsong Re... Wardell Bour... Unassigned
Kisha P...	2 DAYS	n/a	n/a	n/a	n/a	0 ? 0	Dustin Gould Unassigned Unassigned
Brandi K...	2 DAYS	n/a	n/a	n/a	n/a	0 ? 0	Dustin Gould Unassigned Unassigned
Anderson M...	2 DAYS	n/a	n/a	n/a	n/a	0 ? 0	Dustin Gould Unassigned Unassigned
Christine K...	2 DAYS	n/a	n/a	1 DAY	n/a	0 ? 0	Dustin Gould Unassigned Unassigned
S Wells	2 DAYS	n/a	n/a	n/a	n/a	0 ? 0	Dustin Gould Unassigned Unassigned
Donnell J...	2 DAYS	n/a	n/a	1 DAY	n/a	0 ? 0	Dustin Gould Unassigned Unassigned

**Statistics**

- 5,981 TOTAL LEADS
- 4,468 LEADS
- 73 NEW THIS MONTH
- 156 NEW LAST MONTH
- 2 NEW SINCE LAST LOGIN
- 110 UNWORKED
- 950 HIGH VALUE LEADS
- 1,038 HIGH QUALITY LEADS
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New Leads June 13, 2016 - July 13, 2016

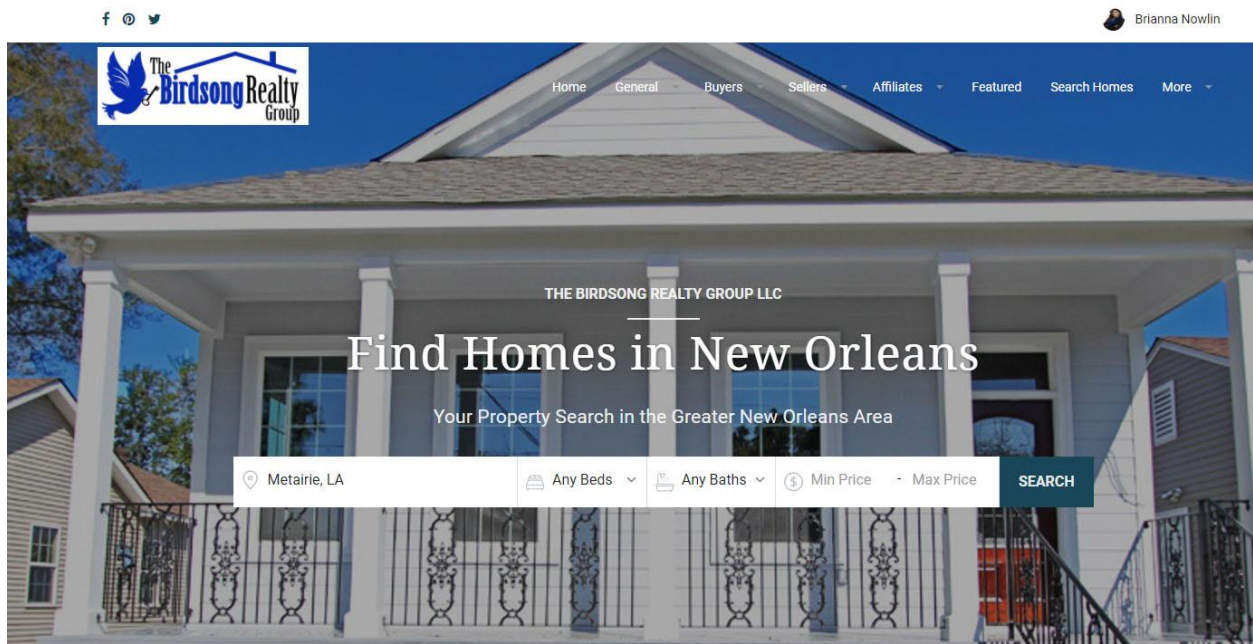
Lead Status June 13, 2016 - July 13, 2016

If you look closely, you will notice that we currently have 5,981 home buyers looking in our area AND 1,038 are high quality home buyers that need a home ASAP.

Our marketing systems attract buyers and sellers. Guaranteed!

**Our Marketing Means More Business To You.**

## Platinum Success Package



Now offering this success package all included at **NO monthly fee.**

- Constant Contact video email platform
- Follow-up CRM (contact relationship management)
- Customized drip email marketing and task workflows
- Custom website
- IDX site lead generation system
- Cloud CMA platform
- House Value Leads Platform
- Branded and less branded landing page website
- Customized sales and source ROI tracking spreadsheet
- Hundreds of marketing templates

## **JoinBirdsongRealty.com**

Need more information about joining The Birdsong Realty Group? Visit our website to watch videos and read more about our exclusive programs!

Connect with us online:  
@BirdsongRealty