



WHY is LegalShield the PERFECT side business for real estate agents?

At any given time, less than 1% of the population is ready to buy or sell a house. And that small target audience is the target of thousands of agents competing for them. At the same time, if you walk into any room, 100% of those people need, can afford, and will benefit from LegalShield & IDShield. They can now monetize EVERY person they know and meet.

THE SHIFT in the market is coming, and when it does, agents have to work even harder for the same money.

Agents don't have RESIDUAL INCOME. They/we live check to check (deal to deal). This is exciting for a while, then it gets long in the tooth. How can an agent ever get off the treadmill of it? Building a side business model that provides passive, residual cash flow is king. LegalShield is a hand-in-glove fit with who they are. It's a professional services scenario they can take pride in, they aren't hawking bottles of pills or lotions.

It is a natural conversation for an agent to recommend LegalShield to their clients. If they have an issue with a contractor, or a lien or defect, or they have something on their credit report that isn't theirs...just say "Use your legal app for that." (They can tap the app and call their law firm to help them fix it.)

Upon closing just say, "Congrats and enjoy living in your new home. By the way, with this new asset, be sure to update your will." Seven out of 10 will say they don't even have a will. Ten out of 10 will want to get an up-to-date one now, which costs \$100's - \$1000. You say, "Be sure to use your legal app for that." When they say they don't know what that is, you show them the app on your phone, explain it, and enroll them. Simple. You saved them time and money with this added value you brought to them, and you get residual income for life.

Where to find Real Estate agents:

1. Drive around and spot yard signs
2. Google real estate agent in any town/county
3. Pick business cards off bulletin boards
4. Ask who knows a good agent on a Facebook post

Prospecting Script:

Hi, I'm [YOUR NAME]. I am parked outside your listing down the street from me. I wanted to call you because I don't have a personal real estate agent YET, and although I'm not in the market right now, at some point I will be. So I wanted to get on your radar screen.

But there's a more pressing reason I need to find a strong local agent ... I'm working on a project with my company that has two mobile apps that are being offered by real estate agents in other parts of the country to their clients. The value-add is tremendous, and the clients absolutely love it. I want to see if you're open to looking at these two services, and if you are open to earning royalties by bringing them into this local real estate market.

(Fellow agent)

Hi [NAME], the real estate market is heating up nicely, right?! Quick question, have you heard about the legal app that agents are referring their clients to as a value-add, and creating residual income from it at the same time? Some top agents around the country are doing it, so I wanted to see if you already are or not yet.

What presentation to have them review:

Live Zoom w/ Brian Carruthers

Recorded zoom by Brian Carruthers - www.realestateLS.com

(Then get them on a 3-way call with another LegalShield associate with real estate background if possible, otherwise any 3-way expert will do just fine.)