

# Climbing the Mountain



**Brittany Picolo-Ramos**, Licensed Realtor & Team Lead  
The Piccolo-Ramos Team

*Being a Realtor isn't just Brittany's job; it's her CALLING. The needs of her clients are her priority over her own goals (and paycheck). She is dedicated to making the home buying experience smart, fun, and easy.*

## About Brittany

Brittany has been in real estate for five years. In that time has sold millions in inventory including \$33 million on 122 sales in 2018.

Her motto is "Real estate for real people." She is big on building relationships before sales.

## Challenges

All the new agents coming into the field has been the biggest challenge. Everyone knows a real estate agent these days. Some agents have resorted to undercutting commission. Others are making the rest of us look bad by underperforming. That leaves a **big mountain for the rest of us to climb**.

No homeowner really wants to sell a house by themselves; unless they're very hands-on. Most homeowners recognize the difficulty of selling a home. The only reason they are doing FSBO is that they've been let down by a previous agent or don't understand the benefits and the real role of a good agent.

## Main obstacle or concern you had when deciding whether to partner with our company and use our service?

So many companies over promise and under deliver. It's getting too hard to tell who's authentic. The validity of the outcomes speaks volumes. You can't argue with numbers. That's what is good about having personal relationships with agents. I need to know whether they reflect me well and have the same knowledge as I do.

## What did you find as a result of engaging in a partnership with RAPSS?

I used the Lead Conversion Pro platform from RAPSS. The biggest positive for me was connecting with my ISA team leads, Mark and John. Honestly, at first, the system didn't seem to be working for me, but when they reassigned me to an ISA that better matched my business, a good relationship began. I started to see a huge impact on my business. They used a few different ISA models, including team formats and one-on-one formats. Each model has its pros and cons and works differently depending on the brokerage.

Some agents don't care either way, but my southern market needs a personal touch. I can't have ISAs sounding like telemarketers. The RAPSS ISA on my account sounded

more like my friend and knew everything about me. I could call him to celebrate when we got a listing, "Hey Mark, high five!"



## What specific outcome do you like most so far?

The \$1.5 million listing we got under contract in one week. Mark had already sent me several big listing appointments. He really knew me; it was like I was calling the homeowner myself. A real person not automated. He also found me a nice property in an area that I don't even usually work. The homeowner had a lot of decluttering to do; I think we've all been there. So, it took a few days, and consistent follow up, but the seller did move forward. The best part is that my ISA followed up too, so other agents had no chance of stepping in. With that breakthrough, I've added a whole new area to my business.

## What are the top three benefits you receive from RAPSS?

1. Having someone else who is your cheerleader is a huge benefit. Sometimes it can sound disingenuous talking about yourself.
2. Time management. My time is worth a lot per hour. It's been a lifesaver for someone else to help warm up and follow up with leads.
3. Because my ISA team makes the initial contact, I also get to bypass the negative emotion. With their help weeding through the rejection, I don't get down. It would be too hard for me to do cold. RAPSS helps me do what I do best, which is to meet with people and help them fix things. I can stay upbeat and go to every listing appointment with a smile.

## Would you recommend these services to others? If so, why or to what type of agent?

Yes. I'd recommend RAPSS to agents who don't want to hire an ISA and micromanage them.

The service is best for agents with the right mindset. They should be able to keep in mind that, even with the extra support, it is still work on their part. The agent still must follow up and make the calls. And the RAPSS team is not handling your listings for you. RAPSS is just a great way to get your foot in the door, that's it. That's all a great agent needs to be successful anyway.

## Is there anything you'd like to add?

Yes. Today, agents are competing with Zillow and big tech who are trying to gain market share. Agents need partners on our side to help us to step out of the box and get into different markets because it's very competitive.