

FROM LEAD TO [CLOSE]

You would expect a book like this to be written by someone that works for Chime or has been hired by the company to write this book to be used as a sales tool. Let me get this out of the way right now. I don't work for Chime, I'm a real estate agent and a real estate coach. I just love the Chime platform so much that I wrote a book on it.

If you're already a Chime user, I wrote this book to help you get past the steep learning curve of the platform and get started using Chime as an asset in your business, not just a tool. When signing up for a platform that is so feature rich, it's oftentimes a struggle for agents, team leaders, and brokerage owners to figure out where to start with the platform. I want this to be a guide to help you get started and truly harness the power of the Chime CRM and IDX website.

If you haven't yet made the decision to go with Chime, my goal is to show you over the course of this book how Chime is different from the other providers and give you insight on how a top producing agent uses the platform.

Brett Baker was born and raised in Southern California. Growing up in a family where real estate was spoken around the dinner table, he soaked up knowledge about the industry for almost 25 years. Watching his Dad, a successful real estate broker, own and manage multiple franchises had Brett hooked on real estate; he just didn't know it until he was older. Swearing that he wouldn't follow in his dad's footsteps, Brett paved his own path in the aviation community. He's a type rated pilot in airplanes, helicopters, and hot air balloons, and was an Air Traffic Controller at a few of the busiest airports in the United States.

Brett is a serial entrepreneur with a background in web and print marketing. His success comes from utilizing technology to develop systems and build processes. He took the jump into the world of real estate because he felt that the Real Estate industry was stale, boring, and lacking true creativity. He built an incredibly successful team in Washington State, and coined the phrase "Boldly Different" because he wanted to set the new standard for agents.

Brett is a marketing guru and excels at creating extremely effective and valuable marketing campaigns that get noticed. He took the real estate industry by storm with his pink branding and his guerilla marketing tactics, garnering national attention in the real estate industry. He is the DEFINITION of cutting edge in real estate; utilizing tools, systems, and methods that are not available to anyone but his team. In fact, he has been the beta tester for more than 100 real estate products that are not even released to the public.

Brett has been recognized multiple times by Real Trends and the Wall Street Journal as one of the top 250 agents in the U.S. He has been named by Real Trends as the number 4 agent in the State of Washington, as well as the number 1 agent in his market. After exiting production in 2019 Brett has been leading the charge to help agents take their real estate business to entirely new levels. He currently is the owner of Brett Baker Coaching Systems where he offers private coaching for real estate agents and business owners. Specializing in systems, processes, and marketing, Brett has helped over 3700 agents and 940 business owners experience rapid growth in their businesses.

