

Demystified: The Divorce Niche

Bridget Potterton
Keller Williams San Diego Metro

What We Will Cover Today

1. What Is a CDRE®?
2. Top 5 Things to Stop Doing in Your Business
3. 5 Ways to Get in with Family Law Attorneys NOW
4. Divorce Listings: Now and in the Future
5. Teaching Continuing Education to Attorneys
6. What My Class Looks Like

What Is a Certified Divorce Real Estate Expert?

- 12-week class
- Intense training
- Approximately 10% acceptance rate
- Minimum closing standards
- Only allow a certain amount per area



Top 5 Things to Stop Doing with Divorces Right Now

1. Stop disclosing divorce sales
2. Stop going after people getting divorced
3. Stop sending attorneys generic real estate spam
4. Stop sending contracts/ excess communication to attorneys
5. Stop introducing yourself as an agent

5 Ways to Get in with Attorneys NOW

1. Join Second Saturday
2. Join Vesta
3. Join Collaborative Law Groups
4. Join Attorney/Lawyers Clubs
5. Ask Your Sphere for Introductions to Attorneys



Divorce Listings Then and Now

Now:

- Getting them from referrals of sphere
- Getting calls from your regular marketing
- Googling you

Future:

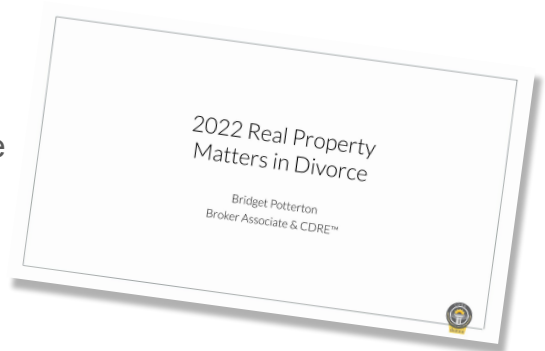
- Getting assigned to cases
- Having your name in MSAs
- Getting court-appointed

Teaching CLEs to Attorneys

- They don't want to be sold to
- They want to be educated
- They NEED to be educated
- Get approved through your state bar
- Find relevant topics
- Your content can't change or you have to resubmit for approval

What My Class Look Like

1. Current market trends
2. Selling a house with one party on title
3. Post-divorce title issues
4. Court order/MSA verbiage
5. How to use me as a family law expert



Where Do I Go from Here?

Certified Divorce Real Estate Expert (CDRE®) Program

www.GetDivorceCertified.com

Divorce Niche Bootcamp

www.TheDivorceNiche.com



IG: @RealEstateDivorceSpecialist

FB: Bridget Potterton

bridget.fanning@gmail.com

Learn more at: lumniInstitute.com