



RE/MAX[®] REVOLUTION

A G E N T T R A I N I N G



PROSPECTING

FINDING BUYERS AND SELLERS



IT'S NOT GOING TO HAPPEN IF
YOU DONT MAKE IT HAPPEN

WORDS OF WISDOM FROM STACEY AND RYAN:
UNTIL YOU CONTACT THE CUSTOMER, YOU HAVEN'T DONE ANYTHING.

WHERE ARE THE BUYERS AND SELLERS?

OPEN HOUSES
SPHERE (SOI)
MASTER PROSPECTS BOOK
2&2 METHOD
WEAR RE/MAX GEAR TO SPARK CONVERSATION
DOOR KNOCKING
COLD CALLING PHONE BOOK/PHONE LIST
STOPPING BY BUSINESSES
INSURANCE AGENTS
LENDER REFERRALS
MASS DIRECT MAIL
FARMING
REFERRALS
PAID LEAD COMPANIES
PROSPECT LETTER WRITING
FACEBOOK/SOCIAL MEDIA
INVESTORS
NETWORKING EVENTS
FSBOS
EXPIREDS
FLIP A HOUSE - MEET NEW CUSTOMERS
DROP OFFS/POP BYS (NURSES)
JUST SOLD/JUST LISTED CARDS

JUST DO IT!

A lot of people stop “Doing” when they get busy selling. Then they close their transactions and find that they have to quickly lead generate again. It is harder to start and stop this lead generation than it is to consistently do it even when you are so busy.

One way to do this effectively is to TIME BLOCK/SCHEDULE. Time blocking is a way that you can schedule time to do something as a priority. No matter what is going on in business you will work on your lead generation every Monday morning at 9am (or whatever day and time you choose)

That is part of the FREEDOM of self-employment and selling real estate. YOU choose what you do and when you do it, but YOU HAVE TO DO IT.

You can make money without lead generating consistently, but you are at the mercy of what just happens. Yes, you will bump into someone who wants to sell, and you will get a referral here and there, but when you consistently lead generate you are creating opportunities for yourself and you aren’t “lucking” into deals... YOU ARE GENERATING DEALS!

2 & 2 METHOD

Reach out and follow up with 2 new people
DO THIS FIVE DAYS A WEEK!

WITH THIS METHOD you would reach out to:

10 new people a week

43 new people a month

520 new people a year

If you convert 5% of those 520 contacts
to a sale you could make over
\$100,000 per year!

This doesn't even factor in the people you already know!

These are NEW contacts!

MEETING NEW PEOPLE AND USING YOUR MASTER PROSPECTS LOG

As you meet new people you want to add them to your MASTER PROSPECTS LOG. Then, of course, they will get added to your database. Use your Master Prospects Log CONSISTENTLY!

You might wonder what to say to people you meet that are not actively asking about real estate. The key is NOT to “PUKE YOUR BUSINESS” all over them.

Most people ask what you do for a living and you will have a chance to say what you do. Possibly mutual friends have told them that you sell real estate and so they ask you “Who do you sell real estate for?” These are perfect introductions to build relationships from. Once you have met someone and entered them in your MASTER PROSPECTS LOG

ALWAYS find a way to keep in touch! FACEBOOK and other social media are perfect platforms. Again, you don’t want to “PUKE YOUR BUSINESS” all over Facebook either. You will need to project some balance of business and personal life. You need to keep everyone aware of what you do, but also make sure they see you as a peer... a real person with a family and a real life.

That’s IT... REALLY AND TRULY this business is all about NETWORKING and creating relationships that bring you new business.

WHO DO YOU KNOW? EVERYBODY! THIS IS YOUR SPHERE

- Your parents
- Your parents friends
- Your parents neighbors
- Your kids
- Yours kid's friends
- Your kids neighbors
- Your kids teacher
- Your kids principal
- Your best friends
- Church members
- Your minister
- Your dry cleaner
- Your handman
- Your dentist
- Your eye doctor
- Your doctor
- Your mail man
- Your banker
- Your dog groomer
- Your vet
- Your extended family
- Your coworkers
- Your past coworkers
- People you went to school with
- Your teachers
- Your teammates
- Your spouses family
- Your hobby group
- Your baby daddy
- Your neighbors
- Your pharmacist
- Your insurance agent
- Your siblings
- Your Cousins
- Your tax preparer
- Your electrician
- Your plumber
- Your fitness instructor
- Your exhusband's family
- Your local professionals
- Your spouse's boss
- Your spouse's coworkers
- Your babysitter
- Your former co-workers
- People from the ballpark
- Your friend's friends

WORDS OF WISDOM FROM STACEY AND RYAN:

THE BEST THING YOU CAN DO IS THE RIGHT THING. AT LEAST DO SOMETHING. THE WORST THING YOU CAN DO IS NOTHING.



PROSPECTING

FINDING BUYERS & SELLERS

WRITE THEM DOWN!

[illegible]

THE BEST THING YOU CAN DO IS THE RIGHT THING. AT LEAST DO SOMETHING. THE WORST THING YOU CAN DO IS NOTHING.

WHAT DO I DO WITH MY SPHERE?

Your database is going to be used to stay in contact with YOUR PEOPLE. It will keep your name TOP OF MIND when they have a real estate need! It will actually make them think of you when they have all kinds of needs. YOU are putting yourself out there to be their resource.

If you can get them to use you as a resource for lots of things home and property related WHO DO YOU THINK THEY WILL CALL WHEN THEY WANT TO BUY OR SELL REAL ESTATE?

It isn't about the SALE today... It is about building relationships that produce referrals and repeat business in the future.

AND WHY DO I GRADE IT? (SEE NEXT PAGE!)

You grade your database so that you can focus on the QUALITY people in your database and so that you don't spend all of your time on the people who are unlikely to refer you to someone. Grading it also makes it easier to pick your top 20 or top 50 when you are mailing something out that will be more expensive.

SO, HOW AM I GOING TO USE MY DATABASE? Direct Mail

- 1) something VALUABLE discount/information/helpful things
- 2) something ENTERTAINING funny is always good
- 3) something THOUGHTFUL like a handwritten notes

And, of course, following up with phone calls (ask for the referrals)

Let's talk about Items of value... You can purchase Brian Buffini's marketing items of value to mail to your database. This is a very easy thing to do. You can also develop your own items of value. The whole idea is to send your sphere something that is HELPFUL or of VALUE and then that gives you a reason to follow up with them. If you send your sphere helpful information then you can call them and see if they had any questions.

IDEAS OF WHAT TO SEND

- 1) HAS enrollment forms and a letter explaining to your database that they can purchase one of these warranties after market. Well written letters with literature enclosed will go a long way.
- 2) Your own personal referral directory. Ask permission to add people to your directory (hair stylists, insurance agents, handyman, Scentsy sales consultants, Cleaning services, painters. People always love to use someone referred by someone else. Be sure to get the business's permission to refer them and ask your clients if that have a service or business that you can add to your directory. Reciprocity can be golden.
- 3) EVERY agent should send a calendar magnet out each year. People put it on the fridge, and they see your face every day.
- 4) A snapshot of the market and what it actually means.
- 5) Reminding people or introducing people in your sphere to the Great Iowa Treasure hunt. What a service to remind people and write a great letter about one you found where your friends or clients had a nice little find on there.
- 6) Promotional marketing items that can be mailed. Pen, pencil, highlighter, letter opener, seeds, etc. A little bulky letter is always intriguing and usually gets opened.
- 7) Charity information. Where do you give your charitable donations? Mine has always been St. Jude. Find a charity and support it not necessarily asking for cash but passing on an opportunity to give back. Maybe you offer to add \$5.00 to each donation given. If you have a 100 people take you up on it, you will spend \$500. It is a win for the charity and for your client and will truly be a win for you if you are able to engage people for a good cause.

GRADE YOUR SPHERE



This is where you decide who is more likely to produce good, quality leads that may really help you build your business and who may not do much for you at all.

A. The A's are people who really like you and you like them. They may have already referred someone to you. These folks are **HIGHLY** likely to refer you to other people.

B. The B's are good folks. You would love to do business with them again and you felt a good connection with. These people can become A's very quickly with a little attention from you.

C. This group is possibly your problem children. Yes, you know each other, but it was just ok. Or you barely know them. This group depends greatly on whether or not you can develop an actual relationship with them.

D. The D's are not usually worthy of tons of attention. These are your past clients that were really hard to deal with. They are also the person who is friends with 10 or 20 other Realtors. (Maybe they are an attorney who closes real estate transactions.) I am not saying you could never develop these people, but they are the least likely to become serial referrers to YOU only. Maybe they are direct family members of another agent.

Sort your database. Once you do you may decide only to focus on the ABC's and leave the D's alone. It's up to you. If you only have 27 people on your list, they all might be in your "A" category because you have to start somewhere.

LAUNCH LETTERS

Friends & Family,

RE/MAX[®]
REVOLUTION

I wanted to update everybody on the happenings of my life lately. Another day another dollar... just kidding... life has so much more potential than that!

I am still a CPA for Mid-American Energy. I am loving it and learning a lot. That is definitely paying the bills, but you know me... I like to accomplish more and more. Recently, I obtained my real estate salesperson's license and I am an independent contractor with RE/MAX REVOLUTION.

As a Realtor, I have partnered with a RE/MAX office owned by a brother & sister broker team who have been the top sellers in their office for over 20 years. They offer incredible training and will work directly with me to be successful. If you hire me to sell your house or help you buy a house, we will have this team behind us. This coupled with already being licensed for a year makes me confident that I am the best agent to help you achieve your goals.


I can assure you that you will have my complete loyalty and confidentiality when discussing your situation so do not worry about your personal information being shared with anyone. I truly want to help you and I have watched my brokers solve complex problems so no matter what your situation I know we can help you figure it out!

If you are thinking of buying or selling a home, please give me a call. I would love an opportunity to talk with you. Thank you for reading this and I appreciate your consideration!

BRANDON J. BEECHAM
REALTOR
RE/MAX REVOLUTION

Keep in touch!
Brandon

 515-371-7274

 932 N Shadyview Blvd - Pleasant Hill, IA 50327
140 Jordan Creek Pkwy #160 - WDM, IA 50266

 Brandon@BrandonJBeechman.com



LAUNCH POSTCARDS

BIG

ANNOUNCEMENT



Sara Nielsen

I am now a licensed
real estate agent with
RE/MAX REVOLUTION!

If you are thinking of making a move
please give me a call!
515.423.8930

RE/MAX[®]
REVOLUTION



RE/MAX[®]
REVOLUTION

932 N Shadyview Blvd
Pleasant Hill, Iowa 50327



Just wanted to drop you a note
to let you know I am now a licensed
real estate agent with
RE/MAX REVOLUTION!

If you are thinking of making a
move please give me a call!

Deliver to:

REALTOR

Sara Nielsen

515.423.8930

Sara@AffirmationAgent.com

VISIT MY WEBSITE AT
www.AffirmationAgent.com

NOT INTENDED TO SOLICIT A LISTED PROPERTY.
SARA IS LICENSED TO SELL REAL ESTATE IN THE STATE OF IOWA.

	<u>ACTIVITY</u>	<u>DESCRIPTION</u>	<u>POINTS</u>
1	SINGLE LETTER	Tailored to your prospect (Looking for a home like yours, Individual FSBO, Open House Follow up, Vacant Homes, Expired listings)	2 pts each
2	SPHERE MAILING	Your sphere of people who already know and love you.	40 pts
3	FARM / PLAT MAILING	Specific neighborhood (New listing in area, Farm, Neighborhood dumpster day)	40 pts
4	HANDWRITTEN NOTE	Thank you, It was nice to meet you, Encouragement, Congrats, It was good to see you Look at Facebook for birthdays, weddings, anniversaries, graduations, etc...	3 pts each
5	UPDATE SOCIAL PROFILES	Update Profile pic, Cover pic, Bio on Facebook, X, Instagram, Linked In, Tik Tok	3 pts per account
6	AUDIT SOCIAL MEDIA	Audit your social media pages. Delete duds/rants, untag dumb posts. Look at it from a clients point of view	5 pts per month
7	POST ON SOMEONE ELSE	Share someone elses post (not agents), Happy Birthday posts, Share link to something pertinent to friend	3 pts
8	TEXT SOMEONE	Share a link to interesting/pertinent article, Check in, Comment something seen on social media (Congrats), Offer CMA	3 pts
9	SOLICIT A FSBO	I recommend TEXT for FSBO - they are movers and shakers and respond well to texts. Find FSBO cell numbers on Zillow and text asking to help.	5 pts
10	COMMENT ON SOCIAL	Comment on someone else's social media (Use 5 or more words so platform recognizes a relationship)	3 pts
11	POST CONTENT	Real estate, Be kind, Helpful information, Graphics (R&D rip off and duplicate what you like on others)	3 pts
12	READ/LISTEN TO BOOK	No time? Use apps like Book Summaries, Blinkist, Headway daily book summaries (15 mins) to listen to key components of books instead of whole books. (6 Steps to 7 Figures, Millionaire Real Estate Agent, The Miracle Morning for Real Estate Agents)	40 pts
13	LISTEN TO PODCASTS	Some suggestions: Real Estate Rockstars, Pursuing Freedom with Erin Bradley, inman RECONNECT, Zero to Diamonds, Ninja Selling, Start with a Win	
14	SCHEDULE OPEN HOUSE	Schedule an open house and put it in MATRIX DMAAR MLS a week before open house	3 pts
15	HOST AN OPEN HOUSE	Do an open house. Add 1 point for each sign you put up and 2 pts if you put red/blue balloons on your signs	40 pts
16	ATTEND A CLASS	This is to get you doing deals so go to classes that are on prospecting, motivation, lead generating	30 pts
17	5 UP 5 DOWN O.H. FLYERS	Doorknock 5 doors up and 5 doors down from your OPEN HOUSE. (What would happen if you do 10 up and 10 down?)	10 pts
18	FOLLOW UP OPEN HOUSE PROSPECTS	Simple to follow up send a link from realtor.com of a similar house "This looks like what you were wanting do you want to go see it?"	5 pts
19	DOUBLE DOWN FOLLOW UP	Record a video of yourself thanking them for coming to your open house and talk about some other similar houses, then text over to them.	10 pts
20	WEAR RE/MAX GEAR	Wear logowear to spark conversations anywhere you go. (How is the market? The market is great!)	2 pts
21	DOORKNOCK	Doorknock your areas that you farm. Leave something there if they don't answer. (AT LEAST 20 HOUSES)	40 pts
22	DOUBLE DOWN DOOR KNOCK	Doorknock 40 houses - 10 to either side of your listing and 20 across the street. On average 3 of those households will be thinking of selling	90 pts

23	POP BYS / DROP OFFS	Make (or order) "pop by" gifts for your sphere & drop them off! (leave on the porch & take pic. Follow up pic text saying I left you something!)	10 pts
24	SET UP SEARCH or DRIP	When you have the prospects email you can set them up on a search or a drip campaign.	3 pts
25	SEND CMA OUT	Send out unsolicited CMAs. Use services like RPR & Atlas to do the work for you. Always use ranges and QR code	3 pts
26	DOUBLE DOWN CMA	Record yourself talking through the CMA and text the video to them! End the video with a note that you'll mail them the paper copy of the CMA.	15 pts
27	WEBSITE	A site people can learn about you and utilize resources. Not fancy. Use GoDaddy we can HELP build a site.	40 pts
28	CREATE A TIK TOK/REEL	A simple bit of video on your phone w/o speaking put to sound. EASY. (putting a sign in the ground, thumbs up and little dance)	3 pts
29	CREATE VIDEO CONTENT	Video that provides INFORMATION. More involved than a fun tik tok. Provides INFORMATION. Green screen over a video article is easy too!	3 pts
30	NETWORKING EVENT	Meet lenders, meet other agents in different areas for referrals, SPEED DATING for business relationships	40 pts
31	OPTIMIZE SEO/GOOGLE	Optimize your SEO (Search Engine Optimization) and create your Google Business Account	10 pts
32	OBTAIN REVIEWS	So many ways to do this. Testimonial page with link in email signature, Gather Up app, Zillow/Realtor.com	3 pts
33	STOP BY A BUSINESS	Introduce yourself, leave cards, ask to collaborate. Insurance agents, Lenders, Attorneys, Etc.	5 pts
34	ASK VENDORS FOR CARDS	Call/text vendors asking them to drop off a stack of cards to your office or go have coffee with them. Create a relationship.	3 pts
35	CREATE AN ACCOUNT	Sherwin Williams account that you negotiate prices and offer your sphere/farm to use your account to get your pricing.	3 pts
36	DROP OFF GOODIES BASKET	A basket of snickers with your business card attached dropped off to nurses stations, police stations, hair salon, fire dept etc.	20 pts
37	VOLUNTEER	Meals for the Heartland. You will feel good doing it, take a group, make post but make it an invite to do it with you so you aren't bragging.	40 pts
38	GO TO BUILDER EVENT	Meeting builder reps, other agents, learning about the product, inventory knowledge	10 pts
39	LENDER LUNCH/COFFEE	Lenders want your business and may throw you a bone. Plus you learn about their products. Establish relationships.	5 pts
40	APPRECIATION EVENT	Client appreciation, neighborhood appreciation (Dumpster Day). Create an event to build good will & deepen relationships	40 pts
41	ADD 5 PEOPLE TO SPHERE	You meet people everyday. Add them to your sphere. Add to FB. Add Add Add https://www.youtube.com/watch?v=sJKFV34a3eg	3 pts
42	LAUNCH LETTER	If you are new, switched brokerages, rebranded, or just a yearly update (not in December) send out your letter.	40 pts
43	ADOPT A CLASSROOM	Providing needed supplies several times per school year and offering to help will allow you to meet teachers, parents	20 pts
44	INTERVIEWS-4-INCENTIVES	Stop by (especially when someone is outside) offer to interview for incentive. Ask 10 questions give \$10 giftcard (REVagents.com)	10 pts
45	GIVEAWAY / POLL / CONTEST	Create a social media buzz with a giveaway, poll, or contest. REMEMBER don't post and ghost!	10 pts

46	CALL YOUR PEEPS	It doesn't have to be about real estate. Catch up, ask if they want their home value, Congratulate. But it's a PHONE CALL!	3 pts
47	FLOOR DUTY	We don't do formal floor duty, but just go in the office and ask Mindy, Nicci, and Missy to please come get you for a walk in	5 pts
48	ATTEND REV ROUND TABLE	If you walk away with one morsal of helpful info it was worth it. PARTICIPATE. Activity breeds activity.	5 pts
49	ATTEND INFORMAL TRAININGS	Danielle Burnight will make a half of million dollars this year and still finds value in attending basic trainings. Ask her.	20 pts
50	LEVERAGE A MOMENT	A friend posted that they had a hard day - dropped off a gift. Ran into client at restaurant - Paid for their meal. MOMENTS!!!	20 pts
51	OPEN HOUSE TREAT BAGS	When you a kid you went to a BD party and got a treat bag. How memorable are you when they go home with a treat bag?	3 pts
52	JUST SOLD/LISTED POSTCARDS	www.WisePelican.com or upload neighborhood data on Vista Print. They mail them. One call/deal would pay for every time.	25 pts
53	SCHEDULE APPOINTMENT	However that looks. Cold calling to see if you can stop by and talk. Make it a point to NOT GO HOME until you got ONE appointment set.	10 pts
54	SHOW FOR OTHER AGENTS	You will learn about the house, practice your people skills, gain experience, know the market, and maybe make \$75	10 pts
55	TOUR LISTED PROPERTIES	Learn about the market. Maybe talk to the neighbor. Get permission and take video to make a reel/tik tok.	5 pts
56	SOLICIT EXPIREDS	I suggest a letter for soliciting expired listings. Make sure they didn't sell FSBO (so be sure same owner as when listed) and do not disparage the former listing agent.	5 pts
57	DO A TRADESHOW	Sit at a table at a trade show (home expo, wedding expo) and give advice and meet people. Have swag bags. Make it memorable and get their info.	60 pts
58	INVITE VENDORS	Invite vendors (I already did painters) but HVAC or anything house related to DROP OFF their cards to our offices so agents can get their card when needed. Then use those vendors and create relationships.	5 pts each
59	MAGNET CALENDARS SPHERE OR FARM MAILING	People dont throw these away. Mail them EVERY January! Sphere, farm, have some one hand to trade when you see someone elses magnet calendar on their fridge.	40 pts
60	LOTTO TICKETS SPHERE OR FARM MAILING	St. Patrick's Day is a great time to send LOTTO SCRATCH OFF TICKETS!!! Wishing you all the luck of the Irish! Sphere, farm etc	40 pts
61	GREAT IOWA TREASURE HUNT SPHERE OR FARM MAILING	The state of Iowa has a website to help people find unclaimed money. Send the link sphere, farm etc https://www.greatiowatreasurehunt.gov	40 pts
62	MAX TECH PROFILE	Update it... THIS IS WHAT PEOPLE SEE when they pull you up on the RE/MAX site. WOULD YOU REFER SOMETHING TO A RE/MAX BALLOON HEAD? NO!	20 pts
63	MAINTAIN CRM	Client Relationship Manager... which one is the best? THE ONE YOU WILL USE! Excel spreadsheet is completely adequate & FREE. KV Core, Follow Up Boss, Real Geeks, Top Producer, Honeybook, Click Up, Oracle Netsuite, Salesforce, Hubspot, Monday CRM, Pipedrive, Wiseagent. Real Geeks.	5 pts per hour
64	LAUNDROMAT LOVE	Imagine seeing a basket with "treat bags" that have some sample size laundry detergent and info about you as an agent. "Tired of the laundry mat? Buy a home with a washer & dryer"	20 pts
65	WAITER/WAITRESS TIPS	Tip well & include your business card. You may even put a link to www.join-revolution.com because servers are usually hustlers. Activity breeds activity. You are investing in people. Create relationships.	10 pts
66	PAY IT FORWARD	We have all heard of pay it forward but add a handwritten note and business card for the driver thru person to hand to them. QR code to your social media/website. You are meeting people!	10 pts
67	BE A SPONSOR	Sponsor a kids team, event, or group. Creates opportunity to get to know people and gets your name out there. GET ON THE T-SHIRT... Ask Bob about GRILLED CHEESE.	40 pts
68	PARADE	Swag bags, trinkets, etc but take it a step further. Throw out something that IF THEY RESPOND TO they will win a prize. ADD ADD ADD to database and social media. You are "meeting" people.	40 pts

69	FACEBOOK ADS	Place a simple FB ad: "Want to know what your home is worth?" link it to a landing page (not hard) and ask BASIC question: address and first name. That is all you need then use assessor/forewarn	40 pts
70	NICHE GROUPS	Find your niche and EXPLOIT it! I don't care what the niche is. If you attend a church, part of a health/disease group, race/color/creed, hobby group, gym rats, stage of life.	20 pts
71	SWAG	Figure out swag bags that you can keep handy. QR codes on promo items are great. BE PREPARED!	10 pts
72	AGENT RIDERS	Ask a busy agent if you can add a sign rider with your name and number to their listing sign.	20 pts
73	GARAGE SALES	Have some cheap plastic bags (walmart type bags) printed with your logo/phone. Stop at a garage sale and offer them some bags for their sales. Meet the people. Comment on the house. Are they selling?	20 pts
74	BULLETIN BOARDS	Pin something to a bulletin board. Smokey D's, HyVee, etc	5 pts
75	COFFEE SHOP ON DUTY	Sit at a coffee shop with a SIGN (Use a 8.5x11 clear poster sign from Dollar Tree that has a poster that says "REAL ESTATE AGENT ON DUTY" and maybe "I will buy you coffee" Create worksheet.	30 pts
76	ATTEND R4 / IAR CONVENTIONS	Meet agents from different areas to create referral networks. YOU NEED TO BRING SWAG!!!	40 pts per day
77	TPMCO.COM	Personal marketing company 21 touches over 5 years for \$48	40 pts
78	DOG PARK	Treat bags with business card. Dog park swag. Logo collars. Meet people. Meet DOG people.	10 pts
79	COLD CALLS	How hard is it to call through the phonebook? Most people still in the phone book have been at there house a long time. "I am a realtor and I have five questions for a \$5 giftcard. Do you have five minutes?"	5 pts
80	LEAVE STUFF BEHIND OOPSIE	Leave brochures, cards, personalized items behind when you go places.	5 pts
81	MAGAZINES	Personalized magazines (Reminder Media & Healthy Home Media) These can be expensive to send out to sphere but order 50 and drop some off at doctors offices, put in your gift baskets.	15 pts
82	ONLINE DIRECTORIES	Online directories are a passive way to find leads online. Directories such as Google My Business or Yelp	2 pts each
83	BUY LEADS	Zillow/Realtor.com Leads. Don't overspend your budget and don't do it if you wont work them. Contact Danielle Burnight, Joann May, Ashton Smith or Dave Avery.	100 pts per \$1000
84	RECIPROCATATE REFERRALS	What do your friends do for a living? Ask them how you can help support them in their business. Talk about what a good referral hand-off looks like to them.	10 pts
85	JOIN NETWORKING GROUPS	Join a Chamber, Rotary, YP Group, BNI, DSM Partnership Committee	40 pts per meeting
86	JOIN A SOCIAL GROUP	Join a running club, Golf Club, Biking Group, PTA, ect...	40 pts per meeting
87	ATTEND AN AGENT OPEN	Go to an agent open and network with the agents there, take photos of the house and post to social media	20 pts
88	AGENT REFERRALS	Engage on national real estate groups on Facebook - build connections that lead to referrals. Add people as a friend that you engage with regularly.	10 pts
89	SEND EMAILS TO SPHERE	Look at Ricky Caruth - top producing agent who built his business on doing this. R&D, you can subscribe to his email list.	2 pts each
90	CREATE A NEIGHBORHOOD FB GROUP	Become the expert that your neighbors will work with when they sell their house. Plus be a resource for local events.	40 pts

Prospect Names _____ Today's date _____

Address _____ Phone #s _____

Email _____ Source of Lead: _____

Objective: () Buy () Sell () Just a contact right now Time Frame to buy or sell _____

If buying: Type of home _____ Location _____ Price range _____

Preapproved? () Yes () No Lender: _____ Type of Loan _____ % Down _____

Specific Concerns or Objectives: _____

What do you know about this prospect?

(kids, schools, activities etc)

ENGAGE - Pick a few of these or add your own

- _____ Add this person to your whiteboard to keep them top of mind
- _____ Send a handwritten note (Nice to meet you note)
- _____ A plain old phone call or Email/Text something to just make a slight introduction
- _____ Snail mail a home buyers or sellers brochure or "How to" guide
- _____ Find a similar newly listed property and send them the link on Realtor.com by text
- _____ Facebook friend them and other social media
- _____ Comment/ interact with them on Facebook
- _____ Mail a generic marketing piece
- _____ Slydial a message about something
- _____ MLS Email SEARCH campaign
- _____ Video introduction or message
- _____ Postcard – can look like a generic postcard and they think they just see you everywhere
- _____ Other: _____

FOLLOW UP WEEKLY AT FIRST OR UNTIL THEY MAKE IT CLEAR THEY AREN'T ACTIVELY READY

_____ 1 week _____

_____ 2 weeks _____

_____ 3 weeks _____

_____ 4 weeks _____

IF PROSPECT ISN'T REALLY ENGAGED TO ACT NOW - FOLLOW UP QUARTERLY

_____ 3 months _____

_____ 6 months _____

_____ 9 months _____

_____ 12 months _____