



I am hearing newer agents often say “HOW DO I GET STARTED? “

It’s so simple... YOU JUST START DOING IT!!!

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! (see below to see where you start to find these new contacts)

SOURCES OF PEOPLE TO CONTACT WITH THE 2&2

OPEN HOUSES

(You should be doing OPEN HOUSE every weekend as a new agent)

FSBO’s

EXPIRED LISTINGS

EVERYDAY CONTACT (SHOPPING)

DOOR KNOCKING

COLD CALLING PHONE BOOK

STOPPING AT BUSINESSES

INSURANCE AGENTS

YOUR FRIEND’S FRIENDS

FIND A WAY TO MAKE A NEW CONTACT

WAYS TO CONTACT OR FOLLOW UP...

Phone call, email, handwritten note, text, letter, or a FB message

A phone call is best, but just be sure you actually DO IT somehow.



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!**

PREPRINTED MASTER PROSPECT LOGS ON NEXT PAGE ARE ON THE REV AGENTS SITE FOR YOU TO PRINT. YOU'RE WELCOME!

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.