

SOI

**Building A Real Estate
Agent's Sphere of Influence**

Audio Workbook



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MODULE 1

ACTION STEPS:



Start getting in touch with everyone you know, and those who know you by name.

1. Use the SOI Member Contact Form to write down the names and contact information of **at least 20 people** that you know and who know you by name.
2. Make telephone calls to each of the 20 people to update/add to their contact information or ensure that the information you may already have is correct.
3. Ensure that they know, or are at least reminded, that you are in real estate.
4. Lastly, make sure that you always ask them to **refer you to the people** they know. (See points #5 and #6 of the script below).
5. Use the script to below to both grow your database and start nurturing it!

SOI SCRIPT – UPDATE DATABASE

“Hi _____, this is (AGENT NAME) with (REAL ESTATE COMPANY), how are you today?”

“I’m calling because I’m updating my customer service database and noticed that I’m missing some contact information like (EMAIL ADDRESSES, PHONE NUMBERS, ETC.) for you. Plus, I need to do a better job of staying in touch with people I know, and I’d love to send you something over the holidays and from time to time. Would that be OK with you?”

“Great! So let’s see, it looks like I need your (EMAIL ADDRESS) . . .
(Obtain any missing information needed for any contact type).
Perfect, thank you for your help!”

“So is there anything that I can do for you right now? (Respond if applicable).”

MODULE 1

ACTION STEPS:



“While I’ve got you on the line, we are in a hot real estate market right now where homes are selling faster than we can put them up for sale. So, we suddenly have a large number of buyers that we need to find homes for. With that said, do you happen to know of anyone thinking about selling their home within the next year?”

“If you can think of anyone, we may even be able to get their home sold without ever going through the expense and hassle of putting the home up on the market. So, if you do run into anyone that’s considering selling, would you have any problem referring me to them and letting me know? ... Great!

“Thanks! I appreciate it! Thank you so much for helping me!”

MODULE 1

ACTION STEPS:



One Day – 20 Contacts

Name: _____ Date: _____

Type*	Name	Ask for Appt?	Appt?	Ask for Referral	Referral?	Follow Up/Notes
1.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
2.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
3.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
4.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
5.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
6.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
7.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
8.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
9.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
10.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
11.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
12.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
13.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
14.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
15.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
16.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
17.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
18.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
19.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	
20.		<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	<input type="checkbox"/> Y/ <input type="checkbox"/> N	<input type="checkbox"/>	

TOTALS: _____

* Type: _____
 Total Contacts Made: _____
 Total Appointments Made: _____

SOI, FSBO, Expired/Cancelled, Circle Prospecting, etc.

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Who Do You Know from These Industries?

Accountants	Carpenters	Engineers (Civil & Structural)
Alarm/Home Security Companies	Carpet Cleaners	Estate Sale Companies
Appraisers	Carpet Supply Stores	Event & Community Centers
Appliance Stores	Chimney Cleaning	Excavating Services
Architects	Chiropractors	Fencing Companies
Asbestos Mitigation	Cleaning Services	Financial Planners
Attorneys (General Practice, Real Estate, Family/Divorce, Wills, Trusts, Estates & Probate)	Computer & Networking Services	Fireplace Supply & Repair
Auto Body Shops & Repair	Concrete, Cement & Pavers	Flooring Companies
Auto/Car Dealerships	Construction Contractors	Florists
Auto Mechanics	Countertop Supply & Installation	Furniture Stores
Baby-Sitters	Credit Unions	Garage Door & Repair
Banks (Personal & Business)	Day Care	Garden & Nurseries
Builders (New Home & Improvements/Add-ons)	Deck Construction/Repair	Geological & Soil Testing
Cabinet Supply & Installation	Dentists	Gyms & Fitness Centers
Caterers & Party Planners	Dermatologists	Hair Stylists
	Doctors	Handyman Services
	Dry Cleaners	Home Inspectors
	Dry Wall Companies	Home Stagers
	Electricians	

Home Warranties
HVAC Companies
(Heating & Cooling)
Insurance
(Auto, Health,
Homeowners, etc.)
Interior Designers
Jewelry Stores
Landscapers
Lawn Care
Locksmiths
Masonry
Mold Inspection &
Mitigation
Mortgage Lenders
Movers (local &
national)
Mud-Jacking
Companies
Music (DJ & party
services)
Nannies
Notaries
Office Machines
(copiers & printers)
Office Supply &
Furniture Stores
Optometrists
Orthodontists
Painter
Pediatricians

Pedicure Shops
Personal Trainers
Pest Control
Companies
Pet Kennels
Pet Sitters
Photographers
Plumbers
Pool Contractors
Pool Care & Supply
Pressure Cleaning
Printing Companies
Property
Management
Radon Inspection &
Mitigation
Rain Gutter
Installation & Repair
Restaurants
Roofing Companies
Senior Living
Communities
(Convalescent
Homes & Assisted
Living)
Septic & Sewer
Companies
Siding & Stucco
Contractors
Sign & Banner
Companies

Snow Removal
Spa & Tub Supply/
Service
Sprinkler/Irrigation
Supply/Repair
Stock Brokers
Storage Companies
Surveyors
Tax Exchange (1031
Tax Exchange
Consultants/
Accommodators)
Tailors
Tile & Grout
Contractors
Title & Escrow
Companies
Trash Disposal &
Hauling Services
Veterinarian
Video Services
Water Damage
Remediation
Wedding Planners
Well Inspection &
Testing Companies
Window & Glass
Supply
Window Covering
Supply & Services
Window Cleaning



SOI SCRIPT – UPDATE DATABASE:

“Hi _____, this is (AGENT NAME) with (REAL ESTATE COMPANY), how are you today?”

“I’m calling because I’m updating my customer service database and noticed that I’m missing some contact information for you (LIKE EMAIL ADDRESSES, PHONE NUMBERS AND ETC.) Plus, I need to do a better job of staying in touch with people I know, and I’d love to send you something over the holidays and from time to time. Would that be OK with you?”

“Great! So let’s see, it looks like I need your (EMAIL ADDRESS) ... (Obtain all missing information) ... Perfect, thank you for your help!”

“So is there anything that I can do for you right now? (Respond if applicable).”

“While I’ve got you on the line, I wanted to ask you who you might know that might be looking to move in the near future. Maybe a friend, family member or co-worker? Can you think of anyone right now?”

“If you do bump into anyone looking to move, would you have a problem referring them to me?”

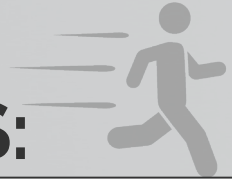
“Great! Thank you so much for helping me!”

SOCIAL MEDIA SOI DIRECT MESSAGE SCRIPT

“Hi it’s (Agent Name). How have you been? I’m updating my real estate database and I’d love to send you something over the holidays and from time to time. My real estate business was amazing last year, but I need to do a better job of staying in touch with people I know. So would you mind replying with your current home address, phone number and email address to help me out? Thank You! “

MODULE 2

ACTION STEPS:



1. **Fill out the SOI Member Contact Form** with the names of all the people that you recalled or located in the ways shown in this module.
2. **Call 10 people on your SOI Member Contact Form per day** to update, complete and correct their contact information.

a. Use the quick script questions:

"Do you know anyone thinking about moving this year?"

"If you do run into someone thinking about moving, can I count on you to recommend me by name and get their phone number for me?"

b. or the full SOI Script – Update Database shown above. Make sure they know you are in real estate and instruct them on how to refer you to the people they know.

3. **Send 10 direct messages per day on social media** channels like Facebook or LinkedIn using the Social Media SOI Direct Message Script at the end of this module.



Sample Plan No. 1 – The Basic

There are no awards for style points. Automating both emails and mailers in a CRM campaign by using a CRM's ready-made templates is our recommendation for getting into action quickly. You connect with each member of your SOI database over the year through:

- 26 emails
- 12 mailers
- 2 telephone calls

Sample Plan No. 2 – Giving to Get

Although this SOI Contact Plan is both pricey and labor intensive, it's designed to get big results. By continuing to provide something of value throughout the year, SOI members are more likely to be appreciative and willing to provide referral business. We recommend this plan only be used on smaller SOI databases or just those SOI members that you count on the most.

- 18 Emails – Automated in CRM to send every 3 weeks
- 12 Mailers – Sent monthly as follows:
 - January – “Happy New Year - Thank you for making it a great year” postcard with photo of team
 - February – flyers/coupons for local area home, garden & patio show
 - March – local college & pro sports schedules
 - April – local & national market update
 - May – flower & garden seed packets
 - June – summer local events update: graduations, water park coupons, summer camps, etc.
 - July – local & national mid-year market update
 - August – back to school shopping coupons & sales
 - September – flyers/coupons for local area home, garden & patio show

- October – local & national market update
- November – canned food drive (leave bags on doorstep to pick up) & include holiday recipe
- December – Happy Holidays cards
- 3 phone calls
- 1 Drop-By – pumpkins delivered to doorsteps (October/ November)
- 1 client appreciation event – tailgate & skybox at pro sports event
- 4 Invitations to client appreciation event: 2 emails, 1 mailer and 1 phone call
- 1 Post-event email showing photos of event highlights & announcing event contest winners

Sample Plan No. 3

This cost-effective plan puts less emphasis on mailers and more on agent activities like phone calls, Facebook direct messages, drop-by visits and inexpensive items of value.

- 4 quarterly newsletters – mailed out every 3 months
- 26 Emails – automated in CRM and sent every 2 weeks
- 1 client appreciation event – held at an open house in December: photos with Santa
- 4 Invitations to client appreciation event: 2 emails, 1 Facebook direct message and 2 phone calls
- 3 phone calls to SOI
- 1 Facebook direct message - to update Database Contact info
- 1 drop-by visit to deliver single bag of microwave popcorn with business card – “just popping by”



MODULE 3

ACTION STEPS:



Use the following page to create the first draft of your own SOI Contact Plan. Review some of the ideas contained in the 3 sample contact plans shown above.

Remember that your total number of contacts must add up to 40 per year per member, and don't forget to follow the three rules below:

1. No more than **26 of the 40 contacts** in your SOI Contact Plan can be emails
2. The cost of mailers must not exceed **5%** of your GCI
3. Your contact plan must contain at least **2 phone calls** to each member of your SOI



How Does Your SOI Measure Up?

Now it's your turn. It's time to determine the types of results you can expect from your own SOI referral database. Use a calculator to complete the steps below and establish the predictable results that you can expect from the successful completion of your SOI Contact Plan.

1. Refer back to Module 2 to help you estimate the number of people in your SOI Referral Database. Fill in approximate numbers for each of the **Module 2 categories** below:
 - **Strongest Advocates:** Close friends, immediate family, relatives, past co-workers & neighbors.
 - Number of People: _____
 - **Places You Keep Groups of People You Know:** Phone contacts, wedding list, Facebook friends, church membership lists, neighborhood directories, sports rosters, etc.
 - Number of People: _____
 - **All the People You Can Remember in Your Major Sphere Categories:** Family/relatives, friends/acquaintances, clubs/organizations, sports teams/gym workout, neighborhood, school teachers/other students, professional services providers, etc.
 - Number of People: _____
 - **Business and Service Providers You Know:** Refer to the list of business industries in Module 2 to inspire you.
 - Number of People: _____
2. Add up the 4 totals in #1:
 - Total number of people in your SOI Referral Database: _____
3. Divide the total number of people in your SOI Referral Database by 7 to determine the number of transactions you can expect to close per year, after making 40 diversified contacts on these people according to your SOI Contact Plan.

- Total Number in SOI _____ ÷ 7 = _____ Annual Transactions Closed
4. In order to determine the annual gross commission income (GCI) that you can expect to receive from your SOI Contact Plan, you need to know a few numbers that are specific to your business and local area. Fill in the blanks below.
- \$_____ = **Average Home Sale Price**. Use the average home price in your local area.
 - _____% = **Commission Percentage**. The average commission rate you charge per transaction side when representing either a seller or a buyer. If you don't know, use 3%.
 - _____ = **Annual Number of Transactions Closed**. The number of annual transactions closed from your SOI Contact Plan. Use your total from #3.
5. Using the three figures that you put in the blanks in #4, calculate the annual gross commission income you can expect to earn from the successful completion of your SOI Contact Plan:
- Your GCI per transaction: Average Home Sale Price \$_____ x Commission %_____ = \$_____
 - Annual Number of Transactions Closed _____ x GCI per Transaction \$_____ =
 - \$_____ = Your Annual Gross Commission Income from you SOI Contact Plan

Don't Postpone Your Rewards

It's essential not to procrastinate on making your 40 annual contacts. Picking up the phone requires no more preparation than grabbing your printed script, pen and paper. Start making your first round of telephone contacts to each member of your SOI Referral Database right away.



SOI SCRIPT – UPDATE DATABASE & ASK FOR REFERRAL

Hi _____, this is (AGENT NAME) with (REAL ESTATE COMPANY), how are you today?

I'm calling because I'm updating my customer service database and noticed that I'm missing some contact information for you (LIKE EMAIL ADDRESSES, PHONE NUMBERS AND ETC.) Plus, I need to do a better job of staying in touch with people I know, and I'd love to send you something over the holidays and from time to time. Would that be OK with you?

Great! So let's see, it looks like I need your (MAILING ADDRESS) ... Thanks! How about your (EMAIL ADDRESS - OBTAIN ANY OTHER MISSING INFORMATION) ... Perfect, thank you for your help!

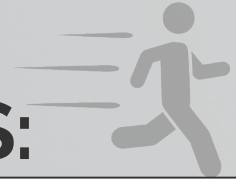
So is there anything that I can do for you right now? (RESPOND IF APPLICABLE).

While I've got you on the line, I wanted to ask you who you might know that might be looking to move in the near future. Maybe a friend, family member or co-worker? Can you think of anyone right now?

If you do bump into anyone looking to move, would you have a problem referring them to me? Great! Thank you so much for helping me!

MODULE 4

ACTION STEPS:



1. Set up your email and mailing campaigns for your SOI Contact Plan.
 - a) Acquire a Customer Relationship Management (CRM) **software package**, or decide on another long-term system you can depend on.
 - b) Either **use the pre-made templates** provided by your CRM software system or start creating the content for your first few emails and mailers yourself as described in this module.
 - c) It is essential to **send out your initial emails immediately**.
 - d) **Send out your first mailer right away.**
 - e) **Keep writing and setting up** email messages and mailer content (scheduling them for broadcast to your SOI database as they become ready) until you have a full set prepared.
2. **Continue making your first round of telephone calls to all the members of your SOI Referral Database** – update their contact information while also asking for referral business. Use the scripts previously provided in Modules 1 & 2 or try out the script above.

Growth over the Years

Assume that we use similar figures for average sales price (\$250,000) and commission charged (3%) as we did above. The following chart illustrates the predictable results agents can expect from such sustained SOI Referral Database growth each year:

Number of People in SOI	Transactions Closed	Gross Commission Income
300	43	\$322,500
400	57	\$427,500
500	71	\$532,500
600	86	\$645,000
700	100	\$750,000

We assume a steady 100 new faces per year entering your SOI database. This is only 2 new members per week!

SOI SCRIPT: ASKING FOR REFERRALS

1. "Hi _____, this is (Agent Name) at (Real Estate Company), how have you been? This is a quick call about business. I'm reaching out to remind you that I'm in real estate! You see, statistics show that our clients are going to run into 6 to 10 people over the next 12 months that are looking buy or sell a home. So can I ask you a favor?"

(If yes . . .)

2. "I prefer to grow my business by word of mouth. So when you bump into these people, would you be willing to refer my services and call me with their contact information?"

(Pause and wait patiently for a response. Let silence do the heavy lifting here)

3. "Thank you for thinking about it for me! Oh, and since I've got you on the phone, do you happen to know anyone that is thinking about buying or selling a home right now?"
4. "Thank you for taking the time to think about that. I'll be in touch!"

NOTE: A follow up "Thank You" card can have a very positive impact.

MODULE 5

ACTION STEPS:



1. **Add 5 new people to your SOI Referral Database per week.** Be sure to get all of their contact information up front since you now know how hard it is to reach back out to them to obtain any missing information.
2. **Continue making your first round of telephone calls to all the members of your SOI Referral Database to update their contact information while also asking for referral business. Make 10 SOI telephone contacts per day.** Use your scripts. Ask for referrals in each and every conversation.



SCRIPT NO. 1 – REFERRAL BUSINESS PARTNERSHIP

Hi (business owner), I'm John Smith with ABC Realty and I'm in the process of creating a list of preferred business & service providers to give to my clients and include on my real estate website. Since I frequently have clients ask me for a good (profession), I'm looking for a trusted professional/company to refer them to. I've heard good things about your company, would you and your business be interested in being included?

Great! I like to establish these professional referral partnerships to help grow each other's businesses as well. So if I were to refer clients to you, would you be willing to refer your clients that are looking to buy or sell a home to me with the assurance that I will provide them with the high level of customer service that you expect?

Excellent! How about we exchange each other's contact information so that we can get started?

SCRIPT – FOLLOW-UP AFTER REFERRING A CLIENT TO A VENDOR

Hi (business owner), I'm John Smith with ABC Realty and I just gave your contact information to some clients of mine that need (service/product). Would it be OK if I gave you their contact information so that you can reach out to them as well?

I'd also like to continue to refer clients your way in the future too. In fact, I am in the process of contacting various businesses that I can refer to my clients and include on a list of preferred business & service providers to give to them. I would also include this list on my real estate website. Would you be interested in being included?

Great! I'm looking to develop these professional referral partnerships to help grow each other's businesses, so if I continue to refer clients to you, would you be willing to refer your clients & friends that are looking to buy or sell a home to me?

Excellent! So it looks like you already owe me one! I'm not kidding, you had better get on it so that I have to keep sending business your way in return! Does this sound like a good plan to you?

SCRIPT NO. 2 – REFERRAL BUSINESS PARTNERSHIP

Hi, this is John Smith with ABC Realty, and I was making a list of the best businesses, services and products in the area for all our new customers and your business (company/practice came to mind). I was calling to see if you were accepting new customers and if it would be OK if I referred clients to you?

And what would be the best way to refer your business? Email, phone or your website?

The only thing I ask is that if you get a customer that I referred could you just let me know so that I know my efforts have been working?

Since I have you on the phone, do you have two people that you refer real estate related business and questions to?

Much like you, I am always looking to build new relationships and find new customers as well. If I am someone that you would feel comfortable referring business to, I would propose that we work together to generate business.

You might be impressed by all the marketing that our company does and how that could help your business as well. Maybe we could talk later in person or on the phone about some joint marketing ideas?

MODULE 6

ACTION STEPS:



1. **Add 5 new Business Referral Partnerships per week** to your SOI Referral Database. Add them to your CRM as such, or use the SOI Member Contact Form.
2. Make **10 telephone contacts per day** to potential Business Referral Partners and/or SOI members by using the following scripts. This sounds like a lot? Remember you are actively and consistently asking for referrals during these calls, as well as building relationships.
3. **Create your own Preferred Vendors List** from the above activities to provide to your clients in the future. Remember that this a continuously evolving document that you should always be adding and deleting from over time. Get it started now with the few vendors you have and watch it grow as you establish new referral partnerships.

NEIGHBORHOOD AUTO EMAIL DRIP SCRIPT:

Sphere of Influence (SOI) or Geographic Farms

“Hi, it’s [AGENT NAME] with [REAL ESTATE COMPANY], I wanted to give you a heads up that I’ve set you up on our new Neighborhood Update Tool and would love to hear your feedback on it. My clients really love it. When one of your neighbors puts their home up for sale, you’ll immediately get an email with all the listing information and photos of the home. This way, you’ll be able to:

1. *Look through all the **photos of your neighbor’s homes;***
2. *Compare the **amenities, features & size of the listings to your own home;***
3. *Know the **price of each new listing to get a rough idea of the current value of your own home;***
4. *See **how quickly each home sells, and the prices that they ultimately sell for;***
5. *This will give you a good idea of **how the value of your home is increasing from month-to-month;***
6. *It will also **keep you up to date on your local neighborhood’s market conditions.***

“I really think you’ll find this customer service tool useful since most of my clients already do. But if for some reason you decide that you’d rather not receive these updates, you can unsubscribe yourself or just simply reply to an email and we’ll discontinue it for you. However, I’d love to hear what you think about it first.

“All that I need from you is to verify that I have the correct home address and email address for you. Sound good?”

GEOGRAPHIC FARMING AUTO EMAIL DRIP SCRIPT:

Phone & in-person contacts, email & mailer content

“Hi, it’s [AGENT NAME] with [REAL ESTATE COMPANY], your [NEIGHBORHOOD NAME] expert.

“I wanted to give you a heads up that I’ve set you up on our new [NEIGHBORHOOD NAME] Neighborhood Update Tool and would love to hear your feedback on it. Many of the residents in the neighborhood are using it and really love it. When one of your neighbors puts their home up for sale, you’ll immediately get an email with all the listing information and photos of the home. This way, you’ll be able to:

1. *Look through all the **photos of your neighbor’s homes**;*
2. *Compare the **amenities, features & size of the listings to your own home**;*
3. *Know the **price of each new listing to get a rough idea of the current value of your own home**;*
4. ***See how quickly each home sells, and the prices that they ultimately sell for**;*
5. *This will give you a good idea of **how the value of your home is increasing from month-to-month**;*
6. *It will also **keep you up to date on the [NEIGHBORHOOD NAME] neighborhood’s market conditions**.*

“I really think you’ll find this customer service tool useful since so many of your neighbors already do. But if for some reason you decide that you’d rather not receive these updates, you can unsubscribe yourself or just simply reply to an email and we’ll discontinue it for you. However, I’d love to hear what you think about it first.

“All that I need from you is to verify that I have the correct home address and email address for you. Sound good?

SELLER LEAD AUTO EMAIL DRIP SCRIPT:

Prospective home sellers, move within 2 years

“Hi, it’s [AGENT NAME] with [REAL ESTATE COMPANY], I wanted to give you a heads up that I’ve set you up on our new Neighborhood Update Tool and would love to hear your feedback on it. My clients really love it. This tool will really help you stay educated about your home’s value and your neighborhood’s conditions leading up to whenever you are ready to move. It might even help you decide when you want to put your home up for sale!

“Here’s how it works: when one of your neighbors puts their home up for sale, you’ll immediately get an email with all the listing information and photos of the home. This way, you’ll be able to:

1. *Look through all the **photos of your neighbor’s homes;***
2. *Compare the **amenities, features & size** of the listings to your own home;*
3. *Know the **price of each new listing** to get a rough idea of the current value of your own home;*
4. *See how **quickly each home sells, and the prices that they ultimately sell for;***
5. *This will give you a good idea of **how the value of your home is increasing** from month-to-month;*
6. *It will also **keep you up to date** on the [NEIGHBORHOOD NAME] neighborhood’s market conditions.*

“I really think you’ll find this customer service tool useful since most of my clients already do. But if for some reason you decide that you’d rather not receive these updates, you can unsubscribe yourself or just simply reply to an email and we’ll discontinue it for you. However, I’d love to hear what you think about it first.

“All that I need from you is to verify that I have the correct home address and email address for you. Sound good?

BUYER AUTO-PROSPECTING SEARCH SCRIPT:

Prospective home buyers

"The most desirable homes listed at the lowest prices sell the fastest, so you don't ever get to see them on Zillow and other secondary websites. Homes on those websites are actually the homes that most people did not want. You see all home listings are initially listed in the REALTOR®'s Multiple Listing Service (MLS) online database of homes for sale. Then the listing information is sent through digital feeds to other secondary sources, and then on to these other websites. This is why the information on these sites is often incorrect and a week or two old. So that's why websites like Zillow do not have the same number of listings as our MLS does. If you are looking for home on Zillow you're just seeing the leftovers that no one else wanted. Are you following me?"

"Plus, many offices, companies, and associations of REALTORS® do not allow digital feeds to go to secondary websites like Zillow. So not only do you miss out on the homes that have already sold quickly, but there are many active listings that you can't see at all. Does all that make sense?"

"So, if you want to see all the listings the minute they go up for sale and get FULL REALTOR® ACCESS, I can easily set you up on our buyer search tool so that you can see what the real estate agents see, as soon as they see it. You can look at the homes online in the privacy of your own home, on your own time, with absolutely no pressure or obligation. I can even set the system up to send you email notifications the minute new homes hit the market that fits the specific criteria you are looking for in a home. If you happened to want to see the inside of one of them, you can just reply to the email or call me, and we'll get you inside quickly. Would that be a benefit to you?"

“This way you’ll also be able to learn about the prices of homes in different neighborhoods to become a more informed buyer. You’ll start to see what’s a good deal and what’s not, how quickly certain homes sell in different areas and price ranges. Once you see what you can get for your dollar, you’ll also be able to drive around on the weekends and check out some of the neighborhoods on your own time. Look at the school districts, nearby shopping, and other amenities. You can take your time with this if you want. How does that sound?”

MODULE 7

ACTION STEPS:



1. **Set up** five members per day of your SOI on neighborhood automated email drip search campaigns, and do this **Monday through Friday**.
2. **Call** those same five people that you just set up on the neighborhood automated mail to let them know you did so. Use the neighborhood auto email drip script. Read the script and ask them for their feedback. **Take notes of what they say**.





First watch this video on *Transferring Facebook Friends into a Client Database* to learn this step-by-step process. **Take notes as you watch:**

<https://youtu.be/jCGtLqqrYdU>

you know, the more you are likely to generate business from your Facebook friends who become part of your SOI Referral Database.



Mega Agent Lisa Archer attributes a large part of her success in **selling over 600 units over the past 2 years** to a system she has developed to increase her engagement with people that she has grouped in different Facebook Friends Lists. Before we examine this simple system on how to generate leads on Facebook in detail below, watch Lisa explain the process herself in the following video. **Take notes as you watch:**

<https://youtu.be/zg78zsos3lo> (video w/ Lisa Archer)

Steps to Create Lists in Facebook

Note: Facebook revamps its interface periodically, but the following was true at time of publication.

1. Simply open your home page on Facebook, and on the left toolbar, scroll until you see the heading "Friend Lists."
2. Once clicked, you'll be brought to a page with the "Friend Lists" title, and a display of all your current friend lists.
3. You'll be able to create your first list by clicking the button at the top labeled "Create List", which will open a new smaller window labeled "Create New List."
4. Label the list with an appropriate title that will identify them by any number of themes
5. Populate this list with your Facebook friends.
6. To search through all friends in a bulk fashion, click "Create" which returns you to your Master Friend Lists page, and click the title of your new list.
7. Once this page opens, in the upper right corner, click the button labelled "Manage Lists" and select "Edit List" and a pop-up will open, allowing you to see the current members.
8. In the top left of this new window, click the button that reads "On this list" and change it to "Friends" which will give you catalogue of all your Facebook friends.
9. Search through and click once on each person you believe will be a great destination for messages designed for the list.
10. Once finished, click "Finished"
11. From here on, any post you write on your page, you'll be able to choose the delivery audience, simply by clicking the button next to the "Post" button, which defaults to "Public."
12. Choose "Specific Friends", which will prompt you to type in the name of your specific list.

Library of How-To videos on Creating a Custom List on Facebook:

<https://goo.gl/WUFDqP>



MODULE 8

ACTION STEPS:



1. **Create an “SOI” list on Facebook.** Then scan through each of your current Facebook friends for whom you have complete contact information and **add each friend to your SOI Facebook Friends list.** That happens right in Facebook as described above. That means you have qualified that Facebook Friend as a member of your SOI Referral Database.
2. Add this individual to your CRM. You have decided that this person should be in your SOI Referral Database and receiving your emails, mailers and telephone calls from you.
3. Create other **Facebook Friends Lists** (Preferred Vendors, etc.). Scan your friends and add each one to the appropriate list.
4. **Identify missing contact information.** As you scan through all Facebook friends, identify the friends that qualify as SOI members, but for whom you do not have complete contact information. This is likely to be most of them! **Send each of them a personal message (PM) over Facebook using the script to ask for their contact information.** Tell them you would like to add them to /update them in your SOI list.
5. **Build Your Lists:** Repeat steps 1 and 2 once a week to keep growing your SOI Database from your Facebook Friends.
6. **Schedule your Social Media activities as appointments.** Time block 30 minutes in your calendar 3 times weekly. This may not seem like enough time at first, but the work you can do will be cumulative, so keep at it only for the allotted time. **This time is used only to add new members to your SOI Database and to post appropriately to those in each Facebook SOI list you have created.**

Date: _____ Lead Source: _____

Name: _____ Spouse Name: _____

Property Address: _____ City: _____ State: _____ Zip: _____

Phone #s – Mobile: _____ Spouse Mobile: _____ Home: _____ Work: _____

Email: _____ Spouse Email: _____

Family / Children (include ages): _____

1. Have any other agents shown you homes? Yes No
If Yes, do you have a signed agency agreement? Yes No
2. Is anyone buying the home with you? _____
3. Are you renting, or do you own a home? Homeowner Renter
a) HOMEOWNER:
 - Do you need to sell your home before you buy? Yes No
 - Have you signed a listing agreement to sell your home? Yes No **If "No" use Seller Lead Sheet.**
- b) RENTER:
 - When does your lease end? _____
4. What date do you want to be moved by? _____
5. Are there any negatives to not moving by then? (suggest lifestyle sacrifices, job, costs, schools, family, etc.)

6. Tell me all the benefits of buying a new home: (dig deep & find out WHY?)

7. On a scale of 1 to 10, how would you rank your motivation to move? With 10 meaning you must buy as quickly as possible, and 1 meaning you're not sure you'll really buy anything: _____
• What's missing? What would it take to make you a 10? _____
8. Do you know where you want to move to? _____
9. Will you be paying cash or getting a mortgage? Cash Mortgage
10. Have you been pre-approved by a lender? Yes No
11. How much will your down payment be? _____
12. What price range are you looking in? _____
13. How many BR: _____ Baths: _____ SqFt: _____ Stories: _____ Other: _____
14. What else are you looking for in a home? _____
15. Will anyone else be involved in your home buying decision? _____
16. "Thank you! I'd love to help you find your perfect home. All that we need to do is to set an appointment so that I can help you find the home you're looking for. Does 4:30 tomorrow or 5:00 Wednesday work for you?"

Appointment Date/Time: _____

DISC Behavioral Profile: _____ Why? _____

MODULE 9

ACTION STEPS:

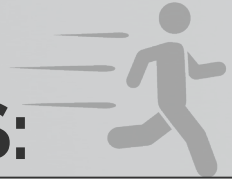


1. Contact all of your current buyer leads to attempt to **set a buyer consultation appointment** with each of them. Be sure to come from an attitude of 'giving to get', by using **MLS auto-prospecting** as your reason to meet in person.
2. Continue adding **5 new people to your SOI referral database per week** by adding them to your CRM or using the SOI Member Contact Form.
3. Make 5 telephone contacts per day to SOI members by using any of the scripts provided in our previous training modules.



MODULE 10

ACTION STEPS:



1. Contact all of your current seller leads who are waiting to sell – **attempt to set an appointment with each of them now.** Be sure to 'give to get' by offering to give them an opinion on the value of their home and/or setting them up on MLS auto-prospecting as your reasons to meet in person. Tell them you'll have a packet of interesting facts and information for them at the meeting you set up.
2. Continue to add **5 new people to your SOI referral database per week** by adding them to your CRM or using the SOI Member Contact Form.
3. Make **5 telephone contacts per day to SOI members** by using any of the scripts provided in our previous training modules.

SELLER LEAD SHEET



Seller Questionnaire & Lead Form

Date: _____
Name: _____ Spouse Name: _____
Property Address: _____ City: _____ State: _____ Zip: _____
Phone # – Mobile: _____ Spouse Mobile: _____ Home: _____ Work: _____
Email: _____ Spouse Email: _____
Family / Children (include ages): _____

1. Have you spoken with any other agents? Yes No _____
2. Have you considered selling the home yourself? Yes No _____
3. Why do you want to move? _____
4. Do you know where you want to move to? _____
5. What date do you want to be moved by? _____
6. Are there any negatives to not moving by then? (suggest lifestyle sacrifices, job, costs, schools, family, etc.)

7. Tell me all the negatives of not moving at all? (same suggestions above)

8. Tell me all the benefits of buying a new home: (dig deep & find out WHY?)

9. On a scale of 1 to 10, how would you rank your motivation to move? With 10 being highly motivated: _____
10. When did you buy your home? _____ What price did you pay? _____
11. Do you know how much you still owe on it? _____
12. Have you made any major improvements to the home since? Yes No

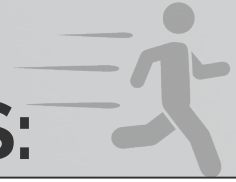
13. Do you happen to have an idea as to what you think it's worth, or should sell for? _____
14. Do you have a price you won't sell your home below? _____
15. Tell me about the positive & negative features of your home:

16. How many BR: _____ Baths: _____ SqFt: _____ Stories: _____ Other: _____
17. How did you hear about me/us? _____
18. Are you interviewing any other agents? Yes No Who? _____ When? _____
19. "Thank you! The next step is for me to take a quick look at your home and I can answer any other questions you may have. Then you can decide what we do next. How does that sound?" (pause)
"Great! Does 4:30 tomorrow or 5:00 Wednesday work for you?"

Appointment Date/Time: _____
DISC Behavioral Profile: _____ Why? _____

MODULE 11

ACTION STEPS:



1. **Plan an SOI Client Event:** Set up the Who, What, When, Where and Why.
2. **Develop Your Promotion Plan:** Map out and schedule your varied streams of communication and book them on your calendar. These will be part marketing, part prospecting, so consider time, cash, and energy involved.
3. **Find your Helpers:** Contact vendors, staff members, friends and family for help, as needed. Support also takes the form of event checklists, and drafting the messages you wish to send at each stage of promotion.
4. **Plan Your Review:** Review not only for the SOI database growth you may have reaped, but for the 'feel' of the event, your (and your helpers') sense of how it felt, was received, and how smoothly it all went. Make a list of corrections you want to make for a smoother event next time.

MODULE 12

ACTION STEPS:



1. Use your calendar **to time block your personal commitments and business generation time each morning for the next 3 months.** Remember to honor your calendar and stick to your time blocks!
2. Continue to add 5 new people to your SOI Referral Database per **week** by adding them to your CRM or using the SOI Member Contact Form.
3. Make **5 telephone contacts per day to SOI members** by using any of the scripts provided in our previous training modules.

PAST CLIENT FOLLOW-UP SCRIPT

30, 90, 180 Days After Closing

"Hi _____, it's Annie Agent with ABC Real Estate. I'm just calling to check in with you to see how you're doing in your new home!

"How has your new home been treating you?" (Remember that the key is to continue to ask questions to uncover a need that you can help with.)

"I remember some things you wanted to change. What have you done to it so far?"

"Great! What work or improvements are you planning in the future? Okay, that sounds interesting! Would it help if we gave you the contact information of some professionals that we trust that could help you get that done at a reasonable cost?"

"Great! I'm glad our Preferred Vendor List was of help to you when you did that remodeling. Well, don't forget that Vendor List. And if you come across a great provider that is not on my list, would you please call me with their name and number?"

"You see, we want you to think of us as your total home resource. You can save yourself some time & frustration by letting us refer you to a tested and trusted company for any home ownership needs that may come up. Would that benefit you?"

"Great? ***As you know, most of my business comes by word of mouth from my clients.*** So, with that said, do you know anyone else looking to move in the near future?"

MODULE 13

ACTION STEPS:



1. **Script Modification:** Imagine how you would modify the above script to chat about their refinancing needs...search for investment properties...getting an adult child/other referred person qualified for a mortgage or into a new property search with you...providing them a new service of yours? Remember to close each script with an **ask for a referral, and prompt them on who makes a referral for you.**
2. **Referral Checks:** Now list the phone contacts you have scheduled with your current clients, and match them up with a script such as you devised in #1. **These represent chances to directly ask for referrals and train clients on who makes a great referral for you ... while you provide a needed service to them.**
3. **Post-Transaction Plan:** Now merge post-transaction contacts and conversations with clients into your SOI Contact Plan.
4. **Contact Past Clients:** Now call all clients whom you have not contacted in their post-transaction period of the past year, and re-engage with them. **Ask directly for referrals. Train and prompt them on who makes a referral for you.**

MODULE 14

ACTION STEPS:



1. **Use the Daily SOI Contact Form** to track the telephone contacts you make to your SOI.
2. **Schedule Your Tracking and Analytical Time**
 - a) Complete your tracking sheet or scorecard daily, filling it out as you go along. This prevents 'trying to remember' at day's end, or not doing it at all.
 - a) Schedule a weekly 30-minute appointment with yourself to review and break down the meaning of your numbers. If you have staff, a coach, or a business partner, this can be an 'accountability meeting' with staff, since more eyes can see more details. Alternatively, schedule a quiet time just for you to look at and read the message in your numbers.
3. **Review the 5 Reasons Accountability Works:** When you are lost, spinning your wheels, procrastinating or resisting working your Contact Plan, review these great reasons to dig in.
4. **Review your Level:** Determine your level of lead generation based on the chart given; Level 3, 2, or 1. Ask questions of yourself to honestly decide on a course of action to improve things. **Then follow your new approach.**
5. **Write the KPI that are particularly important to you in your business.** Track them. Review and analyze them. Ask questions of yourself to honestly decide on a course of action to improve things. **Then follow your new approach.**

SCRIPT - SCHEDULING AN OPEN HOUSE

“Mr./Mrs. SELLER, we find that the vast majority of homes that sell at a price close to our listing price sell within the first few weeks of putting the home up for sale in the market.

Accordingly, we have great success when we generate multiple offers from different buyers at the same time. More often than not, this occurs within the first couple weeks of putting a home up for sale. This is why we market so hard through mail, flyers, telephone calls, and hold Open Houses right at the time of listing.

We have also seen success at generating prices above or at the asking price when we can create multiple offer situations. Further, if your home does go under contract or at least generates an offer prior to holding the Open House – nothing is more effective at keeping that buyer honest than holding an Open House as scheduled previously. For example, if we are negotiating back and forth with different offers – it often takes many days, if not a week. If, during this process, we hold a pre-scheduled Open House at the home, we can create extreme urgency with the potential buyer that’s in negotiations with us.

When a home is under contract or at least being negotiated, buyers drive by the home to show it to friends and family members – as their future home. And there is nothing worse than seeing people walk through it who may steal it away. This strikes fear in the heart of the buyer and favors you the seller.

Further, in situations where an offer has already been negotiated and accepted, holding pre-set Open Houses helps show buyers that other people are interested in the home. This way when it comes time to inspect and negotiate improvements in the home, later in the transaction process, the buyer will be less picky. And that, once again, strengthens the buying and negotiating power of you, the seller.”

SCRIPT – PROMOTING YOUR OPEN HOUSE

“Hi, I’m John Smith with ABC Realty. We have your neighbor’s home at 123 Main Street up for sale and we are holding a special Open House on Saturday from 11:00am to 3:00pm. ***Since we know that the ultimate purchaser of a home is often a friend, family member or acquaintance of someone that already lives in the same neighborhood, we are inviting the entire neighborhood to come by to take a look.*** If you happen to know or meet someone looking to move into your community, this is a great way for you to hand-pick your own neighbors! Do you think you can swing by?”

[Wait for response and proceed with . . .]

[If Yes]: “Great! And since we are doing everything we can to get your neighbor’s home sold, I promised my seller that I’d ask: Do you know anyone looking to buy or sell a home in the area?”

[If No]: “No problem, I totally understand. And since we are doing everything we can to get your neighbor’s home sold, I promised my seller that I’d ask: Do you know anyone looking to buy or sell a home in the near future?”

[Ask for a Pre-Listing Appointment]

Possible Follow Up Question]: “And by the way, it’s my intent to focus my practice in this neighborhood. So I’m providing all of the homeowners a complimentary value of \$500 with the hope that they might consider interviewing me when and if they ever decide to sell their home in the future. You see, an appraiser would typically charge you around \$500 to appraise your home, and I’m attempting to help you alleviate that cost to determine what your home would be worth in this market. Would knowing your home’s current value be of any benefit to you?”

[If they are hesitant or otherwise object, proceed with . . .]

[Objection Handler] “I see, and I want to assure you that

there would be absolutely no obligation on your part. Again, this is a courtesy service that I am providing free of charge to all your neighbors with the hope that if you decided to sell 5, 10 or 20 years down the road, you would consider ***interviewing me for the job.***

I would also never want you to straighten up your home just for me. I'm a REALTOR® and we're very used to viewing homes long before they're ready to show. I assure you it won't affect the value at all, and I'll be in and out in minutes. How does that sound?"

[If they are interested proceed with . . .]

[If Yes]: "Great! Would 3:00 or 5:00 tomorrow work better for you?"

[Also be sure to obtain all of their contact information so that you can add them to your SOI Referral Database to stay in touch with them over time.]

[If No]: "No problem – consider this a standing offer and feel free to contact me if you are ever curious about your home's current value. In the meantime, can I count on you to let me know if you bump into anyone looking to move into the area so that we can get your neighbor's home sold?"

[Wait for a response] "Great! I truly appreciate your time and help."

OPEN HOUSE SCRIPT #1 - "SECURITY"

"Thanks for signing in – it is for security purposes. I need to keep a record of everyone that comes through the house."

[Hold the paper Open House flyer for the property as they complete the guest list, and then provide it to them once they are done.]

OPEN HOUSE SCRIPT #2 - "INSURANCE"

"Thanks for signing in for insurance purposes. I have to keep a log of every guest that walks through the home."

[Hold the paper Open House flyer for the property as they complete the guest list, and then provide it to them once they are done.]

FOLLOW-UP SCRIPT FOR POTENTIAL BUYERS:

A. "You know, trying to find a house looking at Open Houses is very difficult. Only a very small percentage of homes are open at any given time, so what you're looking at is just the tip of the iceberg."

Then follow by suggesting one of the following:

- Suggest setting appointments to show other homes for sale in the area
- Use computer to access MLS online to select homes that fit their criteria and set appointments to show all of them in one day/time; and/or
- Use computer to access MLS online to get contact information and start them on client auto-prospecting
- Set an appointment at the office to meet

FOLLOW-UP SCRIPT & DIALOGUE - NEIGHBORS/ SELLERS

"If you don't mind, it would greatly help me if I could get some marketing feedback from you. Did you happen to see the flyer I created for this home with the Comparative Market Analysis (CMA) on the back?"

"Great! I'm curious if this was of any benefit to you. You see, I was attempting to show you the sizes and prices of other homes in the area so that you could use the neighborhood's average price per square foot to get a rough idea of what your house is worth in this market. Do you happen to know the square footage of your home?"

"Terrific! Thank you. Now often times your home will have different amenities and features than the houses listed on the CMA, which can significantly alter the value of your home.

"Since it is my intent to focus my practice in this neighborhood, I'd be more than happy to take a look through your home to give you a quick valuation with absolutely no obligation on your part. It's just something I do with the hopes that if you did sell sometime in the future you might consider my services.

"You see, an appraiser would typically charge you around \$500 to appraise your home, and I would do it at no charge to you.

"I also wouldn't want you to straighten up your home just for me. I'm a Realtor and we're very used to viewing homes before they're ready to show. I assure you it won't affect the value at all."

"Would this be of any benefit to you? "

(PAUSE – Let silence do the heavy lifting)

"Great! How about I swing by right after I lock-up here?"

Example of Back of Open House Flyer to Reference in Scripts

the CHARDONNAY MARKET UPDATE


A LOOK AT YOUR NEIGHBORHOOD

{10/1/2012 - PRESENT}

status	street	beds/baths	sq.footage	price
ACTIVE	W. Lakewood Dr.	4/3	3359	\$620,000
ACTIVE	Lakewood Dr.	3/2.5	3042	\$559,000
SOLD	Lakewood Ct.	4/4.5	3462	\$530,000
SOLD	Chardonney Ct.	4/3	3596	\$565,000







Jillian Bos, "Visalia's Top Producing Luxury Specialist", is a graduate from Pepperdine University. Post graduation, she started her career in real estate at Sotheby's International Realty, specializing in the Brentwood, Westwood, Beverly Hills, and Santa Monica neighborhoods. After nine years in Southern California, Jillian moved "home" to Visalia. Jillian is experienced in the art of guiding people through the experience of buying, selling, and investing in real estate. Jillian consistently earns accolades for her top sales performance. She is an expert negotiator, exhibits innovative marketing strategies and is dedicated to making the buying and selling process as enjoyable as possible.

THIS IS NOT INTENDED AS SOLICITATION IF YOUR HOME IS CURRENTLY REPRESENTED BY ANOTHER BROKER




search homes & connect with us @

WWW.JILLIANBOS.COM

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559.623.2195 | JILLIAN@KW.COM



400 EAST MAIN STREET | DOWNTOWN VISALIA



MODULE 15

ACTION STEPS:



1. **List the benefits:** Take a moment to outline your new Open House Strategy from now on. What will you focus on? List at least 3 items.
2. **Marketing and Promotion:** Create your blueprint for promoting events through as many means as you are able. Highlight where you'll need help, research, or systems.
3. **Practice your scripts:** From sellers to buyers, guests to vendors, your conversations are a big part of your promotion. You can start to get it right today with script and presentation practice. Imagine yourself in an Open House and being able to chat with every guest; collect all guests' contact information; even pre-sell a free valuation or listing. You can do it all – it is all in your preparation and prioritization. (See your responses to #1, "What will you focus on?")

Transaction coordinator Courtney Downer, sharing how she includes client reviews in their transaction checklists for contract to close.

Take notes as you view this video:

<https://youtu.be/-r0CnHLAm2k>



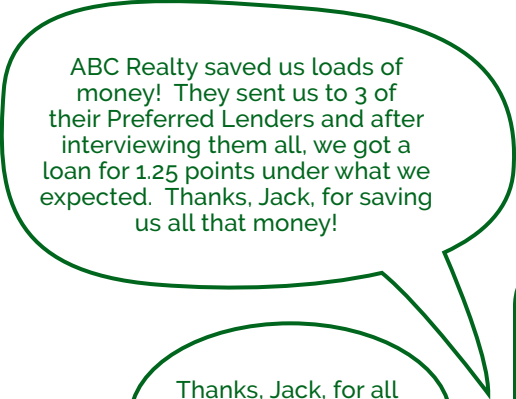
Remember the module about KPI – Key Performance Indicators?

Add a KPI for a 10% monthly increase in number of reviews this year!


Systemize a Successful Result

Just as you have systematically been asking for **referrals**, you must now start asking in a frequent and regular way for testimonials and online reviews. Add it to your scripts. Get comfortable recognizing a compliment when you hear it – then jump on the **direct ask for a review**.

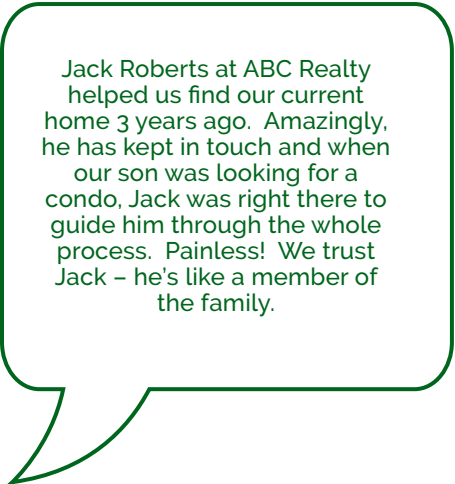
Add client reviews to your website on a specifically-created page. Add them, as appropriate to their topic, to your flyers and mailers in a boxed section of a page. They might be one-liners, or whole essays! They might look like this:



ABC Realty saved us loads of money! They sent us to 3 of their Preferred Lenders and after interviewing them all, we got a loan for 1.25 points under what we expected. Thanks, Jack, for saving us all that money!



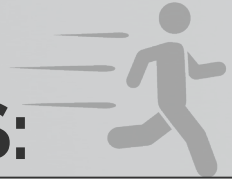
Thanks, Jack, for all your care. We love our new house!



Jack Roberts at ABC Realty helped us find our current home 3 years ago. Amazingly, he has kept in touch and when our son was looking for a condo, Jack was right there to guide him through the whole process. Painless! We trust Jack – he's like a member of the family.

MODULE 16

ACTION STEPS:



1. **Get on Review Sites:** Create profiles on Zillow, Google, realtor.com, Yelp, and others that are attractive/known to you.
2. **Review Your Reviews:** Time-block a weekly review by your staff of posted testimonials and client reviews.
3. **Use Great Reviews:** Make sure staff knows to call your attention to bad reviews needing your personal online response. Make sure they collect and bring your awareness to particularly flattering reviews you will use in your flyers and mailings.
4. **Script It for Direct Asks:** Practice scripts, or just one-off questions to train clients to write reviews. You have the best results by directly asking for a review/testimonial – so do it.



Top producing agent Brad Baldwin explains how he regularly previews properties to grow his massive listing inventory in this video. **Take notes as you view this video:**

Brad Baldwin

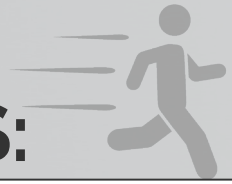
<https://youtu.be/LYhqr14SfRY>

Preview 8 listings in an afternoon, 8 doors knocked per listing, for a total of 64 doors.

5 active listings times 8 =	40 Doors Knocked
2 expired listings times 8 =	16 Doors Knocked
1 FSBO times 8 =	<u>8 Doors Knocked</u>
Total =	64 Doors

MODULE 17

ACTION STEPS:



1. **Make It Worth It:** List 4 benefits to previewing properties for your current and future buyer clients, and 4 benefits for your current and future listing clients.
2. **Systematize:** Create a checklist for previewing property. What do you want to learn that would help grow your SOL Database, create a closed transaction for one of your buyers, earn referrals for listings, etc.?
3. **Map Your Previews:** Use the examples in this module to create your preview map, complete with area active listings, expired listings, and FSBO listings to make the most use of your knock-on-doors time. Target surrounding houses to multiply your door-knocking after previewing each property.
4. **Be Scripted:** Practice and finetune the provided scripts to help you obtain information from the homeowners in the surrounding homes, to find potential new listings and new SOL Database members.
5. **Do the Math:** Don't ever again go out to preview a single home. Map the neighborhood for FSBO, expired's, etc. and walk the neighborhood purposefully. Track your effectiveness. The Law of Great Numbers is on your side, creating results!