

WEEK 2



100 Day

Foundation to Success

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Impact CARD #2

**"NOTHING IN THE
WORLD CAN TAKE
THE PLACE OF
PERSISTENCE"**

Recite this every day, 5 times each time, once in the morning, at each meal and before you go to bed! This will add up to 25 times a day, 175 times in a week! What you tell yourself, you become...

Impact SCHEDULE

Weekly Schedule for _____

Activity for the Week Beginning: _____

Schedule Week 2
17/11 = 28

| Time | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | Sunday | Prospecting | | | | |
|----------|---|--|--|--|--------|-----------------------|---------------------------------|----------------------------|----------|----------|------------------------|--|
| 6:00 AM | | | | | | | | Cell Phone | 2@1 | 2 Hours | | |
| 7:00 AM | | | | | | | | Open House | 2@3 | 6 Hours | | |
| 8:00 AM | Computer - Contact & Add SOI to Database | Computer - Contact & Add SOI to Database | Computer - Contact & Add SOI to Database | Computer - Contact & Add SOI to Database | | | | Door Knock | 2@1 | 2 Hours | | |
| 9:00 AM | | | | | | | | | | | | |
| 10:00 AM | | | | | | | | | | | Research & Development | |
| 11:00 AM | 100 Day Foundation to Success - Role Play | Cell Phone Data Bank | Cell Phone | | | | | 3 Switches | 1@2 | 2 Hours | | |
| 12:00 PM | | | | OFF | OFF | Door Knock - 20 Homes | Door Knock - 20 Homes | Visit Builders | 1@2 | 2 Hours | | |
| 1:00 PM | | | Pull 3 Switches Send out OH Social Media Campaign | Visit 3 Builders | | | Visit 3 Open Houses w/Checklist | Open House Two w/Checklist | Computer | 4@3 | 12 Hours | |
| 2:00 PM | | | | | | | | Training | | | | |
| 3:00 PM | Pick Open House | | | | | | | Prepare - Week 3 | 100 Day | 1@1.5 | 1.5 Hours | |
| 4:00 PM | | | | | | | | | | | | |
| 5:00 PM | | | | | | | | Role Play | | | | |
| 6:00 PM | | | | | | | | Scripts | 1@.5 | .5 Hours | | |
| 7:00 PM | | | | | | | | Preparation | | | | |
| 8:00 PM | | | | | | | | Prep Week 3 | 1@1 | 1 Hour | | |

Buyers PROCESS

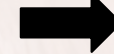


Prequalify if possible, but
don't let it stop you...



BUYER CONTACT

1. Open House
2. SOI
3. Ad Call
4. Sign Call
5. Cold Call



SET
APPOINTMENT
"Which Close"



Do the Research

ABC of Selling
Always Be Closing

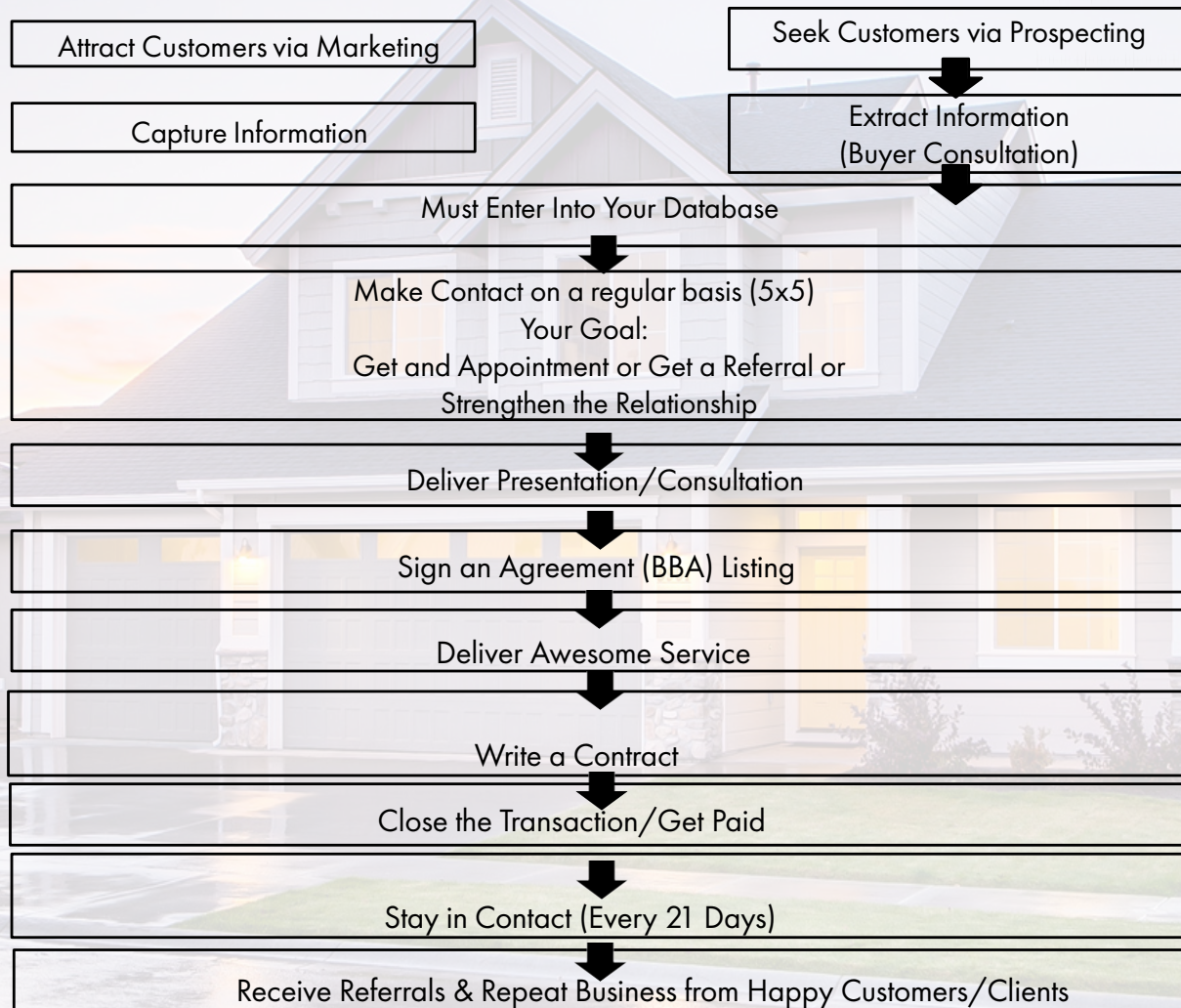
"Which Close"

1. Do you want to meet during the week or is the weekend better? (Weekend)
2. We can meet on Saturday or Sunday, which would you prefer? (Saturday)
3. Morning or Afternoon? (Afternoon)
4. 1 o'clock or would 2 o'clock be better? (2 o'clock)

It doesn't matter "which" answer they gave you, both answers work

REAL ESTATE SUCCESS CYCLE

Real estate is a _____ business! Two groups of people you want to attack are _____ and _____. Of the buyers and sellers, they are those who you have met and don't know yet. Here's the cycle to continually meet people and receive business!



Database Review

UNDERSTANDING THE IMPORTANCE OF A DATABASE

A. What are the two categories of people you track in real estate?

_____ and _____

1. Two groups you have met are...

_____ and _____

2. Four groups you haven't met are...

B. Information Needed

1. Name
2. Phone Number (home, mobile, office, fax)
3. E-mail Address
4. Home Address
5. Notes on Past Correspondence
6. Source
7. Database Group
8. Active (Are they actively searching or selling or are they prospective buyers or sellers?)
9. Status Level (A, B or C)
10. Contact Type -
 - a) FSBO
 - b) Expired
 - c) Open House
 - d) _____
 - e) _____
 - f) _____
 - g) _____

**PROSPECT FOR
FREE, THEN
MARKET TO
THEE!**

Database CUSTOMIZING

Who should I put on a 5 x 5 plan?

A. Buyers

B. Sellers

C. Neighbors

D. Investors

E. FSBO (accelerate frequency)

F. Expired (accelerate frequency)

G. Allied Resources

H. Network Groups

I. Cross-Sale Agents

J. Advocates

K. Core Advocates

L. Current Professional Services

M. Web Leads

N. IVR Leads

O. Geographic, Social, Niche Farms

P. Other

YOUR *Referral* BUSINESS

It's not who you know that's important, It's who do the people you know, know!

- Identify your sphere of
- Make a list of everyone you know
- Understand that your business is a gold mine. The power in your business is in your "A" clients.
- Be physically and verbally receptive to all buyer and seller referrals.

Sort and Qualify Your Referral Base

A

Clients

These are the people most willing to send you referrals. Please who have sent you referrals in the past and people you have done business with.

B

Clients

These are people who would refer you if they were educated and trained how to, and they had been asked. Your sphere of influence. If you don't ask, you don't get. People will give you what you ask for.

C

Clients

People who might refer you in the future. These are new additions to your database.

D

Clients

Delete them. These are your WBA's-"Walking Battery Acid". Ask yourself who you want to work with? Don't work with the difficult, never can please, argumentative and dishonest people of the world. They'll take your heart out.

Strategies for OBTAINING REFERRALS

1. Set up Expectations:

Try asking for referrals from your prospects immediately after your first fact-finding interview or just after they've decided to list or buy a home with you. Tell them your business thrives on referrals and that if they feel you've done a good job for them, you'll be asking for the names and phone numbers of at least two people they feel could also benefit from your services.

2. Reminder List

One of the keys to marketing for referrals is to remind your clients of the types of people you can help and the problems you can solve. By focusing your clients' attention on the type of referral you'd like to get, they'll be far more likely to know whom to recommend to you.

3. Send 30 Postcards Every 21 Days

Have 4x6 postcards printed up with the list of questions you've created along with your photograph, name and phone number on them. Put a headline at the top that says, "I'm Expanding My Business! Who Do You Know?" Each month, send 30 postcards to different people in your sphere of influence. They'll serve as a gentle but effective reminder that you're in the real estate business and want referrals.

4. Sponsor a Housewarming Party

One of the easiest ways to obtain referrals from your clients is to offer to hold a small housewarming party for their friends and relatives. The party itself doesn't have to be anything elaborate - just hors d'oeuvres and beverages are fine. Have the clients give you the names and addresses of the people they'd like to have attend (so you can add them to your database!) and send the invitations for them. The party will provide you with a fantastic networking opportunity and you'll be giving your clients a great closing gift. NOTE: You can even do change of address cards for your clients!

5. One Plus System

Before you mail anything out to a client, ask them if you can include an extra copy for an associate who may be in need of your services. Say that you'd like more clients like them - they'll be flattered. Send a note along with the extra information (brochure, informational flyer, etc.) explaining that it is for someone who might find it helpful.

PICK YOUR *Neighbor*

Use this script at Open Houses to invite the neighbors.

**Make Each
Open House
Productive!**

Hi, this is (your name) with (name of brokerage).

I'm calling to let you know I'm having an open house today and I wanted to give you an opportunity to pick your neighbor. (Pause)

Quite honestly, the reason I'm calling is that 83% of the time a person moves into an area because of a friend, relative or co-worker, so I thought I'd give you that opportunity. (Pause)

Also, if you want to know what the houses in the area are selling for, I have that information at my open house as well.

Thank you, have a nice day!

Get 50 names from title company and call to invite to open house several days prior.

Questions To Ask About YOUR POTENTIAL AREA

1. Is there a 6-7% minimum turnover rate for the community? If not, it is unlikely that you will be able to get enough sales to support your business unless the answer to the next question is a high percentage.
2. How long have the occupants lived in their homes? If there are a nice percentage of homeowners who have lived in the area in the range of three to six years, this could be an excellent opportunity to catch these homeowners before their next transition. Statistically, homeowners relocate after living in their homes around six years, giving you nearly ready to move customers.
3. Are there any agents who have considerable market share in that community? This is your direct competition. For example - if there were 50 sales in a neighborhood of 500 people and one agent sold 25 of them - this would be very serious competition and it may not be a wise investment of your time and marketing dollars to pursue this area.
4. What are the current sales trends in the community? Prices going up? Down? What is the ratio of listings versus sales? What is the average time on the market for sales? This information tells you how hard you will have to work to market the listings you get before you get paid. Carefully look at the conditions in the neighborhood before you invest your time and money.
5. What is the percentage of renters versus homeowners in the neighborhood? If the area is saturated with renters, you can solicit first time homebuyers - bear in mind that the rental rates for the area should be close to the average mortgage payment for the community. Many renters could be under qualified and unable to afford to purchase. It can be time consuming to discover who qualifies and who doesn't. On the other side, you can also solicit the absentee owners - this is a bit more costly requiring direct mail as your primary source of contact.
6. Who are the people living here? The demographic information about a community will tell you how many seniors, young families, single people, income groups, etc. are living there. Not necessarily where, but it will provide enough information to get a feel for the area. Will you enjoy working with the different groups of people? Each type of homeowner has different motivations for moving and if you market well, you can reach them effectively.

CELL PHONE *Script*

Hi, this is (your name). I'm calling because I must know you because you are in my phone. I'm sorry I can't remember how we met... Can you help me?

I feel embarrassed but I'm going through all my contacts to see if they need my help in real estate... pause.

1. _____
2. _____
3. _____
4. _____
5. _____

PHYSICALLY *Explore* THE COMMUNITY & SURROUNDING BUSINESSES

- Do you like this neighborhood?
- Are there any local businesses that you might be able to do some co-op marketing with?
- Are there any opportunities within the community that you can help sponsor with time or money such as community fairs, art festivals, block parties, etc.?
- Does the community have a newsletter that you can advertise in or help with the marketing cost in exchange for an exclusive advertisement?
- If the neighborhood doesn't have a newsletter, are you willing to make one yourself?
- Do you have any ideas for a community event that you can initiate yourself?

Now that you've done some research, decide. Is this the area for you? Are there opportunities here for a successful farming adventure? Can the area support you? Do you really like the area?

Plant and Nurture Your Farm -

Develop your marketing plan for this area including your contact messages for the full year. The more thoroughly you plan this out, the easier it will be to follow the plan when you begin to generate business and become occupied with servicing your listings and sales.

Contact your farm a minimum of once per month. If you can afford to, consider contacting your farm 2-3 times per month for the first six months and then you can reduce it down to not less than once per month. This gets your name in the customer's minds and even though they will eventually receive less contact from you later, they may not even notice.

BE CONSISTENT!

Buyer WORKSHEET

Date: _____ Desired Price Range or Monthly Payment: _____

Name: _____

Phone #: _____ Business Phone #: _____

Address: _____ City: _____ State: _____ Zip Code: _____

Email: _____

Currently Rent or Own: _____ Lease Expires: _____

Is Your Home on the Market? _____ If so, with Whom? _____

How long have you been looking for a home? _____ Detached Single Family _____ One-Story _____ 2-Story _____

Condo _____ Townhouse _____ Patio Home _____ New or Resale _____

What type of interior features are you looking for?

Sq. Ft. _____ Age _____ Bedrooms _____ Baths _____ Family Room _____ Great Room _____

Fireplace _____ Split Plan _____

What type of exterior features are you looking for?

Lot Size _____ Pool _____ Landscape _____

Garage _____ Carport _____ RV Gate _____

What is the farthest you are willing to move?

North _____ South _____

East _____ West _____

What days and times are best for you to go out and look at homes? _____

What is the single most important feature you desire in your dream home? _____

TEST

Please answer ALL the questions as best you can!

1. Hold TWO Open Houses using the checklist to get prepared.
2. Do 20 Door Knocks with “Pick Your Neighbor” Script per Open House.
3. Spend TWO Hours calling people in your cell phone.
4. Visit THREE Builders, collect floor plans and price list.
5. Recite “Impact Card” FIVE times a day, FIVE times each.
6. Add Photos to book or screen saver.
7. Fill out Impact Schedule for Week 2.

WEEK 2 - *Homework*

I commit to doing my homework.

By: _____

1. Hold TWO Open Houses using the checklist to get prepared.
2. Do 20 Door Knocks with "Pick Your Neighbor" Script per Open House.
3. Spend TWO Hours calling people in your cell phone.
4. Visit THREE Builders, collect floor plans and price list.
5. Recite "Impact Card" FIVE times a day, FIVE times each.
6. Add Photos to book or screen saver.
7. Fill out Impact Schedule for Week 2.

Buyer LOG

Goal: Minimum of 7 Buyer Contacts per Week in 4 Weeks (Average 7 per Week) (2 Open Houses)

| Name | Date | Phone | Source | Type |
|------|------|-------|--------|------|
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