



The “Missing Link” of Proactivity

Session 1

Manual

We are in the middle of a technological revolution in our industry.

And yet...

1. The average _____ per agent has not increased.
2. The average _____ _____ per agent has not increased
3. The average number of _____ per agent has not decreased

What is your biggest challenge in goal achievement?

You will only take CONSISTENT action on what you _____, is in tune with your _____, and you are equipped to do!

Challenges:

1. You will only _____ on what you believe in and what you are equipped to do.
2. We "get it" _____ but not _____
3. You learned everything you need to know about _____ by the third grade!
4. There are no unrealistic goals, just a lack of a _____.

If you want to improve, you must be willing to _____ your current _____, _____, _____, _____, _____, _____, and _____.

Real estate is not about gaining an understanding of the basics. It's about _____ the basics!

Past Client and Referral Systems

The Big Question: If I am one of your past clients/referral sources, how often do I hear from you and in what manner?

_____ times per year will not even keep your people your people!

You can be _____ and never build a referral business!!
You can be _____ and never build a referral business!!

What Trend Had The Most Impact on Real Estate in the Last 10 Years?

The relationship model is about three issues:

1. _____ databases
2. _____ contacts
3. _____ contacts

Your goal is to _____ Relationships

The Law of Category

“If you can’t be #1 in a _____, create a _____
you can be #1 in!”



The Program

Database Update Schedule

Week 1: Reduce your database only to those people who YOU know, like and want to deal with again.

Week 2: Send first mailing with Letter #1, survey, and SASE (self addressed – stamped envelope).

Week 3: Send thank you note to those who returned first mailing.

Week 4: Send mailing with Letter #2, crumpled version of Letter #1, survey, and SASE.

Week 6: Send thank you note to those who returned second mailing.

NOW YOU KNOW WHO YOUR NETWORK REALLY IS!

**THE CLIENT SURVEY SHOULD BE A PART OF ALL
CONTRACT AND LISTING PACKETS FROM THIS DAY
FORWARD!!!**

The “6 in 6” Program

*Week 1: Mail Meet The Team or Affiliation
Announcement*

Week 2: Mail Book List

Week 3: Mail Inspirational

Week 4: Mail Real Estate Investment Information

Week 5: Mail Real Estate Related Article

Week 6: Mail Household, Health and/or Financial
Hints/Tips

Your mailouts/emails must be consistent and provide
_____!!!

In other words, you must become a “student of the
game” and provide your clients with information that
they would not otherwise have access to.

Inman News

www.inmannews.com

Realty Times

www.realtytimes.com

Wall Street Journal

www.wsj.com

National Association of Realtors www.realtor.org

Keeping Current Matters www.keepingcurrentmatters.com

WEDNESDAYS
with
WAYNE 
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Consistent Mail-Out (12 Touches)

The mailer must:

- be professional in appearance.
- add value
- be mailed every 30 days.

Proven mail-outs:

- Inspirational stories/quotes
- Just listed/sold; avg. sales price; avg. DOM; sales price to list
- price ratio
- Book of the month
- Quote of the month
- inspirational story
- Real estate related story
- Clients of the month (most referrals)
- Tip of the month
- Personal information (information about your family)

Birthday Relating (2 to 6 Touches)

- Birthday card to both husband and wife
- Buy generic cards (masculine and feminine)
- Birthday cards for all the children at the home under 18.
- Buy generic children birthday cards.
- Include a small gift certificate or money for children

Holiday Relating (1 Touch)

- Pick a holiday OTHER THAN CHRISTMAS and mail a card and/or small gift
- Buy generic card

Thinking of You Cards & Calls (8 Touches)

THANK YOU OR THINKING-OF-YOU CARDS 4 Touches

Network 100 = Mail 1.5/Day ($100 \times 8 = 800 / 50$ weeks = $16 / 5$ days = 3/day)

Network 150 = Mail 2.5/Day

Network 200 = Mail 3.2/Day

Network 300 = Mail 4.8/Day

Send "Thank You" card for referral and any personal contact with network or advocate (phone or in-person)

Send "Thinking-of-You" card when no referral has been received or no personal contact has been made with network or advocate.

TELEPHONE CALLS (4 Touches)

Network 100 = Call 2/Day ($100 \times 4 = 400 / 50$ weeks) = $8 / 5$ days = 2/day)

Network 150 = Call 3/Day

Network 200 = Call 4/Day

Network 300 = Call 5/Day

Call each person in network or advocate 4 times per year.

Always have a reason for calling. (Thinking of you call, thank you call, home anniversary call)

Really “knocking it out of the park”

Start a “closed” _____ for your past clients and referral sources. Encourage them to post discounts/offers for their services to your other clients.

Reward Action!

Every time you receive a _____, send a thank you note with a restaurant certificate enclosed.

Strike a deal with a _____ that you only want to pay for gift certificates actually redeemed.

\$\$ is not the important issue here, the _____ is!!

Keep a _____ of all referrals you receive, by referring person.

In October, have a client party!

Strategy:

Schedule party (2-3 hours) on a weeknight (this will allow you to limit attendance)

Invite everyone in your database.

Each invitation has a slip of paper for each referral the person has sent during the year. (Everyone has at least one slip).

Collect all slips at the door, have drawings for prizes during the night.

Every 15 /30 minutes, (depending on # of drawings) draw out a name for a prize.

Start small, with prizes getting larger during the night.

Oil Changes/Car Washes

Small Restaurant GC's

Movie Tickets

Dinner and a movie

IPAD

Flatscreen TV

GRAND PRIZE

30 minutes before the end of the party, draw out 5 names, and have the clients come up on stage. Place their names back in a hat, and now they DON'T want their name drawn . As you draw names, the participants have to sit down. Last person standing wins! (A really big prize) A trip to Vegas? Cruise?

Budget:

Venue	\$750
Food/Beverage @ \$20 per X 150	\$3000
Band	\$500
Prizes	\$2000
GRAND PRIZE	\$2500
Total Cost	\$8750
Monthly budget:	\$729.17

APPENDIX

Dear:

I just wanted to drop you a note and let you know about a recent career change. I am very excited to tell you that I am now a Realtor with (Company name), here in (city).

I've been told that the best way to build a real estate career is through great friends like you. This is the reason for my letter. If you would allow me, I would love to be able to keep in contact with you on a regular basis regarding your potential real estate needs.

Here's all you need to do. Enclosed in this envelope, you will find a survey, along with a self-addressed stamped envelope. Please fill out the survey and mail it back to me.

Now I know that this may not be top on your priority list, so here's a little incentive. I will be drawing out 2 names from those who respond. The winners will receive a \$50 gift certificate for dinner at (insert restaurant name). Don't wait too long to respond. **I will be drawing the names on October 15!**

At the end of the form, we have included a section for you to add any business you own, or with which you are associated, that you would like to have promoted. We often come in contact with people who are new to the community that may require a service or product you offer. It would be my pleasure to be able to help your business in that way.

By the way, if you know of someone needing to buy or sell a property, please give me a call at (Insert telephone #).

Thank you in advance for your consideration.

WEDNESDAYS
with
WAYNE 
LIVE AGENT TRAINING

Dear:

It is always my goal to provide my friends with the best service and support possible. To do this, we have recently upgraded our computer software. We have enclosed a form to update and expand the information we currently have in my database.

Please take a few minutes at your earliest convenience to complete this form and return it to my office. For your convenience, we have included a self-addressed stamped envelope. To show my appreciation for the time you take in completing this form, we will enter all those returned into a drawing for a \$50 gift certificate from INSERT RESTAURANT NAME . Don't wait too long to respond. **I will be drawing the names on October 15!**

At the end of the form, we have included a section for you to add any business you own, or with which you are associated, that you would like to have promoted. We often come in contact with people who are new to the community that may require a service or product you offer. It would be my pleasure to be able to help your business in that way.

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WEDNESDAYS
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Dear:

Thank you so much for responding to my survey and mailing back the information. The winner of the \$50 gift certificates were: _____ . Please tell them congratulations, when you see them.

I'm sorry that you weren't a winner, but thank you again for your response, and I'll be in touch!

Best,

Dear:

I know that the first letter we sent you ended up looking like the one we've included, but I have good news for you. The offer for the _____ gift certificates is still on the table and your odds of winning have improved.

I have already given away A \$50 certificate to those who responded to the first mailing. The winners were _____. Congratulations!

Please take a few minutes to complete the survey. Please remember to include any businesses that you would like us to promote to people who are new to the area.

Now it's your chance. Another lucky person will be receiving a \$50 gift certificate to _____. Send in your information today with the enclosed stamped envelope.

Best,

WEDNESDAYS
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CLIENT SURVEY

NAME: _____ NAME: _____

BIRTHDAY: _____ BIRTHDAY: _____

ANNIVERSARY: _____

MAILING ADDRESS: _____

PHONE NUMBERS

HOME: _____

OFFICE: _____

MOBILE: _____

DIRECT: _____

EMAIL ADDRESS: _____

Facebook: YES or NO If yes: _____

LinkedIn: YES or NO If yes: _____

Instagram: YES or NO If yes: _____

CHILDREN LIVING AT HOME:

NAME: _____ AGE: _____ BIRTHDAY: _____

NAME: _____ AGE: _____ BIRTHDAY: _____

NAME: _____ AGE: _____ BIRTHDAY: _____

NAME: _____ AGE: _____ BIRTHDAY: _____

PETS: _____

HOBBIES: _____

BUSINESS THAT YOU WOULD LIKE PROMOTED:

NAME: _____ PHONE: _____

ADDRESS: _____