



***mo*mentum**SM
MAXIMUM RESULTS













Marketing Boot Camp

2019

★ USA

RE/MAX[®] VS THE INDUSTRY

Choose the brand with outstanding agents, leading brand awareness and an unmatched global presence

| | NATIONAL, FULL-SERVICE BROKERAGE BRANDS | | | | | |
|---|--|-------------------------------------|--|-------------------------|-------------------|------------------|
| | TRANSACTION SIDES PER AGENT (LARGE BROKERAGES ONLY) ¹ | U.S. TRANSACTION SIDES ² | BRAND AWARENESS (UNAIDED) ³ | COUNTRIES & TERRITORIES | OFFICES WORLDWIDE | AGENTS WORLDWIDE |
| RE/MAX[®] | 16.3 | 1,004,000 | 30.2% | 110+ | 8,229 | 124,280 |
|  | 10.3 | Not Released | 0.4% | 11 | 500 | 8,000 |
|  | 8.6 | 128,416 | 1.3% | 36 | 2,300 | 40,300 |
|  | 8.0 | 709,117 | 15% | 44 | 3,200 | 94,200 |
|  | 7.9 | Not Released | 4.5% | 3 | 1,450 | 50,000 |
|  | 7.6 | 393,184 | 21.0% | 80 | 9,600 | 127,500 |
|  | 6.8 | 76,844 | 0.8% | 4 | 360 | 12,100 |
|  | 6.5 | 1,095,874 | 8.0% | 37 | 1,000 | 180,000 |
|  | 6.5 | 123,113 | 2.1% | 72 | 1,000 | 22,600 |
|  | 4.7 | 74,678 | 0.1% | 2 | 53 | 15,570 |
|  | 4.6 | 51,000 | 0.3% | 2 | 160 | 11,000 |
|  | 4.2 | 34,644 | 0.1% | 1 | 238 | 8,155 |
|  | 3.9 | 56,000 | 0.1% | 1 | 168 | 16,000 |

RE/MAX[®]

16.3

TRANSACTION SIDES PER AGENT
(LARGE BROKERAGES ONLY)

1,004,000

U.S. TRANSACTION SIDES

30.2%

BRAND AWARENESS (UNAIDED)

110+

COUNTRIES & TERRITORIES

8,229

OFFICES WORLDWIDE

124,280

AGENTS WORLDWIDE

2 TO 1

**RE/MAX® agents average double the sales of other agents
in the REAL Trends 500 survey* of large brokerages.**



2019 ENTREPRENEUR FRANCHISE 500



#1 REAL ESTATE FRANCHISE FOR THE 7TH STRAIGHT YEAR

Based on statistics data from July 2016 through July 2018 provided by companies supplying a full Franchise Disclosure Document.
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remax.com: The site they see.

OVER 110 MILLION VISITS*

RE/MAX #1 Real Estate Franchisor Site**

Coldwell Banker

50% FEWER VISITS**

Century 21

51% FEWER VISITS**

Keller Williams

67% FEWER VISITS**

Data from Jan-Dec 2018

* Source: RE/MAX first-party data for full-year 2018.

** Source: More visits than any other national real estate franchise website, according to Hitwise data, full-year 2018, report of all U.S. real estate franchisors among website visits in the "Business and Finance-Real Estate" category. ©2019 RE/MAX, LLC. All rights reserved. Each Office Independently Owned and Operated. 19_301304

RE/MAX RISES
**We're one of
Entrepreneur's
Top 10 Global
Franchises!**



Source: 2018 Entrepreneur Top Global Franchises list, based on statistics data provided by companies supplying a Full Franchise Disclosure Document.
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#1 Firm in Connecticut Transactions Per Agent

| Name | Total Transactions Per Agent |
|------------------------------------|------------------------------|
| RE/MAX Right Choice | 17.6 |
| Keller Williams – Greater Hartford | 10.9 |
| Coldwell Banker | 8.2 |
| Century 21 All Points Realty | 7.5 |
| BHHS New England Properties | 7.4 |
| William Raveis | 7.3 |
| William Pitt Sotheby's | 6.5 |
| Keller Williams - Prestige | 6.3 |
| Higgins Group | 4.3 |
| Houlihan/Lawrence | 3.8 |
| Halstead Property | 3.5 |

Course Overview

PURPOSE:

To teach proven approaches for effectively leveraging existing working relationships.

EXPECTATION:

After this class you should be confident enough to market working relationships with a win-win attitude.

RESULT:

Numerous additional closings

What Is This Course About?

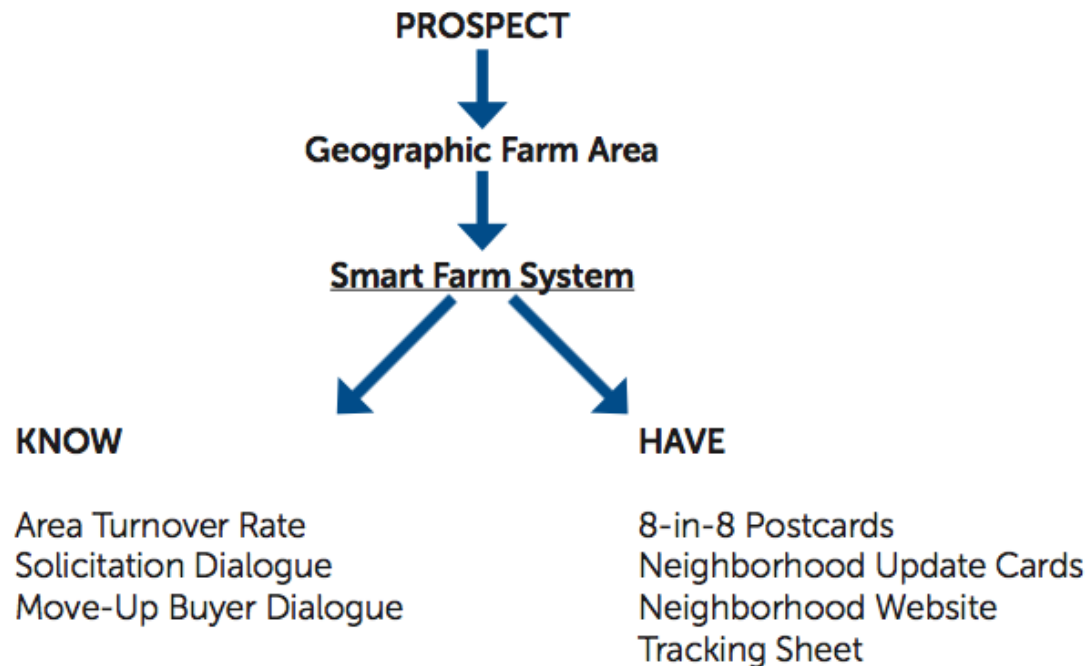
Marketing Boot Camp teaches four very intentional and proven approaches for creating additional working relationships. Methods covered include yard signs/home ads, just-listed and just-sold campaigns and geographic farm areas. Plans, scripts and tools are provided.

The Financial Security of a Prospectors Who's Patient and Systematic

| SMART FARM | | | | | |
|------------------|-----------------|-----------------|-----------------|------------------|------------------|
| Year | 1 | 2 | 3 | 4 | 5 |
| New Prospects | 250 | 313 | 562 | 1,500 | 3,563 |
| Total Prospects | 250 | 563 | 1,125 | 2,625 | 6,187 |
| Total Mailers | 3,000 | 6,756 | 13,500 | 31,500 | 74,244 |
| Cost/Mailer | .50 | .50 | .50 | .50 | .50 |
| Total Investment | \$1,500 | \$3,378 | \$6,750 | \$15,750 | \$37,122 |
| Conversion Rate | 1% | 1% | 1.25% | 1.25% | 1.25% |
| Transactions | <u>3</u> | <u>6</u> | <u>14</u> | <u>33</u> | <u>77</u> |
| Avg. Sales Price | \$150,000 | \$150,000 | \$150,000 | \$150,000 | \$150,000 |
| Commission Rate | 3% | 3% | 3% | 3% | 3% |
| GCI | <u>\$13,500</u> | <u>\$27,000</u> | <u>\$63,000</u> | <u>\$148,000</u> | <u>\$346,500</u> |
| Reinvestment % | 25% | 25% | 25% | 25% | |

Farming Plan

THE “KNOW, DO AND HAVE” OF SMART FARMING



“Smart” Farm Basics

WHY TO MAIL

You need lead generation “systems” working in your business even when you are not.

A **downward shifting** market provides a great opportunity to establish the No. 1 position in a farm area simply because a lot of agents are either going out of business or are drastically reducing their expenses.



WHAT TO MAIL

Neighborhood Update Postcards

8-in-8 Listing Postcards can be mailed in advance to increase conversion rate.

WHERE TO MAIL

Choose a neighborhood that ...

1. Has a “potential” turnover rate of 5% or greater (total **active listings** for previous 12 months ÷ total homes in neighborhood)
2. Is conducive to the average sales price you desire
3. Is not currently “dominated” by another agent

HOW TO MAIL

1. Start by sending 8-in-8 Postcards to ALL new prospects
2. Follow 8-in-8 with Neighborhood Update Postcards
3. Consistently add new prospects by reinvesting at least 25% of the funds received from farm-related transactions

WHEN TO MAIL

1. 8-in-8 Postcards – Mail 1 card per week for 8 weeks (only if additional funds are available)
2. Neighborhood Update Postcards – Mail 1 card per month forever (beginning in the 3rd month)

Neighborhood Update Cards

**The less information the
card contains, the more
likely it is to be read!**

Neighborhood Update Cards

Always mail postcards to your farm area because unsolicited envelopes rarely get opened.

Postcards also allow “other eyes” to view the content.

Postcards should have a consistent, professional appearance and be created around your business image.

Neighborhood Update Cards

SUBDIVISION NAME

August Activity

Homes Sold

5

Homes Available

10

Average Sales Price

\$325,000

Average List Price

\$337,000

For more details or answers to any of your real estate questions,
please call xxx-xxx-xxxx.

Neighborhood Update Cards

To increase your results, mail just-listed/sold summary cards to your farm area quarterly, summarizing all of your transactions from the previous three months.

Quarterly Farming Cards

Advanced Approach

Once you've firmly established yourself as one who gets superior results in a neighborhood, you should market those results periodically with self-promoting postcards. (Quarterly cards are added to monthly mailings.)

Quarterly Farming Postcard

| Why List with SUSIE REALTOR? | | | |
|--|---------------|---------------------------------|------------------------|
| The Results Speak for Themselves: | | | |
| | LISTINGS SOLD | SALES PRICE TO LIST PRICE RATIO | AVERAGE DAYS ON MARKET |
| Susie Realtor | 99% | 98.3% | 63 |
| Area Average | 73% | 87.8% | 142 |
| <p>Susie's unique approach made all the difference! We've tried other Realtors but none compare to Susie. She's the BEST! – Sally Seller</p> <p>The above results are not by coincidence; they are <u>BY DESIGN!</u></p> <p>Susie Realtor uses a unique, 7-step strategy to ensure all her listings SELL!</p> <p>Contact her today and learn the true difference between being listed and being SOLD!</p> <p>713-555-0421 susie.realtor@domain.com</p> | | | |

The above postcard also serves as a great marketing mailer to
your network and/or farm area.

Neighborhood Farming Dialogue

QUARTERLY CALL (This call should be made to all residents receiving mailers):

Hi, this is _____ with RE/MAX _____, and I am simply calling around the neighborhood to see if you may know anyone at this time who's interested in buying or selling real estate.

Have you been receiving my monthly postcards?

Do you find the information beneficial?

What other information would you find helpful?

Have you ever considered selling your home?

Thanks for your time, and I hope you have a great day!

Neighborhood Farming Dialogue

MOVE-UP BUYER CALL (This call can be made to any suitable neighborhood):

Hi, this is _____ with RE/MAX _____, and since interest rates are near an all-time low, I am simply calling to ask if you are interested in leveraging yourself into a new home?

“I would have to sell my home first.”

It would be my pleasure to help you with the sale of your home, but before I come out, I need to ask you a few questions so I can prepare a proper set of pricing tools. (Go to Pre-Listing Questionnaire)

If “No”:

Do you know anyone at this time who would like to take advantage of the low interest rates?

Neighborhood Websites

Advanced Approach

Simple neighborhood websites serve as virtual newsletters and are a great way to add value to area residents.

Neighborhood Websites

NEIGHBORHOOD WEBSITE CONTENT

Buy a neighborhood domain name (.info or .org will suffice)

Include:

Interesting and valuable real estate articles/information

Neighborhood pricing updates

The tax advantages of "moving up"

Property tax information (average assessment values)

How to contest property taxes

Mortgage information

Updated vendors list

Personal advertisements/testimonials

Your personal listing/selling statistics

Free "lists" (must include personal information to receive list)

Inspirational stories

Recipes

Neighborhood activities you conduct (food drives, Halloween parties, block parties)

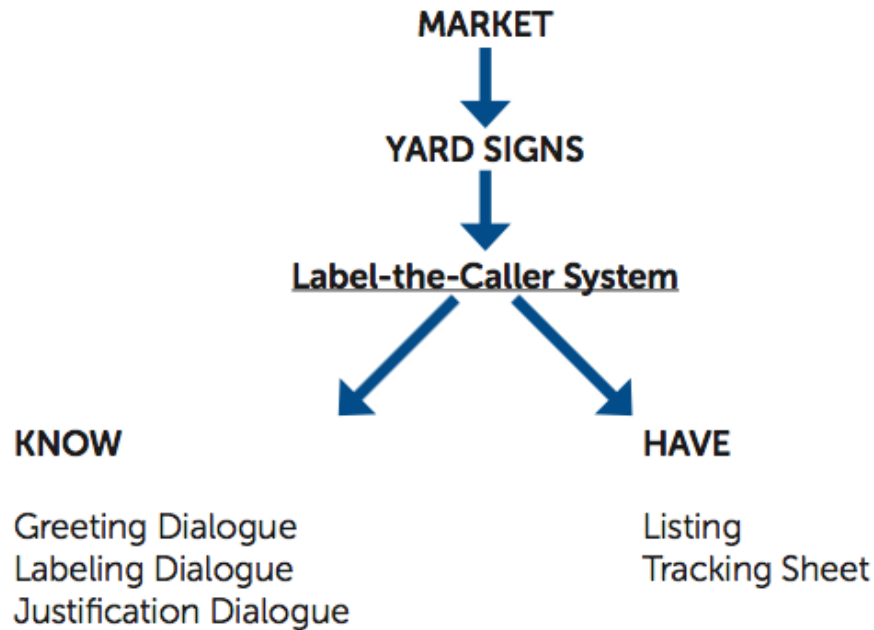
The Financial Security of an Effective Marketer

| | PROPERTY CALLS | | |
|---------------------------|----------------------|---------------------|----------------------|
| | Consistent (Phase 1) | Efficient (Phase 2) | Proficient (Phase 3) |
| Listings | 20 | 40 | 80 |
| Calls per Listing* | 10 | 10 | 10 |
| Total Talks | 200 | 400 | 800 |
| Set Rate | 15% | 20% | 25% |
| Total Set | 30 | 80 | 200 |
| Show-up Rate | 50% | 60% | 70% |
| Total Meetings | 15 | 48 | 140 |
| Conversion Rate | 45% | 55% | 65% |
| Total Closed | 7 | 26 | 91 |
| Average GCI | | | |
| Total Income | | | |

* Calls per Listing = Total number of inquiries per life of listing.

Property Call Plan

THE “KNOW, DO AND HAVE” OF PROPERTY CALLS



Check Your Attitude

REAL ESTATE SALES BELIEFS

1. Real estate sales is a get rich business!
2. Real estate sales is basic!
3. Real estate sales is a task business!
4. I will not convert 100% of the leads I do not generate!
5. **People will trust and follow what I can logically and tangibly explain!**
6. **It's unacceptable to leave the client's money on the table!**

Check Your Attitude

BUYER BELIEFS

1. **Time reveals all!**
2. **Motivated, qualified and loyal people buy homes!**
3. **Having a process reduces the risk that comes with buyers!**
4. **If they won't meet me, they are not a buyer!**
5. **"A" buyers deserve my immediate time and attention!**

Typical Property Call Dialogue

DON'T BE TYPICAL!

Typical: Hello ...

Caller: "I'm calling about your listing on 123 Easy Street."

Typical: What would you like to know?

Caller: "How much are they asking for the home?"

Typical: The list price is \$150,000.

Caller: "How many bedrooms does the house have?"

Typical: That home has four bedrooms.

Caller: "OK, thank you."

Typical: No problem. (I never get any good buyer leads!)

Typical Property Call Dialogue

Typical agents think the only goal of a property call is to provide information.

Most do this hoping the answers given meet the needs of the caller and are resigned to disappointment upon realizing they rarely do.

Typical Property Call Dialogue

The goal of an effective property call is not only to reveal information, but also to label exactly where the caller is in the home-buying process.

Therefore, when someone calls regarding a listing, your goal is to:

1. Answer any and all of their questions (reveal information)
2. Identify exactly where they are in the buying process
3. Close and/or follow up accordingly (take appropriate action)

Providing Information

If someone is calling you for information about a property, chances are good that they are also calling other agents. Thus, the way you answer the phone and converse with callers is a great opportunity to separate yourself from the competition.

When answering the phone, sound positive and upbeat. Callers must perceive that you sincerely want to help.

When answering caller questions, always follow your answer with a question. This approach keeps you in control and the caller engaged.

Providing Information

KEEP THE CALLER ENGAGED BY STAYING CURIOUS

Caller: “I’m calling about your listing on 123 Easy Street.”

You: Yes, **that’s a great property**. What would you like to know?

Caller: “How much are they asking for the home?”

You: The list price is \$150,000. **Does that fit your price range?**

Caller: “Yes. How many bedrooms does the house have?”

You: That home has four bedrooms. **Are you looking for a four-bedroom?**

Caller: “No, we only need three bedrooms.”

Providing Information

If the home meets the first three caller needs, move directly to the labeling phase by saying,

“This home sounds like a great option for you. May I ask how you are going about finding your new home?”

Keep providing the caller with information and re-engaging until you hear “No.”

Upon hearing “no,” you must immediately switch roles from information giver to labeler by asking the caller,

“Are you currently in the market for a new home?”

Caller is Ready to Buy

“Yes” and “Using No Process”

Once relevant information has been provided, you must **label the caller** by asking: Are you currently in the market for a new home?

Caller: “Yes”

How are you going about finding your perfect home?

Caller is Ready to Buy

IF THEIR ANSWER IMPLIES THEY ARE NOT BEING INTENTIONAL, SAY ...

How would you like to use a **proactive process** that will ensure you get the home you want and want the home you get?

“What would that entail?”

It would **begin** with us getting together for about an hour so I can uncover exactly what you need in your next home, define your financial comfort zone, and thoroughly discuss the roles and expectations we would have of one another in a successful working relationship.

Does that sound like an approach that could benefit you?

If “Yes”: I have tomorrow at 2:00 open. Does that work for you?

If “No”: Share with me why you feel that way. (Advanced)

Caller is Ready to Buy

If they immediately see a benefit in working with you, then:

1. Book appointment for first meeting
2. Write and mail thank-you card
3. Call 4 hours prior to appointment to confirm

Justification Dialogue

You may be required to justify your reasons for getting together!

Time is limited, so you must choose to invest it in **vital** activities only. Consistently emailing information to **behaviorally unwilling** buyers is not the most efficient use of your time.

Remember, serious buyers **behave** like a serious buyers!

A More Direct Approach

ANOTHER WAY TO JUSTIFY A FIRST MEETING IS TO SAY ...

In regards to your next home ...

Is it important that you make an informed, intelligent decision?

Is it important that you take a proactive approach rather than a reactive one?

Is it important that you get the home you want, and more importantly, want the home you get?

Is it important that you make a logical decision rather than one based entirely on emotion?

If “Yes”: Then shouldn't we use a **proactive process** that will guarantee these things?

If “No”: Next! (You live in a world of abundance!)

Looker is Working with Another Agent

Consultant: Are you currently in the market for a new home?

Looker: “Yes!”

Consultant: How are you going about finding your perfect home?

Looker: “**We are working with an agent.**” (Choice: Advanced proceed)

Consultant: What process are you using to guarantee you get the home you want, and more importantly, want the home you get?

Looker: “I’m not sure what you mean.”

Consultant: Did your agent invest time on the front end defining your perfect home, making sure of your financial parameters and thoroughly discussing the roles and expectations necessary for a successful working relationship?

Looker: “No!” or “Yes, I guess she did.”

Looker is Working with Another Agent

Consultant: Would you see value in being more intentional and proactive in your approach?

Looker: “Yes!”

Consultant: Did you sign anything with the agent?

Looker: “No!” (If “Yes,” stop the dialogue and wish them the best.)

Consultant: Would you be open to meeting with me so we can begin a more focused approach?

Looker: “Yes!”

Consultant: I have tomorrow at 2:00. Does that work for you?

Caller is Not a Buyer

“No, I’m not in the market for a new home.”

Consultant: Are you currently in the market for a new home?

Caller: “No.”

Consultant: So what initiated your call today?

Caller: “Just curious.”

Consultant: Do you currently own a home?

Caller: “Yes.”

Consultant: Have you ever thought about selling it?

Caller: “No.”

Consultant: Do you know anyone who is interested in buying or selling?

Caller: “No one at this time.”

Consultant: It was a pleasure speaking with you. If I can ever be of service to you or anyone you know, please don’t hesitate to call. Thanks for your time and I hope you have a great day!

Caller is Not Currently Ready to Buy

“Just Looking!”

Consultant: Are you currently in the market for a new home?

Caller: “We’re just looking right now,” or “I don’t think we’re ready to buy.”

Consultant: When do you think you will be ready to buy?

Caller: “2-12 months.”

Consultant: What’s important to you about waiting _____ months? (Listen to answer and respond appropriately.)

Consultant: Would you mind if I stayed in touch with you through the mail as well as with a phone call now and then? That way, when you’re ready to buy, we can virtually assure you’ll find a home that meets your specific needs.”

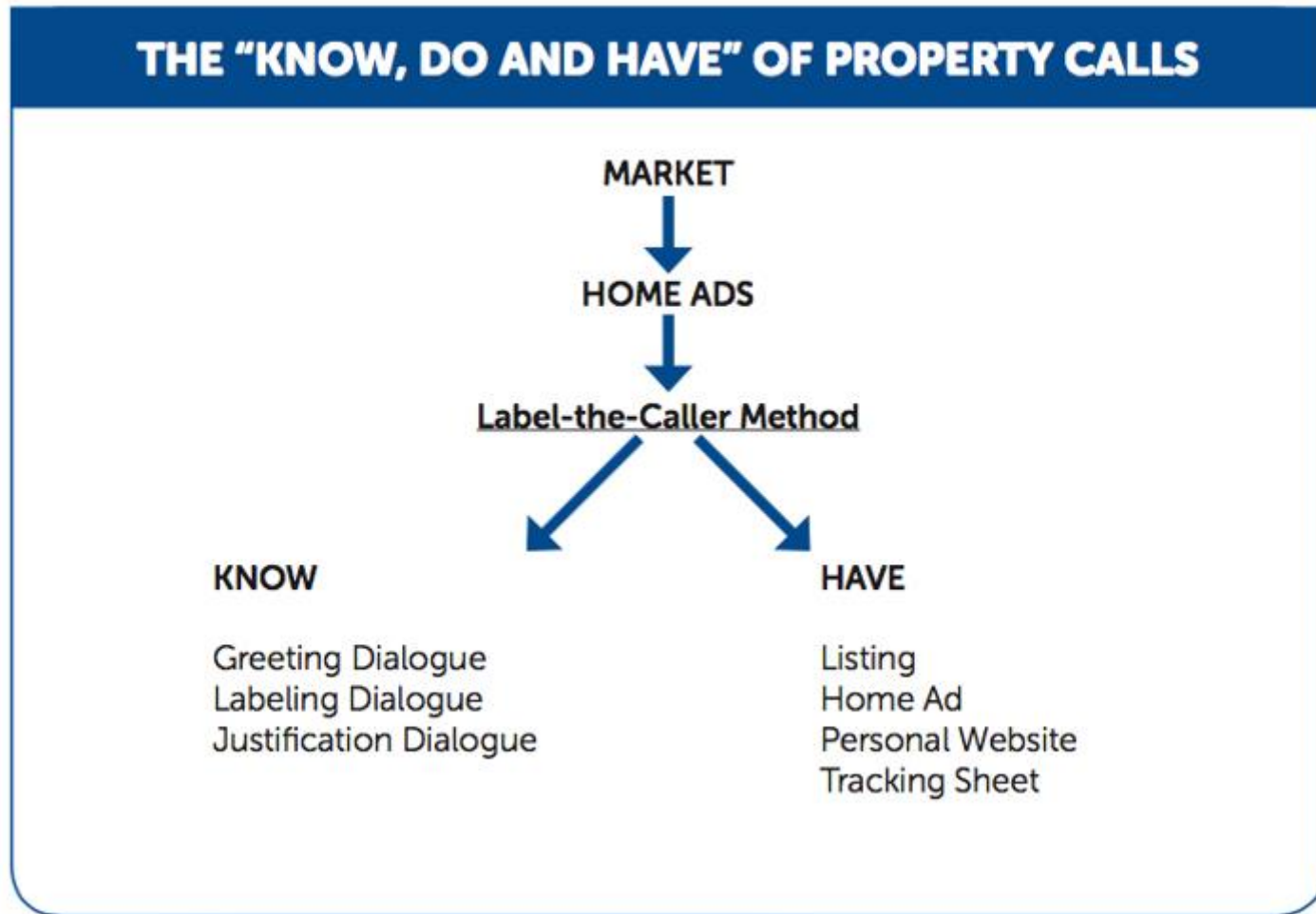
Caller: “That would be fine!”

Consultant: Super! May I have your mailing address and phone number?

Caller: “Yes.”

Consultant: It was a pleasure meeting you, and I look forward to visiting with you in the near future. Thanks again for calling and have a great day!

Property Call Plan



Direct Response Marketing

A great way to make your phone ring is by running ads on craigslist.com and offering free information reports. Craigslist is also a great place to advertise individual listings.

EXAMPLES

FIRST-TIME BUYERS

Why rent when you can own?
Free list of homes that are available
for under \$1,200/month!

Call now!

HOMES UNDER \$150,000

Houston-area bargains!
Free list with pictures
of homes for sale!

Call now!

FIRST-TIME HOME SELLERS

Free Report

100 Ways to Sell Your Home
Fast and for More Money!

Call now!

FIXER UPPER

Bargains & Low Prices!

These homes need work

Free list with pictures

Call now!

Direct Response Marketing

You can also direct people to a website where they can download the free reports and/or lists.

To receive the report/list, the visitor must register.

This allows you to build very specific databases for future target marketing.

Your ads should reflect your goals. The more vague the ad, the more calls you will receive.

Accountability is the Key

Use the following sheet to track **calls** received from yard signs, home ads and websites.

Week: _____

| DAY | CALLS | SETS | MEETINGS | LISTINGS | BUYERS |
|--------------|-------|------|----------|----------|--------|
| Monday | | | | | |
| Tuesday | | | | | |
| Wednesday | | | | | |
| Thursday | | | | | |
| Friday | | | | | |
| Saturday | | | | | |
| Sunday | | | | | |
| TOTAL | | | | | |

DEFINITIONS

- Call:** Call resulting from marketing source
Set: Specific date and time established for listing or buyer meeting (not potential)
Meeting: Face-to-face listing conversation with seller or buyer (not phone presentation)
Listing: Signed listing agreement (not empty promises)
Buyer: "A" buyer in the process (not empty promises)

The Financial Security of a Proactive Marketer

| JUST-LISTED CAMPAIGN | | | |
|--------------------------|----------------------|---------------------|----------------------|
| | Consistent (Phase 1) | Efficient (Phase 2) | Proficient (Phase 3) |
| Listings | 20 | 40 | 80 |
| Touces/Listing* | 275 | 275 | 275 |
| Total Touces | 5,500 | 11,000 | 22,000 |
| Set Rate (Buyers) | .25% | .30% | .35% |
| Total Set | 14 | 33 | 77 |
| Show-up Rate | 50% | 60% | 70% |
| Total Meetings | 7 | 20 | 54 |
| Conversion Rate | 45% | 55% | 65% |
| Total Closed | 3 | 11 | 35 |
| Average GCI | | | |
| Total Income | | | |

* Touces/Listing = 25 Door Knocks, 50 Phone Calls, 200 Postcards

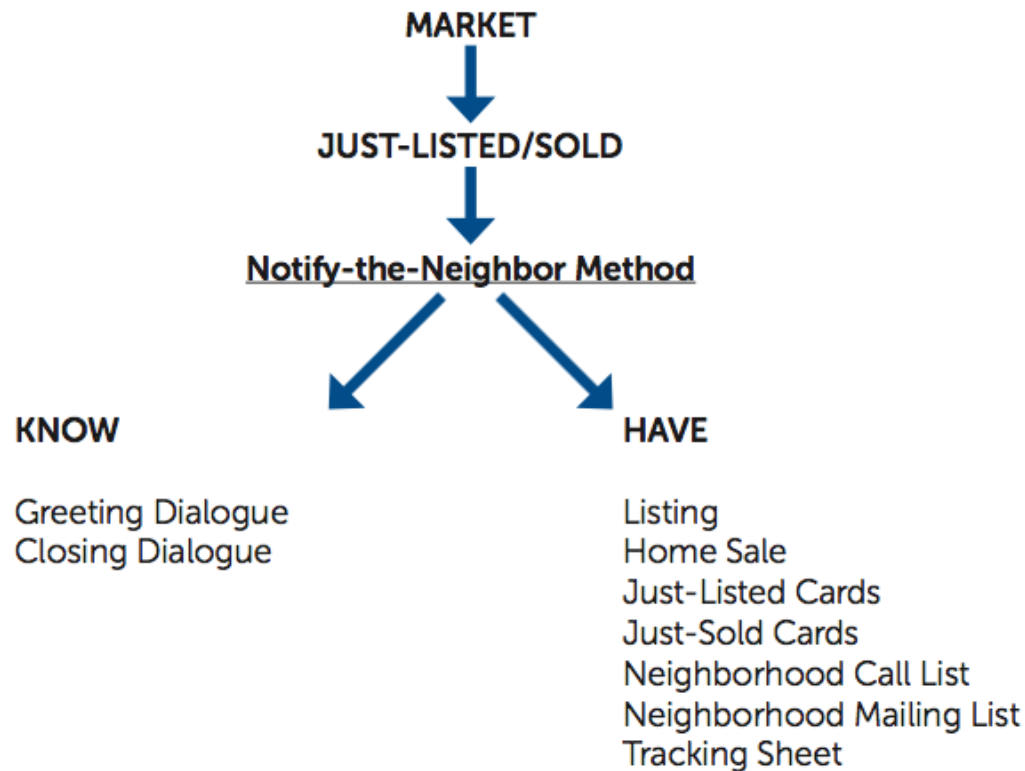
The Financial Security of a Proactive Marketer

| JUST-SOLD CAMPAIGN | | | |
|---------------------------|----------------------|---------------------|----------------------|
| | Consistent (Phase 1) | Efficient (Phase 2) | Proficient (Phase 3) |
| Closings | 20 | 50 | 125 |
| Touches/Closing* | 275 | 275 | 275 |
| Total Touches | 5,500 | 13,750 | 34,375 |
| Set Rate (Sellers) | .25% | .30% | .35% |
| Total Set | 14 | 41 | 120 |
| Show-up Rate | 70% | 80% | 90% |
| Total Meetings | 10 | 33 | 108 |
| Conversion Rate | 50% | 70% | 85% |
| Total Listings | 5 | 23 | 92 |
| Sales Percentage | 50% | 67% | 90% |
| Total Sold | 3 | 15 | 83 |
| Average GCI | | | |
| Total Income | | | |

* Touches/Closing = 25 Door Knocks, 50 Phone Calls, 200 Postcards

Just Listed/Sold Plan

THE "KNOW, DO AND HAVE" OF PROPERTY CALLS



Just Listed Dialogue

25+ DOOR KNOCKS AROUND NEW LISTING:

Hi, my name is _____ with RE/MAX _____, and I have just listed the Smith home at 123 Easy Street. **As an extra service** to the Smiths, I am visiting their closest neighbors to see if there is anyone you may know who is interested in buying a home in this neighborhood.

“No one!”

Here's my card. If you happen to run across someone who would like to live in the neighborhood, please let me know. Thanks and have a great day!

Oh by the way, I listed the Smith home for \$350,000.

Just Listed Dialogue

50+ CALLS AROUND NEW LISTING:

Hi, my name is _____ with RE/MAX _____, and I am calling to let you know that I have just listed the Smith home at 123 Easy Street. **As an extra service** to the Smiths, I am calling their neighbors to see if there is anyone you may know who is interested in buying a home in this neighborhood.

“No one!”

Again my name is _____, so if you happen to run across someone who would like to live in the neighborhood, please call me at _____. Thanks and have a great day!

Oh by the way, I listed the Smith house for \$350,000.

If phone numbers cannot be located, add at least 25 **more** door knocks.

Just Sold Dialogue

25+ KNOCKS AROUND YOUR LISTINGS THAT SELL OR LISTINGS YOU SELL:

Hi, my name is _____ with RE/MAX _____, and I have just sold the Smith home at 123 Easy Street. During that process I have come across other buyers interested in your neighborhood, and I was simply wondering if you know anyone who is interested in selling?

“No one!”

Here's my card. If you happen to run across someone who is interested in selling, please let me know. Thanks and have a great day!

Oh by the way, I sold the Smith home for \$350,000.

Just Sold Dialogue

50+ CALLS AROUND YOUR LISTINGS THAT SELL OR LISTINGS YOU SELL:

Hi, my name is _____ with RE/MAX _____, and I have just sold the Smith home at 123 Easy Street. During that process I have come across other buyers interested in your neighborhood, and I was calling to see if you know anyone who is interested in selling?

“No one!”

Again my name is _____, so if you happen to run across someone who is interested in selling, please call me at _____. Thanks and have a great day!

Oh by the way, I sold the Smith home for \$350,000.

Notification should be made only **after** the transaction has closed and been funded! Also, if phone numbers cannot be located, add at least 25 **more** door knocks.

The Phrase that Pays

Don't leave out the "Oh, by the way ..." because that's the lead generation phrase.

EXAMPLE

You: Oh by the way, I listed the Smith house for \$350,000.

Neighbor: "Really? I didn't know homes in this area brought that much!"

You: Some do! If you could get top-market value for your home, would you be open to selling?

Neighbor: "Yes, I probably would!"

You: Great! When would be a good time for me to come out and talk to you about the value of your home?

If you are not having these conversations, you are leaving a lot of **YOUR** money on the table!

Accountability is Key

Use the following sheet to track **calls** received from your farm area and around Just-Listed and Just-Sold properties.

Week: _____

| DAY | DIALS | TALKS | SETS | MEETINGS | S OR B |
|--------------|-------|-------|------|----------|--------|
| Monday | | | | | |
| Tuesday | | | | | |
| Wednesday | | | | | |
| Thursday | | | | | |
| Friday | | | | | |
| Saturday | | | | | |
| Sunday | | | | | |
| TOTAL | | | | | |

DEFINITIONS

- Dial:** **Phone** attempt (not email, snail mail or social networking sites)
Talk: Voice-to-voice contact with **live** person (not answering machine)
Set: Specific date and time established for listing or buyer meeting (not potential)
Meeting: Face-to-face listing conversation with seller or buyer (not phone presentation)
S or B: S = Listing taken; B = Buyer Meeting #2 set (not empty promises)

Accountability is Key

WEEKLY FARMING AND MARKETING REPORT

Week of: _____

| FARM AREA | | | | |
|-----------|-------------|-------------------|---------------------|-----------------------|
| ATTEMPTS | SPOKEN WITH | PRESENTATIONS SET | PRESENTATIONS GIVEN | TRANSACTIONS (S or B) |
| | | | | |

| JUST-LISTED | | | | |
|-------------|-------------|-------------------|---------------------|-----------------------|
| ATTEMPTS | SPOKEN WITH | PRESENTATIONS SET | PRESENTATIONS GIVEN | TRANSACTIONS (S or B) |
| | | | | |

| JUST-SOLD | | | | |
|-----------|-------------|-------------------|---------------------|-----------------------|
| ATTEMPTS | SPOKEN WITH | PRESENTATIONS SET | PRESENTATIONS GIVEN | TRANSACTIONS (S or B) |
| | | | | |

| SIGN CALLS | | | | |
|------------|-------------|-------------------|---------------------|-----------------------|
| CALLED YOU | SPOKEN WITH | PRESENTATIONS SET | PRESENTATIONS GIVEN | TRANSACTIONS (S or B) |
| | | | | |

| AD CALLS | | | | |
|------------|-------------|-------------------|---------------------|-----------------------|
| CALLED YOU | SPOKEN WITH | PRESENTATIONS SET | PRESENTATIONS GIVEN | TRANSACTIONS (S or B) |
| | | | | |

| WEBSITE | | | | |
|----------|-------------|-------------------|---------------------|-----------------------|
| WEB HITS | SPOKEN WITH | PRESENTATIONS SET | PRESENTATIONS GIVEN | TRANSACTIONS (S or B) |
| | | | | |

Concluding Thoughts



***You don't have to be great to start,
but you have to start to be great.***

Joe Sabah

SUCCESS IS A JOURNEY,
NOT A DESTINATION





***mo*mentum**SM
MAXIMUM RESULTS

Thank You!