***#2 Project Book***

***Elite Club #15 November 2016***

**Email:**

Subject line: 5 steps to Holiday Success

Hello agent name,

Insert 1-3 personal lines here, then tie it into these 5 steps.

The holidays are a crucial time of year for REALTORS® to market to past clients and prospects. It may be difficult because this is the time of year when *your* work calendar suddenly opens up. But your past clients and prospects are busy with their own holiday events and to-do lists, so that can leave you feeling stranded!

Would you believe me if I told you that the holidays are one of the best times of year to grow your business? It’s true. The reason is because this season offers countless opportunities for you to make a valuable impact in the lives of your real estate audience. Use these unique holiday marketing ideas for Realtors to start building and nurturing relationships with real estate prospects and past clients.

1. **Coordinate a holiday-themed event for family fun and facetime.**

If you’re already blogging and sending out [email](https://www.ixactcontact.com/real-estate-email-marketing/) or direct mail newsletters, try including holiday-themed content for this special time of year. Some examples are a roundup of the area’s best light displays, holiday concerts and plays, interior decorating tips, outdoor decorating tips and more. The key is to provide value to your real estate readers while also focusing on this special time of year.

1. **Share well wishes over the phone.**

It’s never a bad idea to simply pick up the phone and wish your client well during the holidays! Thinking of them and simply wanting to wish them happy holidays is a kind and stress-free way to stay top-of-mind. It’s a good practice for Realtors to call their top contacts once a quarter anyway, so make this your quarter four call.  Use your real estate CRM to remind you when it’s time to reach out to your past clients and prospects with a friendly phone call.

1. **Treat them like family (at least when it comes to your holiday card.)**

If you’re going to send your contacts a holiday card, why not step up your game? Send the same type of holiday greeting that you’d send to your family and friends, and make sure to include a handwritten portion. This will make the contact feel much more appreciated than a generic card would. It shows them you’re willing to take the time to write a note and include them in your inner circle. That goes a long way.

1. **Host a holiday contest on your social media channels.**

If you have an active social media presence, don’t neglect your social followers this winter. One way to get them to engage during this busy time of year is to host some type of holiday contest. Ask your followers to share photos of their homes decorated for the season, and whoever’s photo gets the most likes, wins a prize. Be creative. The key is to get your followers talking and sharing so that you can stay top-of-mind among them and potentially grow your followers among their friends and family.

1. **Highlight the importance of giving back to the community.**

If you participate in any volunteer or charity organizations and events during the holiday season, don’t hesitate to share your experience with your contacts. It’s important to share community stewardship – it shows you truly care about the area and the people who live there. At any open house or real estate event you host during this time of year, ask for donations for charities like Toys for Tots, The Salvation Army and food collections. Then get the message out to your contacts so they can join in, too.

Your info here

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**Facebook Private message:**

Hey there agent name,

It just occurred to me that a lot of agents are letting deals slip through the cracks on Facebook.  Let me now explain how this is happening so it does not happen to you.

OK, go to your messenger (Private messages). Click “PEOPLE” then click at the top “MESSAGE REQUESTS” There could be a new client that sent you a message that you are not friends with yet on Facebook and it will store here without your knowledge! Scroll down and you will see “filtered requests” as well. Click load more if needed.

If you need help, or would like me to explain further please reply to this email. I always want to bring you value tips on this platform so you max out the full potential of this GOLD MINE called Facebook!

Thank you for choosing us on your next order! We appreciate the business!

Your info here

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**Phone calls:**

You:  Hi agent name, this is \_\_\_\_\_\_\_\_\_\_\_ with \_\_\_\_\_\_ title company how are you today?

Realtor: GREAT

YOU: Awesome, did I catch you with a minute?

Realtor: Yes

YOU: Very cool, I’ll take it. Listen, if my calculations are correct we are only \_\_\_\_ days away from 2017!!!

Can you believe it?

Realtor:  NO way!!!

YOU: Well this is why I am calling. Have you set up your business plan for 2017 yet?

Realtor: no

YOU:  I would highly recommend it. Apparently if you create a business plan and stick to it with deadlines, month to month plans, and getting prepared you can grow your business 30% more than someone who did not. I say it’s worth it. I can email you a business plan to get you started and then we can also meet in Dec or Jan to compare last year to what you are looking to accomplish this year. It won’t take long. What do you say?

Realtor: Yes that sounds great

YOU: Awesome, let’s touch base in a few weeks and set it up. I look forward to meeting with you and adding a 30% increase to your business!

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**BELLY TO BELLY:**

Remember you are only meeting with someone for 5 minutes. Try to book Minnie appts to go over this one topic!

**FACEBOOK: BE A FACEBOOK EXPERT**

I want to ask you 5 questions about FACEBOOK.

1. How many deals have you gotten in the past 3 months?
2. How often to you post per week?
3. Do you ever post a video?
4. Do you promote your listings and sales on this platform?
5. Are you more of a “LIKE” clicker or you actually spend quality time commenting on potential clients posts?

\*\*\*If you have too many apts. Like 10 or more a week then, send them a KIM card instead which means **K**EEP **I**N **M**IND!! Include this questionnaire about facebook and ask them to take a moment to answer the questions and either call or email you with the answers so you can give them feedback that can help them grow their business 4-10+ transactions in less than 1 year!

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**Appreciation text:**

**Client text:**



LOL! Yes sometimes sellers make us laugh! Just a little afternoon funny for ya, hope you are having a productive day! Thanks for being such a great client/friend!

**Target text:**



I believe that. That’s why I am reaching out to you today. If the word “growth” comes to mind for 2017… I’m your gal/guy! I am requesting a short 4 minute meeting with you. It won’t take long. Promise. Let me know if that works for you. Your info here.