

**#2 Project Book**  
**Elite Club #16 December 2016**

**Email:**

Hello <agent name>,

Insert 1-3 personal lines here

I love this time of year! Holidays! New year! New Quarter! New Opportunities! NEW BUYERS! NEW SELLERS!  
Have you determined how many buyers you represented in 2016? What percentage of your business were buyers? In 2017, I would highly recommend strategically marketing the buyers you are representing.

Here is a quick questionnaire for your next buyers. Then based on their answers you can draft a "BUYER LETTER" and send it to all the homes that meet that criteria. That way you have a greater chance of representing both sides!

Here are a few questions to ask your buyer:

1. How many people are in the buyer's family?\_\_\_\_\_

2. Where are they moving from?\_\_\_\_\_

3. What do the adults do for a living?\_\_\_\_\_

4. Why do they want to move in this area?\_\_\_\_\_

5. How many bedrooms, bathrooms and Sq ft. do they want?\_\_\_\_\_

\_\_\_\_\_

6. Lot size?\_\_\_\_\_

7. Pool?\_\_\_\_\_

8. Year built?\_\_\_\_\_

9. What area would you like the letter sent to?\_\_\_\_\_

\_\_\_\_\_

10. Are they non contingent?\_\_\_\_\_

11. Are your clients pre-approved with a lender? If yes, who?\_\_\_\_\_

12. Any other detail you think would add creditability to the letter let us know.\_\_\_\_\_

\_\_\_\_\_

13. Is this a "Just Listed" or a "Just Sold"?\_\_\_\_\_

Property address:\_\_\_\_\_

Details on the sell:\_\_\_\_\_ Did you have a open house? Yes or No (Circle)

**Answer these questions the best you can so you can find the best criteria to meet your buyer's needs.  
We can serach specific data from our records & get you a farm list. Please reply to this email & consider it done!**

# Facebook Private message:

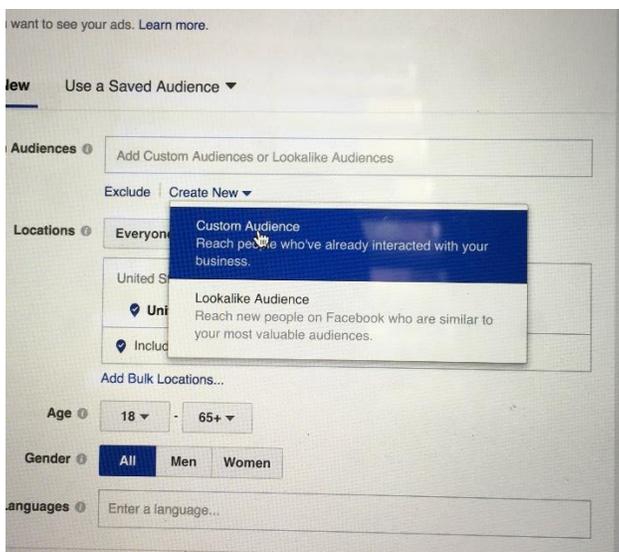
Hey there agent name,

Want to be exposed through social media to exactly who you are targeting!! FACEBOOK ADS are super popular and they work! You must have a business page to sign up. There is a small fee per month but it is worth it.

Go to your business page... click Manage ads. Choose your audience. Drop down and hit Upload list. Then upload your excel sphere database and plug in your ad. This will appear on their newsfeed automatically. It's a unique way to market and expose yourself in front of the audience you are targeting! SUPER WIN!

There's essentially 3 levels:

- 1) Go to "Manage ads" then "Create Ad"
- 2) Campaign (what you're trying to accomplish)
- 3) Ad set (who you're delivering the ad to)
- 4) Ads (the actual ad/photo/text)
- 5) In the ad set is where you upload your list. Click the Create New drop down then custom audience --> customer file.



6) That should get you started. After that is the ad section where you upload the photo/video.

7) Also excel file with contacts needs to have the phone number listed as just numbers (no spaces dashes or parenthesis). Which can easily be done through excel.

8) Also you want to change the placements section to just include the Facebook feeds. Nothing else.

Thank you for your title support! I am always seeking out new and better ways to help you grow!

Have a great day!

Your name here

## 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. I want to make sure you are taking full advantage of 3 great tools I have for your next listing?

Realtor: ok, let's hear it

YOU: The 1<sup>st</sup> one is INQUIRO –this is a data system that can get you renters phone #'s to invite potential buyers to your next open house. 2<sup>nd</sup> My Listing blitz program designed to get your listing more exposed, stay on top of your seller and get more listings, and lastly the 3<sup>rd</sup> one is Listing Promoter so you can build a website for your seller exclusively just for their home. Do any of these great tools interest you?>

Realtor: Yes!! I like \_\_\_\_\_

YOU: I would highly recommend it. I will send you some information via email to get you started!

Realtor: Yes that sounds great

YOU: Awesome, are you currently working on a new listings right now that I can get you started with (pre-order prelim, O&E, Listing pack, etc ←----- add what you offer)

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## Belly to Belly:

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

### **FEEDBACK from me and my team**

I am taking a small survey to get feedback to my team and myself and we value your opinion.

1. What are some of our tools you really like?
2. Do you feel we are in touch with you enough?
3. What challenges have you had with me, my team or my company?
4. What can we improve on in the New Year?
5. What's the best part about working with me and my team?

\*\*\*If you have too many apts. Like 10 or more a week then, send them a KIM card instead which means **KEEP IN MIND!!** Write a card out and log the date in the B2B column of project book. Have the card say:

Checking on you today! My team and I would love your feedback!

(Insert all 5 questions here)

Please email, text, call or let me know when I can pop by so we can go over these answers together. I would really appreciate your input as it will help me and my team better serve you.

Thank you!

Your info here

# Appreciation text:

## Client text:



Just a quick text to personally thank you for all your support in 2016! You made my year and my heart is filled with gratitude. Thank you so much for choosing me and my team as your title partner. I am forever grateful to be a part of your team!! Bring it on 2017!

#TYFBA

Your name here

## Target text:



Hi agent name,

When one door closes, another opens...as we say goodbye to 2016, we say HELLO 2017! I want to extend an olive branch out and see if we can sit together for less than 5 minutes to hear about my ideas and tools that can work with the “growth” of your business in the coming year.