Promote the 100 Stranger Challenge!!

If a realtor or lender wants to increase their business, ask them to take on your 100 Stranger Challenge!!!

**What is the 100 Stranger Challenge?**

A realtor or lender take 100 of their business cards and passes them out to complete strangers they see around town. The faster they get them out the faster they will get a lead.

**What do they say to the stranger?** (script)

Hi my name is \_\_\_\_\_\_\_\_\_\_\_ and I sell houses.

**Realtor:** I’m looking to expand my team. Thought I would introduce myself, it’s super easy… If you by chance have a friend or family member who is thinking of making a move in the near future, please pass my business card along to them. And if you don’t mind….Please include your name on the card so I can give you a “Highly appreciated” thank you (they have to be careful saying referral fee) when the deal closes. I’ll take good care of you. Is that something that interests you?

**Stranger:**  Sure that sounds great, will do.

**Realtor:** Wonderful. May I get your name, phone or email or facebook request so we can be in touch and I can give you additional ideas on how to find out who is most likely to make a move?

**Stranger:** If they say yes, (then get info and thank them)

                 If they say no, (then say no problem, just write your name and phone on the back of my card so when the referral sends it back in to me I can get in touch with you.

**Realtor:** Thank you so much for your interest in joining my team and I look forward to working with you and making you some $$$

**What are the odds of this program getting a hot lead?**

1-4 out of every 20 are interested in the program

1-4+ appointments could come from the challenge

\*\*This is on average and not guaranteed for all participants.\*\*

**How do I keep it organized?**

Have them create a “REFERRAL LOG” excel sheet that says:

Date, Stranger Name, Who did they refer, address of subject property, sales price, date of COE,  referral fee amount, thank you &fee sent, follow up call

**Tips:**

1.      Bring more than 100 business cards on the side in case someone wants more cards.

2.      If you can get their address, phone or email, then mail, email or call them a thank you for them time and interest later  that day.

3.      Plug everyone into the excel “REFERRAL LOG” you created and stay on top of these leads and taking care of the source who sent it to you.

4.      The challenge works great at parties, church, the mall, Starbucks/other coffee shops, market, charity events, open houses, etc.

5.      Send a monthly email or call to your Strangers in your excel sheet. Teach them different ways to ask if they know who wants to buy or sell a house from their sphere. (see me for ideas if you need it)