

#2 Project Book
Elite Club #18 February 2017

Email:

Hello <agent name>,

Insert 1-3 personal lines here

So I was browsing on Breakthrough broker and found this interesting article/ Checklist about working with “divorcing” clients. Just checking in to see if any of your leads you are currently working on are a divorced situation. If so, please Click this link http://www.breakthroughbroker.com/the_divorce_transaction_checklist#.WIVTJFMrKiQ and check out 10 tips to Managing added challenges to working with divorcing clients. It’s not an easy process when divorce is on the table, but my hope is with an expert like you and a title team like us anything is possible for a seamless transaction!

If we can get you any title information on any current leads you are working on, please reply to this email and consider it done. Thank you for your business! Enjoy your day! #Thankyouforyoursupport

<Your info here>

Facebook Private message:

Facebook Tip of the day:

Is Facebook a part of your Business Plan in 2017? Here’s an interesting fact to consider... 42% of all marketing companies report Facebook is crucial for success. So, odds are if you don’t have it as one of your marketing avenues in 2017 you might be behind the 8 ball! I can help you become the Facebook guru with my strategic Facebook Guide. It’s a call to action method that works! You could be looking at 5-10+ more deals a year if you work this platform properly! Get in the game...and hit it out of the park on Facebook! I’m rooting for you the whole way!

<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. Quick question for you. Do you know how many “LEFT OVER LEADS” you have from 2016? (Have them give you a number, guess if they have to)

Realtor: No, I’m not sure?

YOU: Guess a number.

Realtor: ok, 10!

YOU: Ok, I would strongly recommend you put these folks through my 12 step Lead Follow up program and convert them to solid deals. Does that interest you?

Realtor: Yes that sounds great

YOU: Awesome, I’ll will email you are the moving parts for this to be a seamless process for you. Remember to send a piece every 2 weeks until they sign, seal, deliver!

Realtor: yes send over the details

YOU: Will do, thank you for your business, are you working on a file right now I can get the prelim ordered for you?

BELLY TO BELLY: Breakthrough Broker

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

I want to show you 3 awesome features about Breakthrough Broker!!! This is a performance platform of all the top producers in the country coming together to share ideas and concepts that work. All material already done for you!

A few of my favorites...

#1. Click Create: Then click Listing Presentations

#2 Click Succeed: Then click Check lists

#3 Click Learn: Then click Expert Interviews

KIM CARD OPTION: (**must be hand written!!**)

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

Hello agent name,

Quick note to check on you and make sure you are taking full advantage of our tool Breakthrough Broker!! This platform is a super win! It encompasses all the best practices form big producers around the country! Want to hear more, call me for a quick chat so I can share the details with you! I am always thinking of new and better ways to **HELP YOU GROW!!**

<Your info here>

Appreciation text:

Client text:

**TOP TEN THINGS TO
DO WHEN SELLING
YOUR HOME:**

#1. CALL ME
(I'LL HANDLE THE OTHER 9!)

LOL, This is a good text to send to your clients! GO FOR IT! And remember the top 10 things to do when you need title. #1 Call ME (I too will handle the other 9!) Have a great day! <YOUR NAME HERE>

<Your name here>

Target text:

**TOP TEN THINGS TO
DO WHEN SELLING
YOUR HOME:**

#1. CALL ME
(I'LL HANDLE THE OTHER 9!)

Hi agent name,

LOL, This is a good text to send to your clients! GO FOR IT! And remember the top 10 things to do when you need title. #1 Call ME (I too will handle the other 9!) Have a great day!< YOUR NAME HERE>

<Your name here>