

## #2 Projectbook/Prospecting

### Elite Club #33 May 2018

**Projectbook and Prospecting Scripts.** Make any changes you wish, these are your scripts!

#### Email:

Hello <agent name>,

I love collecting stats. It helps us to determine the way the consumers think. How are you doing with your video marketing? Do you have a YouTube account? Have you done any video texting to your Sphere Of Influence? Videos are a proven branding WIN! Check out these facts and let's connect soon!

#### And the numbers say..

- 73% of Homeowners say they'd be more willing to list with a realtor who offers video services!
- Only 12% of the current Real Estate industry has a YouTube account.
- 83% of all home buyers want to see pictures of the property online.
- Only 9% of agents use social media to market.

Interesting right? I would suggest 1-4 videos a month in your social media space. 2-3 times a week text out 5 personalized videos to your Sphere. The results are incredible! Let me know if you have any questions or need video ideas!! Have an amazing day!

<Your info here>

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#### Facebook Private message:

*Facebook Tip of the day:*

Hi <agent name>,

Quick question for you. I am putting my stats together and I would love your input. Would you mind answering these questions so I can collect data from our real estate community? Once it's finished, I will happily share the stats with all of the participants!

1. What other social media do you use for business other than Facebook (Instagram, Snap Chat, LinkedIn, Twitter, etc)?
2. Which social media platform is your favorite?
3. How much time a day are you on Social media?
4. How many listing apts have you been on as a direct result from social media?
5. How many buyers have you generated as a direct result from social media?

Thank you for your "Feedforward", your answers help me see what the best results are. I will share the final stats once collect my data. Thank you!!!

<Your name 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. Quick question for you. How you heard of REAL GEEKS?

Realtor: NO, I haven't. What is it?

YOU: It's the best database manager I've ever seen. Keeps you on track with reminders so no leads or opportunities slip through the cracks. Would you like me to send you a link explaining how this awesome tool can help organize you and make you more money?

Realtor: Yes that sounds great

YOU: OK, I am going to send the link today!

Realtor: yes send over the details

YOU: Will do, thank you for your business, can I update your farm package, get your property information or check on the status of a prelim for you?

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### **K.I.M Card (Keep In Mind)** You have a choice: Handwritten card, letter or video on this topic

TOPIC: COREFACT ELITE

Have the card or letter say:

Hello agent name,

Have you heard of Corefact **ELITE**? It sets up your marketing for the year, you never have to think about it again. Call me for details.

<Your info here>

Video: Corefact **ELITE** (30-60 sec) not too many details, dangle the carrot.

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### **Appreciation text:**

#### **Client text:**



Yes you are! Thank you for your support! I feel grateful to be in business with you!

<Your name here>

#### **Target text:**



Great post for social media. And all I do is eat, sleep and sell title! LOL! Hope we can connect soon, I've got my phone in hand. Quick pop by if you are up for it. Thank you!!

<Your info here>