

#3 Projectbook/Prospecting

Elite Club #36 August 2018

Projectbook and Prospecting Scripts. Make any changes you wish, these are your scripts until you have a BIG cycle and all dates are filled in on all of your excel group pages.

Email:

Checking in with you today <insert agent name>,

How are you doing with generating leads on Facebook? Where are you at with your “measureable goals”? It would be my pleasure to help you increase your results with the 1 page questionnaire I have created specifically for Facebook leads and measureable goals. Just reply to this email and I will send it to you right away!

Many thanks and I hope you have an amazing day!

<Your info here>

Facebook Private message:

Facebook Tip of the day:

Hi <insert agent name>,

Are you happy with the leads you are generating on Facebook (if any)? How much time do you spend on Facebook, for your business, per day? Studies show that spending 20-30 minutes a day focusing on potential future clients and past clients posts will give you more exposure and a cutting edge on competition. Instead of just “Liking” their posts, you must comment, comment, comment! Do this 3-5 days a week and your competition won’t stand a chance against your Facebook game!

<Your info here>

Phone calls:

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

Realtor: Good, thanks.

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

Realtor: Yes

YOU: Great, I’ll take it. Quick question for you. How has our service been for you on your last few transactions?

Realtor: Doing ok, thanks.

YOU: Good to hear, we want to make sure you are always pleased with our service and your feedforward is so appreciated, that’s how we get better.

Realtor: Ok, I will be sure to let you know in the future. Sometimes the return call times are a little slow.

YOU: Thank you for telling me, I have weekly (or bi-weekly) meetings with my team and I want to talk to them about the expectations of our satisfied customers to make sure we are always on top of it. Thank you for your input!

Realtor: Thank you, you rock!

YOU: So do you!! Can I update your farm package, get your property information or check on the status of a prelim for you?

K.I.M CARD (KEEP IN MIND)

You have a choice: Handwritten card, letter or video on this topic. TOPIC: **Expired Listings**

Letter or card text:

Hello <insert agent name>,

Are you working on any expired listings? I have some info I can send to you. Let's put our heads together and come up with a strong plan to take down any expired listings that you find.

Call me or email me today and I will gladly help you with anything else you need.

<Your info here>

Video: Expired Listings (30-60 seconds)

Appreciation text:

Client text:



NO kidding, <agent name>!!! Sending a whole lot of appreciation through this text to fill up your bucket for being such a fantastic client! Thank you!

<Your name here>

Target text:



LOL!!! I couldn't help myself, hope this makes you laugh. It would be a "dream" come true to meet for coffee, 4 minutes is all I need. What do you say? This week or next?

<Your Name here>