

Elite Club Content Index

Elite Club #47—July 2019

1. **Elite Club Bulletin:** Read **what's new** in **The Elite Club** this month! Includes: Group call times, monthly winners, upcoming programs and more!
2. **Appreciation Letters:** Go to www.paperdirect.com or check out our FREE letters
 - New Listing Letter – “Patriotic Stars” – Item # PF1895
 - Thank you Letter - “Tee Time” – Item # DT1327
 - Escrow Close Letter – “Leilani” – Item # PFM4053
3. **Rotation of Project Book**
 - **Email** – 101 Ways to generate leads
 - **FB message**— Facebook Ads, AdCrate
 - **Phone Call** – Open House Plan of Action
 - **Video** – Meet my Farm Department or Customer Service Rep
 - **Appreciation text** – *Client*: Sphere of Influence
 - **Appreciation text** – *Target*: 4 minute meeting
4. **Weekend Email**
 - Friend lists
5. **Flyer Idea for sales executive**
 - ‘How Does Title Insurance Benefit You?’ Flyer
 - ‘Home Selling Checklist’ Flyer
6. **1-3 Flavor of the month Postcards for Realtors**
 - ‘Many sellers are getting multiple offers. Now’s the time to sell!’
 - ‘Open House Comparison Chart’
7. **Mastermind Video with Coach Lisa**
 - Topic: How to do things differently
8. **Closing Email**
 - Summer is the time!
9. **Office Meeting Agenda**
 - **Title Talk:** How Does Title Insurance Benefit You?
 - **Tip on one of our tools:** Cole Realty Resource
 - **Reminders/Marketing Tip:** Home Selling Checklist
 - **Marketing Postcards:** See #6 above
10. **Lisa’s Best Practice**
 - How to make a Facebook Story
11. **Updates and changes**
 - Brand New Agent Questionnaire
 - Diamond Club Tracker
 - Open Order Log

12. Manager Mastermind Video

- Kelly Fontes-Hyde, Regional Sales Manager, Chicago Title – Topic: How to go from good to great and Land a Big Broker

13. FNTG ConnectNow

- 3D Pop Up Card

14. Sam's Secret "Escrow Sauce" Video

- Summer Months

15. Breakthrough Broker

- Exclusive content for 60 days created for Elite Club members only! Be the first to share this content with your clients!

16. Elite Club Featured Member

- Lis Miller, Fidelity Title - Elite Mini Coaching Graduate

17. Accountability Exercise – See button #17 for template

18. Contest Details to be in the Monthly Drawing!

19. Social Selling with Chelsea Peitz

- Voice Content

20. Travis Thom Video– Real Estate FB marketing strategist

- Facebook Videos

21. Diamond Club Documents

- Diamond Club Tracker
- Diamond Club Scorecard

22. POD Documents

- POD Agenda Template
- POD Host Form
- What is an Accountability POD?

23. Elite Club Committee Member Article

- Leslie Zook, Ticor Title - Topic: Social Selling Tips & Tricks

24. Social Media Content Page - Fun Memes to put on your social media pages

- 'Closing Checks' meme
- 'Lien Popped Up' meme
- 'Palm One App' meme

25. Tech Corner

- Brian Gubernick, Metrix Coaching and Training Video

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