

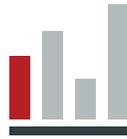
————— **HOW TO** —————
SCHEDULE YOUR DAY & GROW YOUR PROSPECTS

 **COLE REALTY RESOURCE**

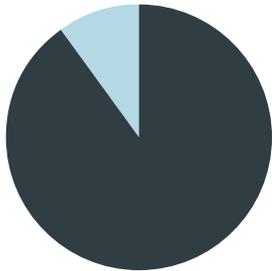
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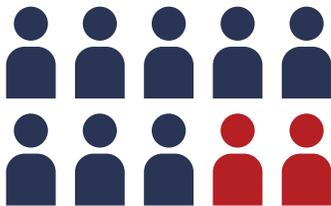
Thanks for downloading this ebook, we're excited to help you on your journey to prospecting more leads and selling more homes.



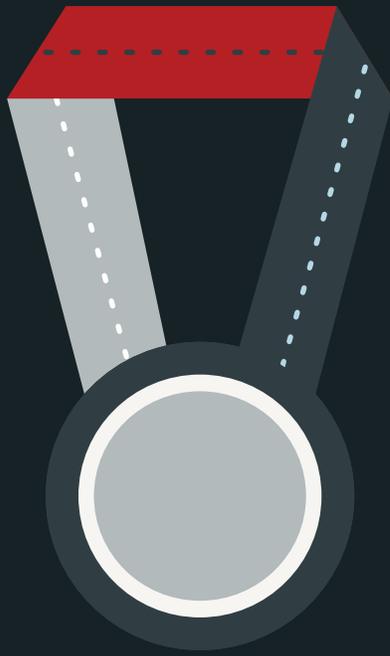
DID YOU KNOW?



In most markets, 90% of the transactions are done by the top 10% of agents.



Eight out of 10 new real estate agents are likely to fail within their first two years.



GOALS

GROWTH

How are you going to get from 10 to 20 transactions?

- Add on one additional transaction per month?
- From 20 to 30?
- Over 50 or over 100 transactions?



You need to be having **MORE** conversations about buying and selling real estate with people you do not know.

Interviewing hundreds of agents over the year...this is what most told us:



- Keep a daily schedule to manage their time



- KNOW their numbers (ie, 30% of transactions came from Past Clients, 10% from Expireds, 20% JL/JS, etc.)



- Dedicate at least three hours in that schedule each day to prospect for NEW business (People they have NOT met before) to have at least 15-25 conversations



- Dedicate at least two hours each day for follow up calls (Utilize a CRM)

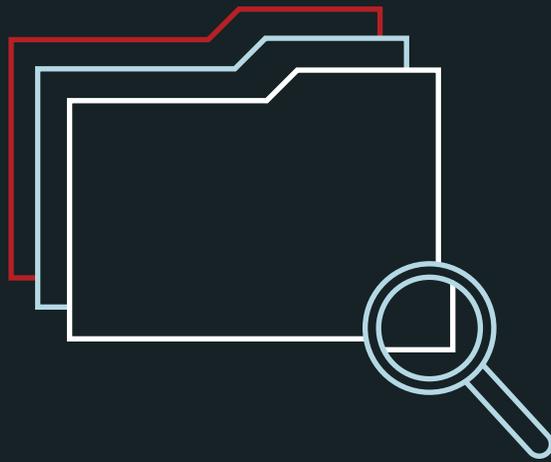
COMMON TRAITS:

- **Prospecting** - Picking up the phone, do not confuse with marketing
- **Marketing** - spending two hours printing labels, etc.
- **Accountability** - use outside coaching programs, have accountability partners, etc.
- **Goals** - Have daily, weekly, monthly and yearly goals.
- **Exercise** - Many tell us this is how they start their morning!

BUILD YOUR PIPELINE

- Ask questions to create rapport, look for buying signs:
- What do you like about this neighborhood? Don't like?
- Where are you from originally? What brought you here?
 - How long do you plan on staying at your house?
- Capture contact information (email, cell phone, etc)
- Take good notes to help build relationship during your follow up calls (kids, pets, hobbies, etc) .
- Follow up (Emails, phone calls, handwritten thank you's)

Do NOT make it a sales call, make it an informational call.



CASE STUDIES

ERIC JON MELNIKOFF



Daily Schedule:

- 4:45am** Wake, pray, meditate, coffee
- 5:15 - 6:15am** Exercise
- 6:30 - 7:20am** Eat healthy breakfast
- 7:30am** Arrive at the office
download then upload
phone numbers
- 7:45 - 8:15am** Role play w/mega agent
(practice scripts & dialogue)
- 8:15 - 8:30am** Mindset (review yearly,
monthly, daily goals, take
inventory, watch one 3-5
minute video)
- 8:45am - 12pm** Lead Gen (Expired, FSBO,
JL/JS, Lead Follow up)

DAILY GOALS

- Make 25 contacts**
(this is a contact sport)
- Set two new listing appointments**
- Talk to two new real estate agents**
(build profit share=15 in 1st 11/01)
- Add six new people to my database**
(build my database to 5,000 by 04/01)
- Preview one new listing BOH**
(know new inventory & meet agents)
- List one new property**
(close 107 units by 12/31/14)
- Book Mega Camp**
(be a better agent)
- Call mom & Jessica**
(family)

GLENN ROSS



Daily Schedule:

- | | |
|--------|---|
| 9-12pm | Prospects every morning from Mon - Thurs (sometimes evenings) |
| 12-2pm | Focuses on follow-ups |
| 2-5pm | Business and Appointments |

KELLER WILLIAM, AUSTIN

DAILY GOALS

- Get 20 contacts/day
100 contacts every week.
- Capture follow ups to add to his CRM for future follow up.
- Starts with calling FSBOs and Expired listings where he can find a phone number.
- Calls around recently Just Listed/Solds.
- Contact is anyone he is able to have a conversation with (15 seconds).



HELPFUL TIPS

Personally make a follow up call 4 times a year

"I've seen a few homes recently sell in your neighborhood. Would you like me to send you stats on what they are selling for?"

Take notes on every lead

(ie, son graduating from high school next year...)

Handwrite a thank you to each lead

(whether they are moving in 2 months or 2 years)

Use a CRM to continue engagement

Mail out 12 postcards throughout the year

Most folks do not have an agent they keep in touch with. By continuing to follow up, I get them every time!

RON HENDERSON | KELLER WILLIAMS, KANSAS CITY NORTH



"Cold calls really catch a homeowner in the information gathering phase and to me, and most often, they'll end up choosing me when they're ready to take the next step.

Calling into neighborhoods doesn't require a lot of money to get started. You aren't competing with the other agents in town who are calling the Expireds and FSBO's (and he will end up calling them anyways, just with a different approach).

RON WINDSOR | CENTURY 21, VIRGINIA

Think old school tactics such as sending a handwritten thank you to someone after you have a conversation with them.

" My name is Ron Windsor with Century 21. I've seen several properties sell at listing price in your area over the last few weeks. I'm curious with the recent activity in the market, what are your future plans for your property?"



Ron W. sold 96 homes with \$19 million in sales in one year.

GEOGRAPHIC FARMING

“Most people want to cast a really wide net but the reality is that you want to cast a small, narrow net. And be the one main thing for everybody within that net and community.

Cole allows you to be able to gather that information and like an arrow, pinpoint who it is exactly that you want to go after. Engage them in meaningful conversations that are relevant to them and their community. Then grow in concentric circles from there. So once you own one neighborhood then you can move onto the next.”

ROB CHEVEZ

KELLER WILLIAMS, VIRGINIA

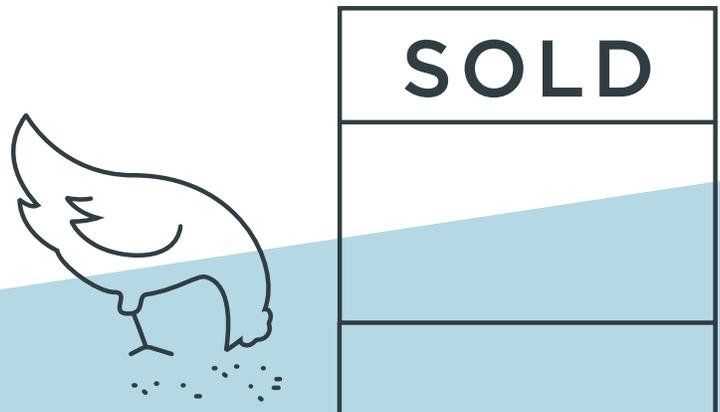
110 TRANSACTIONS IN 2013

FARMING

BUILD YOUR BRAND

WHICH NEIGHBORHOOD TO PICK?

- Close to recent transactions and spheres of influence?
- The area YOU live in? Where your kids go to school? The neighborhood where your church is located? Near a place you volunteer at?
- Start with one neighborhood...then two ...then eventually perhaps a zip code.



FARMING | BUILD YOUR BRAND

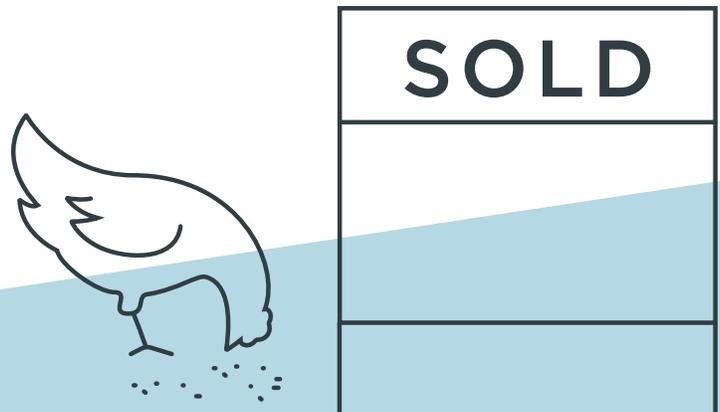
REACH OUT TO NEIGHBORS THROUGH THE POWER OF:

- Just Listed / Just Solds calls
- Geographic Farming
- We Have Buyers campaigns

Keep in mind:

12% of homeowners are planning to move within the next 12 months (U.S. Census)

Nearly 70% of those sellers will ONLY interview one agent to list and sell their home (NAR)





Rob Chevez's ZONE Method

Z.O.N.E.

Zero in on your target market.

(pick your area or niche)

Own the mindshare of that market.

(through telephone calls, door knocking,
direct mail, advertising, email, etc.)

**Network with people of
influence in your target market.**

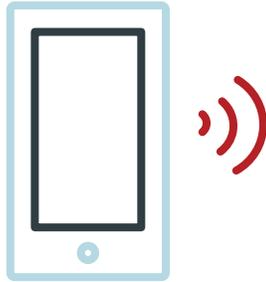
(attorneys, accountants, HOA board of
directors, pastors, business owners, etc.)

Engage the community in service.

(make sure you give back to your community)



SCRIPT WRITING



What's the purpose of the call?

“The biggest thing I learned about scripts is that you want to get 1 of 3 things out of the call, so by making the scripts geared towards those three goals makes it very simple to tailor the script to any situation”

1. An appointment
2. A referral
3. Contact info

DON BASS

KELLER WILLIAMS, RIVERTOWN, MI

SCRIPTING IDEAS

Just Listed/Sold

Scripting is essential and VERY easy. These are NOT sales calls. They are NOT a service call. It's just a 411 informational call to the neighbors.

Call #1: Introductory: I'm sure you have seen the sign in the yard. Tyler & Anslee are moving. I apologize if you notice some extra traffic in the area checking out the property. Here's my number if you have any questions. I also might stop by next week and drop off a business card.

Why are you calling me? Why are you bugging me?

Because it's VERY important. I gave an oath to my client, my client who happens to be your neighbor down the street that I would call of their neighbors to see if they know of anyone who might want to move into the neighborhood. And if you were my client, I would do the same thing!

Why are you calling me? Why are you bugging me?

Because whatever I list and sell your neighbors home for DIRECTLY impacts the value of YOUR home!

Sold

"Hi, it's Kimberly Harris with Real Estate One. As part of my customer service, I wanted to let you know that we recently sold a home in your neighborhood on _____ St for \$_____ dollars. (Really?) Yes! Our marketing created such a strong interest in your neighborhood that we are contacting you to see if you or someone you know are thinking about selling in the future. (No) What would be a good email to send future neighborhood updates to? Thanks for your time."

"Dan and Linda Martin wanted me to call you and share with you the good news. Their house just sold for 98% of asking price for \$220,000 after only 14 days on the market. As you know, as soon as one house sells, typically 2-3 neighbors list their house soon after. If you have any questions about the selling process Dan & Linda went through, please let me know. My number is ____-____-____."

SCRIPTING IDEAS | CONTINUED

YOUR OWN LISTING

DON BASS | KELLER WILLIAMS, MI

"My name is _____ with XYZ Realty. I'm sure you recently saw the For Sale sign at 2621 Sw 14th St. I'm not sure if you know the owners Brenda and Dan Martin but they asked me to personally give you a call to see if you know of anyone who might want to move into the neighborhood. If you have any questions about the property, my number is _____"

- I promised my client that I would call of the neighbors to see if they know of anyone who wants to move into the neighborhood...
- Whatever their house lists for and sells for DIRECTLY impacts the value of your home (because you are just down the street from them...)!

DON'T MAKE IT A SALES CALL, MAKE IT AN INFORMATIONAL CALL.

OPEN HOUSES

ERIC JON MELNIKOFF | KELLER WILLIAMS, NJ

"Wanted to share this video from an associate of mine, Eric Jon Melnikoff, prospecting with "Just Listed" calls, inviting the neighbors to an exclusive open house for his \$1,770,000 listing at 102 Oval Rd., Essex Fells, NJ. From this 15 minute session, he gained the buyer and is under contract representing BOTH SIDES! You'll notice (and he wants me to mention), he's not the most polished on the phone, so the moral of the story is...anyone can do this!" - Nick Baldwin - Kelller Williams, NJ

"Hi This is Eric with KW Realty. I'm just calling all of the neighbors of 102 Oval Rd, inviting them to an Open House tomorrow between 12-1...A lot of times people in the neighborhood say 'I have a friend who's looking in (this subdivision).' I don't know if you are familiar with this home. He's done a lot of updates, completely gutted the kitchen...Do you know of someone who might be interested in buying something (in this subdivision...)?"



TESTIMONIALS

SUCCESS STORIES:

"I moved to Houston, TX after selling real estate in IL for 10 years. The move forced me to build my client list from scratch. I used Cole to call people around Just Listed/Solds and neighborhood farming in general. I use information such as square footage, purchase date and additional intel to chat with prospects and strike up conversations. I've had my best year yet and it's thanks in part to Cole for the accurate intel."

LISA FLORES

RE/MAX SOUTHEAST - SUGAR LAND, TX

"I started using Cole last year for Just Listed & Sold calls. When my coach suggested I move my prospecting up to a higher price point, I used Cole to target the neighborhoods...I have listed and sold four homes so far using this system, two were double-sided. (The product is) easy to use and well worth the investment..."

BILL DALLAS

PRUDENTIAL TROPICAL REALTY

On the cell phone subscription:

"Cole Realty Resource has been awesome for my team, from lead generation to prospecting to marketing our listed properties. It has been so easy to use and training any new staff is unbelievably simple. In the past month alone, we have procured 5 listings just from calling the landlines and cell phone numbers of expired listings found on Cole Realty Resource. We also use Cole Realty Resource to create targeted mailing and calling lists, revolutionizing the way we advertise for open houses."

MARK SEIDEN

KELLER WILLIAMS - NY

"I subscribe to Cole's cell phone service as a way to find people who no longer have a landline. I look up individual addresses to find phone numbers. Since I signed up three months ago, it has helped me get six listings. The first unpublished number I got resulted in a 10k payday! I also use Cole to find landlines and cell phones in my farms (Just Listed/Solds, etc)."

TRACY MORGAN

THE MORGAN GROUP LLC

We'll Connect You.



LANDLINES



CELLS



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