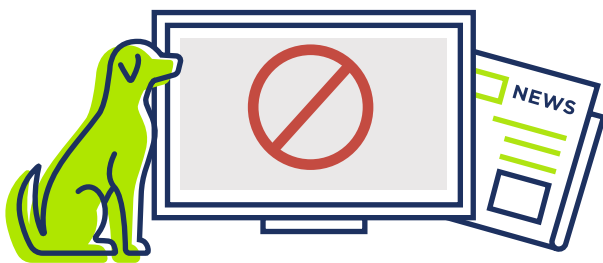


HOW TO

GET THE MOST — FROM YOUR — PROSPECTING

🏠 COLE REALTY RESOURCE



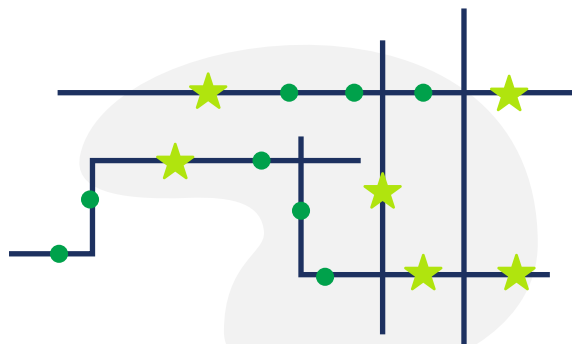
BE EFFICIENT

- Cut yourself off from distractions
- Schedule one to two hours a day, every day



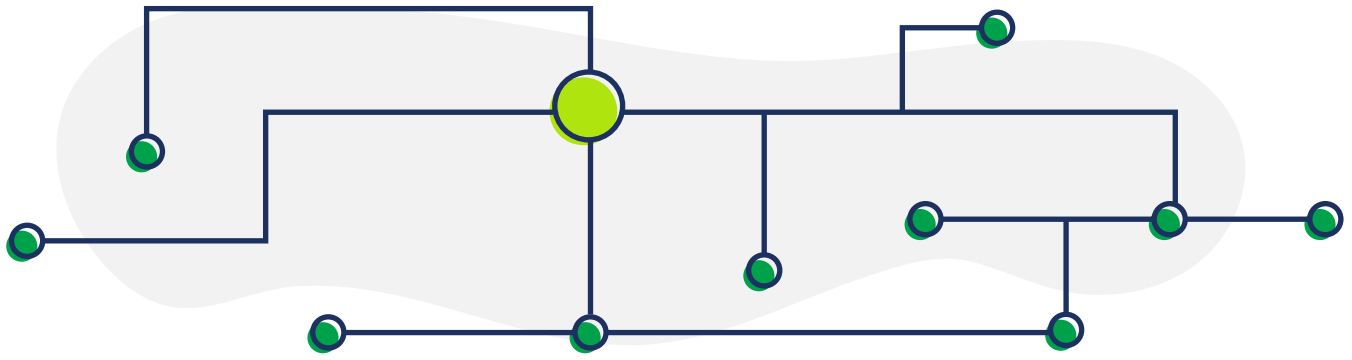
BE PROACTIVE

- Stand up, get in your power stance and dial for appointments
- Smile thru the phone
- Send open house invites via email or mail



TRY DOOR KNOCKING LOCAL SUBDIVISION

- Identify your ideal prospects and plan a route
- Introduce yourself to the local market
- Leave behind something memorable



BE MULTI-CHANNEL AND MULTI-TOUCH

- Create prospect lists with multiple contacts available. Confirmed homeowner with email and phone number
- Create drip campaigns across the different contact points

FOLLOW UP!

ALWAYS FOLLOW UP!

**A “NO” TODAY
ISN’T ALWAYS A
“NO” TOMORROW.**



CONNECT WITH NEIGHBORS

- Your SOLD sign is your best advertisement
- Invite curious neighbors to your open house down the street
- Offer free market analysis and insight via email or postal mail

AUTOMATE YOUR PROCESS

- Work to get the front of your sales funnel as automated as possible
- Consider automating your calling campaigns
- Create hyper-local Facebook ads that send clicks to your listing site
- Review areas of friction in your prospecting, search for technology that eliminates it

