28 WAYS TO

CLOSE MORE DEALS



FSBO & Expireds: Prepare, print and drop off a customized CMA showing homeowners what their home is worth. {Use CORE Present for the presentation}



Use **MADI** in your **property** marketing and prospecting efforts! She has designs for social media, email, postcards, and more!



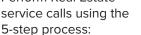
Use Facebook Live to show properties you've toured

Clean up {or actually put together} your database! Make sure you have phone numbers, email addresses and important dates like birthdays in **kvCORE**. This gives you an excuse to reach out to them!

task WEEKLY.

Comment on 5 Facebook friend's posts every day.

Ninja your Sphere: Perform Real Estate service calls using the





- 2. FORD Question
- 3. Purpose of call
- 4. FORD Question
- 5. Thank you!

10-10-20: Your RealMailers Property Postcard for when the home is just listed, has an open house, has a price reduction or when it is SOLD!

Schedule 2 Real Estate Reviews a week with previous customers or anyone you know owns a home.

Start the Farming a Neighborhood

8x8 Strategy and complete each

Ninja your Sphere: Focus on your Hot list {buying/selling < 3 months} and Warm list {buying/selling 3-9 months}

Share your **Home Value Page** from your agent website on social media. {Use MADI for more designs & make it conversational! OR create a squeeze page through kvCORE}

Set up a Market Report for your sphere, FSBO's and/or Expireds so they can stay up-to-date on their marketplace {with their permission}

Use your **CORE Listing Machine** social media graphic(s) to share your listing on Facebook with an ad and geo-fence the neighbors to get extra eyes on your listing (\$10-15 spend)

Do weekly coaching with your Market President to help you plan for the remainder of the year!



10-10-20: Your CORE Listing Machine Property Flyer for when the home is just listed, has an open house, has a price reduction or when it is SOLD!

CHALK Share your BHHS DIGITAL National website onto social media to run retargeting ads on anyone who visits your page!

Put together a **pop-by** for your sphere. If you know they have young kids, bring over frozen push-pops and craft activities to keep them busy!

CHALK 10-10-20: Your **Chalk** DIGITAL Digital listing ad for when the home is just listed, has an open house, is under contract or when it is SOLD!

Write 10 hand-written notecards

FSBO & Expireds: Print and drop off a Real Estate and Lifestyle Planning Guide (making those deposits!)

Farm a neighborhood using postcards through MADI and RealMailers or Xpressdocs!

per week. Your message could be. "I just want you to know I'm here!", "Welcome to the neighborhood!" or complimenting curb appeal!



Send "Happy Birthdays" through messenger {make it conversational!}

Daily Prospecting Task List: 50 calls to your farming neighborhood daily

Tour 2 newly listed homes each week

Daily Prospecting Task List: Set Open House guests up on Property Search Alerts [this is automated if you use the kvCORE Open House App!]

Daily Prospecting Task List: 5 Calls or Texts to your SOI daily {past customers or contacts)

Start the 10-10-20 Your Buyers **System** for any buyers you are

working with.

Start the 10-10-20 Your Sellers System for any sellers you are working with.

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