



28 WAYS TO CLOSE MORE DEALS

**LEVEL
UP** LISTING
CHALLENGE

<p>FSBO & Expireds: Prepare, print and drop off a customized CMA showing homeowners what their home is worth. {Use CORE Present for the presentation}</p>	 <p>Use MADI in your property marketing and prospecting efforts! She has designs for social media, email, postcards, and more!</p>	 <p>Use Facebook Live to show properties you've toured</p>
<p>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!</p>	 <p>Comment on 5 Facebook friend's posts every day.</p>	<p>Ninja your Sphere: Perform Real Estate service calls using the 5-step process:</p> <ol style="list-style-type: none"> 1. Salutation 2. FORD Question 3. Purpose of call 4. FORD Question 5. Thank you! 
<p>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!</p>	<p>Start the Farming a Neighborhood 8x8 Strategy and complete each task WEEKLY.</p>	
<p>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}</p>	<p>Schedule 2 Real Estate Reviews a week with previous customers or anyone you know owns a home.</p>	<p>Ninja your Sphere: Focus on your Hot list {buying/selling < 3 months} and Warm list {buying/selling 3-9 months}</p>
<p>Do weekly coaching with your Market President to help you plan for the remainder of the year!</p> 	<p>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}</p>	<p>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)</p>
<p>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!</p>	<p>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!</p>	<p> Share your BHHS National website onto social media to run retargeting ads on anyone who visits your page!</p>
<p>FSBO & Expireds: Print and drop off a Real Estate and Lifestyle Planning Guide {making those deposits!}</p>	<p> 10-10-20: Your Chalk Digital listing ad for when the home is just listed, has an open house, is under contract or when it is SOLD!</p>	<p>Write 10 hand-written notecards per week. Your message could be, "I just want you to know I'm here!", "Welcome to the neighborhood!" or complimenting curb appeal!</p>
 <p>Send "Happy Birthdays" through messenger {make it conversational!}</p>	<p>Farm a neighborhood using postcards through MADI and RealMailers or Xpressdocs!</p>	<p>Daily Prospecting Task List: Set Open House guests up on Property Search Alerts [this is automated if you use the kvCORE Open House App!]</p>
<p>Daily Prospecting Task List: 5 Calls or Texts to your SOI daily {past customers or contacts}</p>	<p>Daily Prospecting Task List: 50 calls to your farming neighborhood daily</p>	<p>Start the 10-10-20 Your Sellers System for any sellers you are working with.</p>
	<p>Tour 2 newly listed homes each week</p> <p>Start the 10-10-20 Your Buyers System for any buyers you are working with.</p>	