

COMMERCIAL DAILY PROSPECTING TASK LIST



MONDAY

- ☐ Pick your networking event for the coming week
- ☐ Add new sphere contacts (i.e. networking event attendees) from the past week to your kvCORE CRM
 - Send an email, text or card to follow up with new contact
- ☐ 5 Calls/Text/Messages to your SOI- Use F.O.R.D. prompts as conversation starters
- ☐ 20 interactions to your warm/cold list
- ☐ 2 Personal Handwritten cards (anniversary, birthday, sending your business card, etc).
- ☐ 5 INTENTIONAL comments to friends on Social Media
- ☐ 2 Private Messages on a Social Media Platform
 - [Use the social scripts](#)

TUESDAY

- ☐ Pull expired/cancelled/withdrawns for the past 24 months in the area/zip code (CoStar, FGCAR, Crexi) **This is your property prospecting list.**
 - Print off "single line" list (sort by region)
 - AND pull all "by owner" (Crexi or LoopNet)
- ☐ Prepare a light market report for each region
 - Goal is about 20-25 properties
 - Use CoStar + MADI
 - This can help in your script for the visit on Wednesday
- ☐ 5 Calls/Text/Messages to your SOI- Use F.O.R.D. prompts as conversation starters
- ☐ 2 Personal Handwritten cards (anniversary, birthday, sending your business card, etc).
- ☐ 5 INTENTIONAL comments to friends on Social Media Platforms
- ☐ 2 Private Messages on a Social Media Platform
 - [Use the social scripts](#)

WEDNESDAY

- ☐ Wear your Name Badge when you're out (make sure they know who you are!)
- ☐ Visit at least 3 properties on property prospecting list, talk to tenants/owner operator
- ☐ 5 Calls/Text/Messages to your SOI- Use F.O.R.D. prompts as conversation starters
- ☐ 2 Personal Handwritten cards (anniversary, birthday, sending your business card, etc).
- ☐ Create a social media post using MADI for your social media channel(s)
 - Market Statistics (Commercial General Promo Folder > Market Statistics)
 - Real Estate Activity in the area for your niche/ specialty (Commercial General Promo Folder > Lead Generation)
 - Personal Promo social media (Comm General Promo Folder > Personal Promo)

WHAT DOES F.O.R.D MEAN?

F.O.R.D. is a Ninja Selling tactic which places emphasis on the person you're talking to so you can create a genuine connection.

F = Family

O = Occupation

R = Recreation

D = Dreams

THURSDAY

- ☐ Hand written cards to the 3 properties you visited yesterday from your property prospecting list
- ☐ 10 calls to your property prospecting list
- ☐ 5 Calls/Text/Messages to your SOI- Use F.O.R.D. prompts as conversation starters
- ☐ 2 Personal Handwritten cards (anniversary, birthday, sending your business card, etc).
- ☐ 5 INTENTIONAL comments to friends on Social Media Platforms
- ☐ 2 Private Messages on a Social Media Platform
 - [Use the social scripts](#)
- ☐ Schedule and Prepare 2 Commercial Real Estate Reviews for next week
 - This will be prepared for someone in your sphere who may be looking to sell OR one of your property prospecting list prospects

FRIDAY

- ☐ 2 Personal Handwritten cards (anniversary, birthday, sending your business card, etc)
- ☐ Finish any items you did not finish on previous days

Rinse & Repeat

The system works if you work it!

NOTES

[illegible]

