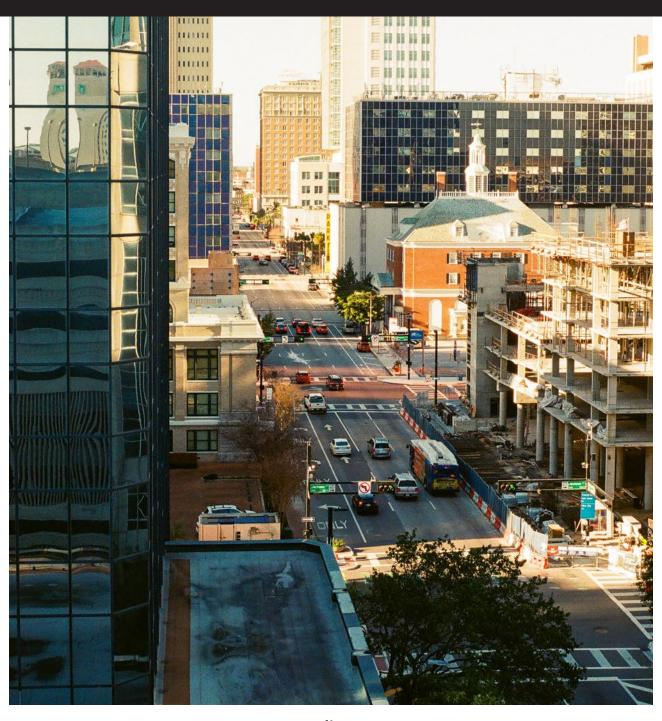
# COMMERCIAL DAILY PROSPECTING TASK LIST





#### **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
<ul> <li>Use the social scripts</li> </ul>

## **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)
<ul> <li>Create a social media post using MADI for your social media channel (s)</li> <li>Market Statistics (Commercial General Promo Folder &gt; Market Statistics)</li> <li>Real Estate Activity in the area for your niche/specialty (Commercial General Promo Folder &gt; Lead Generation)</li> <li>Personal Promo social media (Comm General Promo Folder &gt; Personal Promo)</li> </ul>

#### 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 NOTES** 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!



