10-10-20 YOUR SELLERS

BLUEPRINT

BERKSHIRE HATHAWAY HOMESERVICES | FLORIDA PROPERTIES GROUP

Why do you need to **10-10-20?**

Ultimately... TO GET LEADS!

Show the neighbors you are so good at your job, they may want to hire YOU (or at least refer you!) when they are looking to list their home for sale. Productivity breeds productivity and this is the perfect way to show how you get a home from listed to sold with your top notch marketing tactics.

*Signifies a task you technically don't have "to do." Just a reminder of the marketing efforts that are occuring on your behalf to help get the home sold!

THE 10-10-20 YOUR SELLERS SYSTEM

AT TIME OF LISTING

1. POP BY OR LETTER (Deliver/Mail Day 1)

Take your pick on whether you would like to have a pop by or a letter sent to the 10 neighbors to the right, 10 neighbors to the left, and the 20 across the street from the home you have just listed for sale! Heck, why not do both?

POP BY

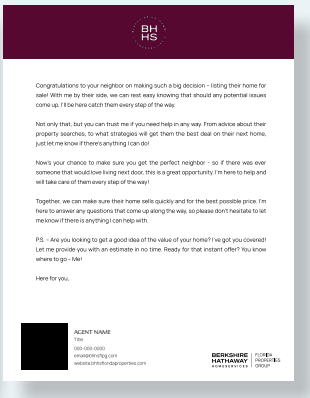
We have a design ready for you to customize in MADI. Your to-do list after customizing is download, print and cut out the tags. THEN you need to determine what you'll be "offering" with the pop by. A few ideas: stress ball, business card magnets, pens, magnetic clips, hand sanitzer.

Essentials for pop bys:

- Clear cellophane bags with twist ties

LETTER

We have a two-sided flyer/letter combo ready for you to customize in MADI. Your to-do list after customizing is download, print and get ready to door knock and hand these to every neighbor within the 10-10-20 method.



2. JUST LISTED POSTCARDS*

The company pays for 50 Just Listed postcards on your behalf, we recommend you to add an additional 50 to reach more mailboxes. Your 10-10-20 neighbors should already be within the 50 postcards since they are within the radius of the home. You have the ability though to define and target the mailing list even further through Real Mailers.

3. 7-DAY DIGITAL AD*

With every listing you win, your seller's win even more with a 7-Day Digital Ad targeted to those in a 15 mile radius. There is nothing you need to do here as far as the 10-10-20 goes. Other than make sure you ad your seller's email address to the campaign within the chalk Digital platform so they can see how their add is performing.

4. EMAIL THE 10-10-20 NEIGHBORS

Reach out to the 10-10-20 neighbors in the quickest and most efficient way possible - with an email! Copy and paste the following content into the email browser of your choice or even your kvCORE Smart CRM account. *EXTRA STEP: You'll need to use Remine or Fastpeoplesearch.com to find the emails of these homeowners.*

Congratulations to your neighbor on making such a big decision – listing their home for sale! With me by their side, we can rest easy knowing that should any potential issues come up, I'll be here catch them every step of the way.

If you start to see this house everywhere you go like Amazon, Google and your mailbox – don't worry… it's just me taking my job of marketing their home seriously!

Now's your chance to make sure you get the perfect neighbor - so if there was ever someone that would love living next door, this is a great opportunity. I'm here to help and will take care of them every step of the way!

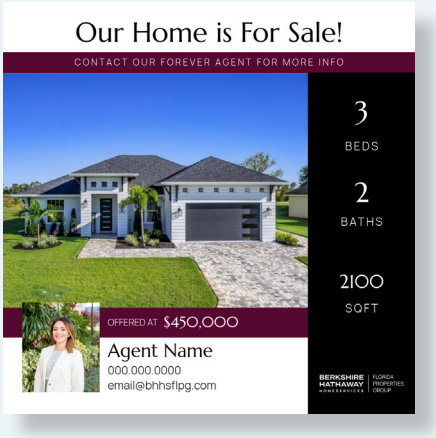
We can all agree that any future Buyer would be getting a great community, the best neighbors and an amazing property so let's get it sold for The <Last_Name>'s!

P.S. – Are you looking to get a good idea of the value of your home? I've got you covered! Let me provide you with an estimate in no time. Ready for that instant offer? You know where to go – Me!

Here for you,
{agent name]

5. GIVE YOUR SELLERS A PERSONALIZED GRAPHIC

Let your sellers get in on the action and promote their home (and you!). You'll go into MADI, customize the "We Just Listed" design and then attach it to an email to your sellers. You can use this script to copy and paste into your email:

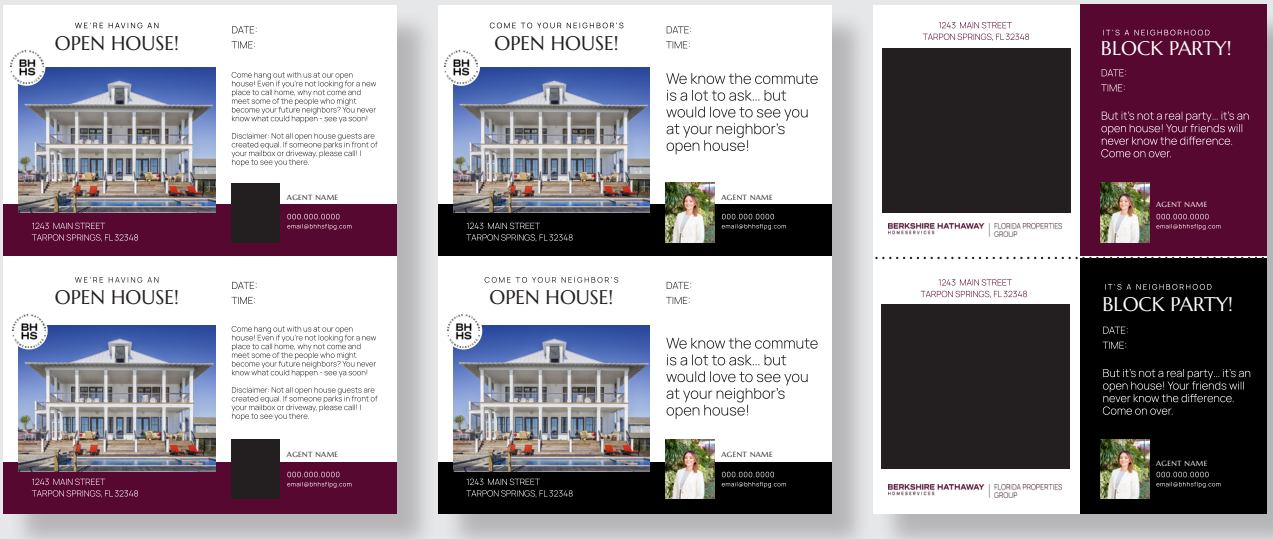


Hey [Seller Name]! It's officially go time - your home is all ready to get the attention it deserves, and with my help we can make sure you find a buyer in no time. To kick things off I've made this spiffy graphic that'll have people flocking to see your place- plus check out the link on my site so they know exactly where they need to be headed! Get excited, because together let's show them how awesome your property truly is #listinggoals

OPEN HOUSE

1. DOOR KNOCK PIECE

Get your neighbors pumped for an upcoming open house with MADI's 3 easy-to-use options! You'll just customize, print and cut these invitations in half. Then door knock each 10-10-20 neighbor to invite them or just make them aware!



2. OPEN HOUSE DIGITAL AD

Take advantage of the marketing pieces CORE Listing Machine (kvCORE) creates for your listings. One item created is the Open House Digital Ad. You'll download that image, go to your Facebook Business Page and create an "ad" for it.

1. You'll need to add the special "ad category" for Real Estate in Facebook at the campaign level
2. Set the location of the open house, geofence a 15 mile radius minimum
3. Spend $10 total. You'll start the ad the day before your open house and run for 24 hours.

3. EMAIL THE 10-10-20 NEIGHBORS

Reach out to the 10-10-20 neighbors in the quickest and most efficient way possible - with an email! Copy and paste the following content into the email browser of your choice or even your kvCORE Smart CRM account. *EXTRA STEP: You should have the email addresses of the neighbors if you completed the email task in the "At the Time of Listing" portion of this system.*

Date:
Time:
Location:
Come hang out with us at our open house! Even if you're not looking for a new place to call home, why not come and meet some of the people who might become your future neighbors? You never know what could happen - see ya soon!

Disclaimer: Not all open house guests are created equal. If someone parks in front of your mailbox or driveway, please call! I hope to see you there.

Date:
Time:
Location:
We know the commute is a lot to ask... but would love to see you at your neighbor's open house!

Date:
Time:
Location:
It's a neighborhood block party! But it's not a real party... it's an open house! Your friends will never know the difference. Come on over.

4. EMAIL YOUR SELLERS YOUR FACEBOOK LINK TO SHARE

You're going to use MADI to create your own Social Media graphic and share it on your Facebook page promoting the upcoming Open House. You'll then share that link with your sellers to share. You can use this script to copy and paste into your email:

Hey [Seller Name]! It's almost showtime and we're ready to get people in the door of your stunning property. Get maximum eyes on it by sharing my exclusive Facebook post link [insert link] across your personal social media networks, plus any neighborhood groups you may be a part of - let's make some noise and bring in a crowd!

5. USE KVCORE OPEN HOUSE APP OR PRINT A OPEN HOUSE REGISTRATION FORM

Option A: Download the kvCORE Open House App from your phone or tablet's app store to capture open house guests and have automation take care of the rest!
Option B: Print an open house registration form from MADI to have ready and available for guests as they arrive. This will be very important for the next step when you follow up with each open house guest.

Sign in sheet

BERKSHIRE HATHAWAY
HomeServices
Florida Properties Group

NAME	EMAIL	CONTACT	ARE YOU WORKING WITH AN AGENT	ARE YOU PRE-APPROVED

Date:
Address:

6. FOLLOW UP WITH YOUR OPEN HOUSE GUESTS

Follow up with each open house guest either via email or phone number. {Hopefully they provided at least one of those forms of contact}

Hello [guest name],
Thank you for taking the time to come to our open house at [insert house address here] on [insert date]! As a reminder, the home features [X] bedrooms, [X] bathrooms and [insert another cool feature]! Do you have questions about the features or financing? I'm happy to provide answers. Or if this house wasn't the perfect match, I'd be happy to set up a custom search to help you find "the one"!

7. OPEN HOUSE SUCCESS SOCIAL POST

If you had a successful turn out, share that good news! Get in front of the camera and record a video that announces how many guests came to your open house or even if any offers were made. This will show your sellers and social media audience that you are putting in the work to get your listings sold.

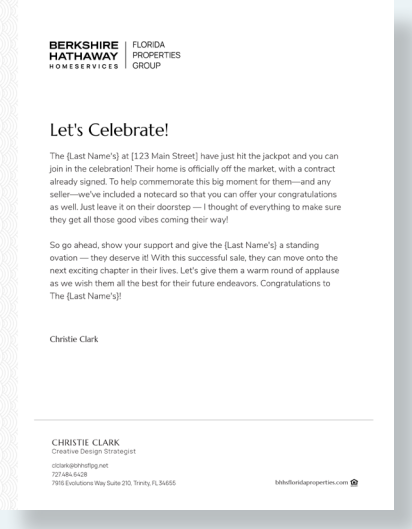
PENDING

1. POP BY WITH LETTER

STEP 1: You'll go into MADI to customize the Pending Letter to then print out for each 10-10-20 neighbor. Plus, you'll download the "Congratulations" cards and print them on a heavy cardstock. Cut them in half and then fold along the dotted line to provide to the neighbor.

STEP 2: Purchase a box or container to leave on your seller's porch/ doorstep for the neighbors to place their cards into.

STEP 3: Inform your Sellers via text or email using the script below.



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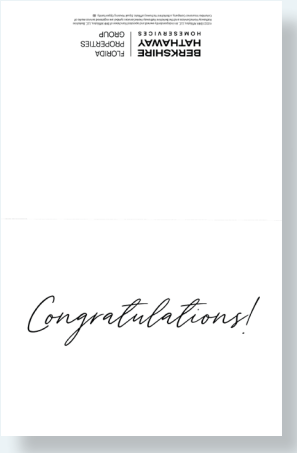
Let's Celebrate!

The {Last Name's} at [123 Main Street] have just hit the jackpot and you can join in the celebration! Their home is officially off the market, with a contract already signed. To help commemorate this big moment for them—and any seller—we've included a notecard so that you can offer your congratulations as well. Just leave it on their doorstep — I thought of everything to make sure they get all those good vibes coming their way!

So go ahead, show your support and give the {Last Name's} a standing ovation — they deserve it! With this successful sale, they can move onto the next exciting chapter in their lives. Let's give them a warm round of applause as we wish them all the best for their future endeavors. Congratulations to The {Last Name's}!

Christie Clark

CHRISTIE CLARK
Creative Design Strategist
cclark@bhhsflpg.net
727.484.6428
7918 Evolutions Way Suite 210, Trinity, FL 34655
bhhsfloridaproperties.com



Congratulations - your home is officially under contract! To ensure you receive all the well-deserved congrats from your neighbors, we have left a box/bag on your front porch for them to leave their wishes. Enjoy this exciting moment in time and let it be known that others are thrilled for you too!

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INSPECTIONS & APPRAISALS

1. EMAIL TO SELLERS

Now's your chance to stay connected with customers – seize the opportunity of inspections and appraisals! Strengthen those relationships, ensure satisfaction, and discover additional opportunities for growth. Send one of the following emails and customize the corresponding graphic in MADI to include in your message to your sellers. You can send this through your kvCORE Smart CRM or through the email browser of your choice.

HAPPY

We did it! We crossed the huge milestone of inspections and appraisals with flying colors - you can take the celebration a step further by sharing this cheerful graphic. Here's to many more successful milestones in our future!

MEMORABLE

While I know this house holds so many memories, hitting this milestone brings you closer to whatever is next along your path. If you want to share the journey, you can use this graphic.

BITTER/DIVORCE

Appraisal couldn't have come quicker – Your home appraised! The countdown to closing is on.

SOLD

1. GIVE YOUR SELLERS A PERSONALIZED GRAPHIC

Get your sellers in on the action and celebrate the sale of their home (and you!). You'll go into MADI, customize the "Our Home is Sold" design and then attach it to an email to your sellers. You can use this script to copy and paste into your email:

Wohoo! It's official, your home is officially sold and ready for the next adventure. Let's celebrate with this custom graphic - share it on social so everyone can join in on the celebration!

2. JUST SOLD POSTCARDS TO 10-10-20 NEIGHBORS

Make sure the neighbors know you did your job successfully! Get a Just Sold postcard sent out in the mail. Bonus: Real Mailers has the postcard cued up and ready for you to mail out. PLUS, Real Mailers will be able to specialize this mailing list for you.

3. JUST SOLD DIGITAL AD

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NOTES

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