10-10-20 YOUR BUYERS

BLUEPRINT

BERKSHIRE HATHAWAY HOMESERVICES | FLORIDA PROPERTIES GROUP

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

Here's the deal: the 10-10-20 system is all about showing up so the neighbors notice you and will start thinking of you when they need real estate help. Basically, you're making yourself unforgettable by being consistently present in their mailbox and inbox. **It's a simple yet powerful way to stay top of mind and attract potential leads**!

THE 10-10-20 YOUR BUYERS BLUEPRINT

THE HOME SEARCH

1. CREATE BUYER SEARCH ALERT

- Enter your buyer(s) into your kvCORE Smart CRM
- Enter search criteria based on Buyer Wishlist Questionnaire to create Search Alert
- You can have a maximum of 2 search alerts per contact

2. CREATE & SHARE BUYER NEED GRAPHIC

- Get the attention of potential buyers looking for a home with a custom graphic for your social media pages.
- Encourage them to share their search for a place to call their own with a personalized design.
- Use MADI to use the templated design seen here
- Resi General Promo > Lead Generation > Prospecting Systems

3. BUYER NEEDS LETTER

- Are your buyers wanting to purchase a home in a specific neighborhood or location, but can't find any on the market? You can create a custom letter and mail it to homeowners in the area, asking if they're interested in selling their homes that meet your criteria. It's a proactive approach that could help you find your dream home faster.
- You'll go into MADI to customize the Buyer Need Letter to then print out for each home that fits their criteria

BERKSHIRE HATHAWAY HOMESERVICES | FLORIDA PROPERTIES GROUP

Your Beautiful Home - A Perfect Fit for my Buyers

Dear [Homeowner's Name],

I hope this letter finds you well. My name is [Your Name], I am a REALTOR® with Berkshire Hathaway HomeServices Florida Properties Group, and I have been assisting my buyers in searching for their dream home in the [Neighborhood] area for quite some time now. They absolutely love the community, its amenities, and the friendly atmosphere it offers. As fate would have it, we recently came across your lovely home, which is not currently listed on the market, and we couldn't help but notice that it checks all the boxes on our wishlist.

I understand that selling a home can be an emotional and challenging decision, but I wanted to express our genuine interest in purchasing your property, should you decide to sell. By reaching out directly, I hope to make this process as seamless and stress-free as possible for both parties involved.

If you're open to discussing this further, please do not hesitate to get in touch with me at your earliest convenience. I would be delighted to explore this opportunity with you and potentially make your beautiful home the perfect sanctuary for my buyers.

Thank you for taking the time to read this letter, and I hope to hear from you soon.

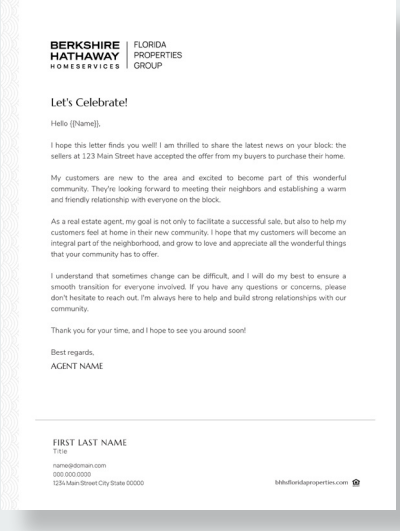
Warm regards,
AGENT NAME

FIRST LAST NAME
Title
name@domain.com
000.000.0000
1234 Main Street City State 00000
bhhsfloridaproperties.com

CONTRACT SUBMITTED

1. LETTER TO 10-10-20 NEIGHBORS

- Let the neighbors know your buyers are under contract!
- You'll go into MADI to customize the Contract Submitted Letter to then print out for each 10-10-20 neighbor and mail them out right away



BERKSHIRE HATHAWAY HOMESERVICES | FLORIDA PROPERTIES GROUP

Let's Celebrate!

Hello {{Name}},

I hope this letter finds you well! I am thrilled to share the latest news on your block: the sellers at 123 Main Street have accepted the offer from my buyers to purchase their home.

My customers are new to the area and excited to become part of this wonderful community. They're looking forward to meeting their neighbors and establishing a warm and friendly relationship with everyone on the block.

As a real estate agent, my goal is not only to facilitate a successful sale, but also to help my customers feel at home in their new community. I hope that my customers will become an integral part of the neighborhood, and grow to love and appreciate all the wonderful things that your community has to offer.

I understand that sometimes change can be difficult, and I will do my best to ensure a smooth transition for everyone involved. If you have any questions or concerns, please don't hesitate to reach out. I'm always here to help and build strong relationships with our community.

Thank you for your time, and I hope to see you around soon!

Best regards,
AGENT NAME

FIRST LAST NAME
Title
name@domain.com
000.000.0000
123A Main Street City State 00000
bhhsfloridaproperties.com

2. CREATE PERSONALIZED UNDER CONTRACT GRAPHIC

- Here is a prime opportunity to celebrate a milestone with your buyers.
- Create a custom graphic for them using MADI and encourage them to share it on their social media pages.
- Use the templated email to customize and email to your buyers in your kvCORE Smart CRM (see text below)

Hey [buyer name]! Congratulations on submitting an offer - this is a huge milestone in your home buying journey! To help commemorate this occasion, I've made this custom graphic you can share with your friends and family on social media.

INSPECTIONS & APPRAISALS

1. EMAIL TO 10-10-20 NEIGHBORS (INSPECTION)

Keep the neighbors in the loop about your customers' home buying journey. Send them a friendly email and ask for their opinion on local restaurants. After all, who doesn't love food? Keep the conversation going and stay engaged with the community.
EXTRA STEP: You'll need to use Remine or Fastpeoplesearch.com to find the emails of these homeowners.

Subject: It's Happening! Home Inspection is a Success.

Hello {{Neighbor Name}},

I wanted to share some great news with you all. The buyers of the house at [address], whom I represent, have successfully made it through all their inspection negotiations! As we move closer to the closing date, my customers are eager to know their new community better.

As neighborhood residents, you probably know all the best places to eat and hang out. My customers are especially excited to try some of the great restaurants in the area. If you have any recommendations, please send them my way so I can pass them along to my buyers!

Our real estate team believes that it's important for our customers to not only love their new home, but also love the area they're moving to. We think that building relationships with our buyers' new neighbors is a great way to make the transition easier.

If you have any questions about the sale or anything else, please feel free to give me a call! I'm always happy to chat.

Thank you for your time, and we hope to see you around soon!

Best regards,
[Your Name]

INSPECTIONS & APPRAISALS

2. EMAIL TO 10-10-20 NEIGHBORS (APPRAISAL)

Keep the neighbors in the loop about your customers' home buying journey. Send them a friendly email and ask for their opinion on things to do around the area or within the community. Keep the conversation going and stay engaged with the community.
EXTRA STEP: You'll need to use Remine or Fastpeoplesearch.com to find the emails of these homeowners.

Subject: Exciting Update on [Address]

Dear {{Name}},

I hope this email finds you all doing well! I wanted to share some wonderful news about [Address]. My buyers have completed the appraisal process of purchasing their new home and we're one step closer to the closing date. As real estate agents, we love to keep all neighbors informed on the latest news in their area and thought it'd be good for you to know.

My buyers are truly excited to become part of the [Neighborhood] community and look forward to getting to know all of you. They're especially interested in any community events or things to do around the neighborhood.

As they are new to the area, they're also looking to establish new connections. If you would like to introduce yourself, please feel free to reach out. They would love to get to know more about the friendly community that they're moving into.

Thank you for your time, and we look forward to seeing you all soon!

Best regards,
[Your Name]

SOLD

1. GIVE YOUR BUYERS A PERSONALIZED GRAPHIC

Get your buyers in on the action and celebrate the purchase of their new home (and you!). You'll go into MADI, customize the "We bought a house!" design using an image of the home OR of your buyers and then attach it to an email to your buyers. You can use this script to copy and paste into your email:

Woohoo! It's official, you have officially closed and are to move into your new home sweet home! 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.
- Go into MADI, customize the Sold postcard, download the PDF and mail it to the 10-10-20 neighbors through Real Mailers. (Real Mailers can help with this list!)

3. JUST SOLD SOCIAL MEDIA AD (OR ORGANIC POST)

- Make sure the neighbors know you did your job successfully!
- Get a Just Sold social media graphic circulating on social media (Facebook).
- Go into MADI and customize a Just Sold social media graphic

FOR AN AD:

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 of closing and run for 24 hours.

SOLD

4. POP BY WITH LETTER

STEP 1: You'll go into MADI to customize the "Closed Letter to Neighbors" 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 buyer's porch/ doorstep for the neighbors to place their cards into.

BERKSHIRE HATHAWAY HOMESERVICES | FLORIDA PROPERTIES GROUP

Welcome your new neighbors!

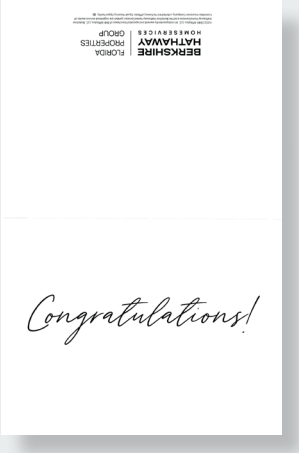
I have exciting news - your new neighbors at [123 Main Street] have finally moved in! This is a big moment for them, and I thought you might want to join in on the celebration.

I've included a notecard for you to extend a warm welcome and make them feel at home in our neighborhood. Their names are _____. You can drop it off in the box or door hanging bag I've placed on their front porch.

Let's show your new neighbors some hospitality and make them feel right at home!

All the best,
{{Agent Name}}

FIRST LAST NAME
Title
name@domain.com
000.000.0000
1234 Main Street City State 00000
bhhsfloridaproperties.com



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

Congratulations on your new home sweet home! 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 introduce themselves and celebrate with you. Enjoy this exciting moment in time and let it be known that others are thrilled for you too!

BERKSHIRE HATHAWAY HOMESERVICES | FLORIDA PROPERTIES GROUP

©2023 BHH Affiliates, LLC. An independently owned and operated franchisee of BHH Affiliates, LLC. Berkshire Hathaway HomeServices and the Berkshire Hathaway HomeServices symbol are registered service marks of Columbia Insurance Company, a Berkshire Hathaway affiliate. Equal Housing Opportunity.