LIVE REAL ESTATE REVIEW

BLUEPRINT

BERKSHIRE HATHAWAY HOMESERVICES | FLORIDA PROPERTIES GROUP

Why a live ***Review?***

If you really want to get the most out of your Real Estate Review, it pays to go live! In-person Reviews boost conversion rates 33%, while mailed or dropped off reviews barely make a dent at just 2%. Of course if in person isn't an option right now virtual solutions like Zoom and Google Meet are there for you. So don't miss this opportunity - be social and go LIVE with that review!

THE LIVE REVIEW BLUEPRINT

1. Pick 2 people per week who each own a home.
   Preferably in your sphere, but if not your farming neighborhood, a listing you're interested in, an expired listing, a FSBO.

2. Call to let them know the date you will be popping by to discuss their real estate review for their property, give them a small window of time. (Tomorrow between 6 and 6:30.)
   If you don't have their phone number, make the attempt to stop by live and in person.

3. Customize a Real Estate Review template for each owner.
   There is an option for you to customize in MADI or the Agent Help Site. You are going to customize the document with information specific to the homeowner and their surrounding area. There is a template and video explanation you can reference on the Agent Help Site here.

4. Add a personal touch!
   For example, If they are dog lovers, bring dog treats. If they have children, bring coloring books.

5. Print & package your real estate review.
   Make sure you have the presentation printed and any additional personal touches or handouts you'd like to include ready to go.

6. Send a text or email reminder to the owner the morning of.

7. Go to the house, visit with the owner. While there, make sure to cover:

- Their property's value
- Activity in the neighborhood
- Anything that is coming around their neighborhood that could influence or impact their value
- If you're able to confidently give 6-12 months projections, remember to always reference the source of your information.
- Discuss any vendor needs (plumbing, baby sitters, painter, roofing, insurance, refi, etc.)
  - Collect any vendors they recommend. Allowing the owner to contribute to the conversation.
- Let them know you will send them monthly updates on their home's value

8. Write a thank you card the next day.

Make sure to follow up with any questions or requests! Don't leave any empty promises.

9. Sign them up for their Listing Valuation using kvCORE.

You can add a Seller Valuation directly from within a contact's profile in your Smart CRM.

10. Make sure they're in your database and signed up for Ninja Flow.

11. At 30 days post review, send the referral request letter.

See the Referral Request Letter Options on the Agent Help Site here. You'll want to include 2 business cards with this mailed letter.

THE MAILED SYSTEM

If you're unable to get face-to-face (or computer screen-to-screen) with the homeowner, you do have the opportunity to mail the review. Follow the steps below for a mailed version.

1. Pick 2 people per week who each own a home.
   Preferably in your sphere, but if not your farming neighborhood, a listing you're interested in, an expired listing, a FSBO.

2. Call to let them know you'll be mailing them a real estate review. Explain what it is and lead the conversation further with FORD questions.
   The point of FORD conversations is to let the customer talk about themselves. You should be actively listening. Relationships matter!

3. Customize a Real Estate Review template for each owner.
   There is an option for you to customize in MADI or the Agent Help Site. You are going to customize the document with information specific to the homeowner and their surrounding area. Here's a template and video explanation you can reference on the Agent Help Site.

4. Add a personal touch!
   For example, If they are dog lovers, include dog treats. If they have children, include coloring books.

5. Print & package your real estate review.
   Make sure you have the presentation printed and any additional personal touches or handouts you'd like to include ready to go. Place it into a presentable envelope – presentation matters! Especially since you won't be able to present this in person.

6. Write a thank you card within a week of mailing the review.

7. Sign them up for their Listing Valuation using kvCORE.
   You can add a Seller Valuation directly from within a contact's profile in your Smart CRM.

8. Make sure they're in your database and signed up for Ninja Flow.

9. At 30 days post review, send the referral request letter.
   See the Referral Request Letter Options on the Agent Help Site here. You'll want to include 2 business cards with this mailed letter.

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