

FFR *Coaching*

REAL ESTATE COACH

Neighborhood

DOMINATION GAME PLAN

Learn more now

James Michener of Financially Free Realtor



@Financially Free Realtor



NEIGHBORHOOD *Domination Plan*

INTRODUCTION

YOU: Hey, (client's name here)!

This is James Michener with Realty One Group. I am just doing some marketing in the neighborhood and was wondering if you would be selling in the next 12 months?

SELLER: No, I am not, but maybe in a few years.

YOU: Okay, great, where is the next landing spot? Awesome. Real quick. I do send out a monthly newsletter that gives you pricing and updates on the neighborhood monthly would you be open to me sending you this?

SELLER: Sure.

YOU: Great, what's a good email address for you?

YOU: Thank you. Also, how long have you lived in the neighborhood? That's great, it's an amazing place to live, my family and I sure love it, and it's amazing how it keeps its value.

YOU: Just so you know, in November, I will be giving away pies to neighbors, friends, and past clients. You should stop by, I'll have pumpkin, pecan, and apple.

YOU: Well, thank you again for taking my call. Have a great day!

LEAD Labeling

QUESTIONS TO ASK TO BUILD RAPPORT

How long have you lived in the neighborhood?

What made you choose this neighborhood?

Where are you moving to?

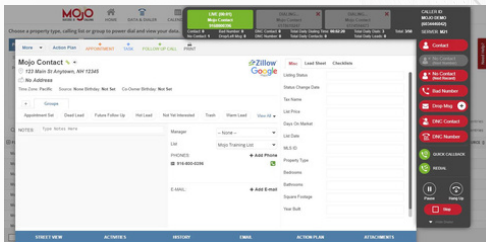
Why are you moving?

Do you know of any of OUR neighbors or friends that might be looking to buy or sell?

PROCESS OF WHERE TO PUT AND LABEL LEADS

You will want to put them into your CRM. I have used **Mojo** I mostly like this for the dialer 3 lines

MOJO



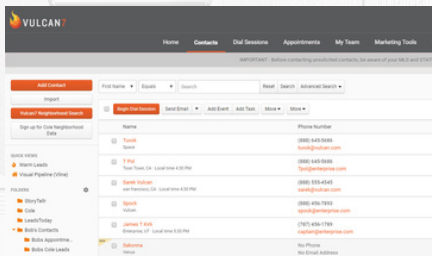
LEAD Labeling

PROCESS OF WHERE TO PUT AND LABEL LEADS

Vulcan7 is a single-line dialer, you can do emails but no text. **This system has the best phone numbers.**



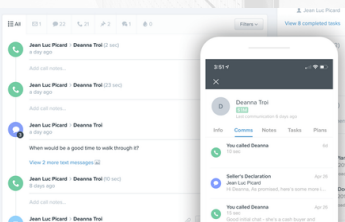
VULCAN7



Follow Up Boss is my favorite, you will want to put the leads from *Vulcan7* and *Mojo* in here to set up mailers, email drips, texting, and do phone calls.



Follow Up Boss



LEAD Labeling

PROCESS OF WHERE TO PUT AND LABEL LEADS

Cold or Delete

If a potential client shows little interest or has a family member or friend who is an agent, this goes into do not call. If they are mean as can be, delete this person; seeing their name and number will drain you. You don't want or need this.

Warm

If you have a receptive client that may sell in the next 12-plus months, this goes into warm. You will send a letter once a quarter, call once a quarter, and email and text once a quarter. Also, send a personal CMA twice a year to them.

Hot

Someone wants to sell in the next 12 months. You call this client depending on timing, but no more than once every 3 weeks. I'd drop by and give my marketing plan and CMA to them. This is where you make your money and show your hunger for the job.

WHAT TO SEND LEADS



Monthly emails from a home evaluation website, a monthly drip email.

Mail them a 'thank you' card for taking your call. Put your business card in here. Put in a packet of forget-me-not seeds.



Email or mail them a CMA.