NEDEAU
REAL ESTATE

# Prospecting

## Newsletter

| | |
|---|---|
| Frequency: | Written Quarterly |
| Target/Delivery: | NM segments/mailed through USPS |
| | Public via FB |
| Follow up: | by an agent |

## Blog Post

| | |
|---|---|
| Frequency: | Monthly |
| | Target/Delivery: Website users/Blog, email contact list, Post to Instagram/Facebook, Post to google, and Post to LinkedIn |
| Follow up: | text messages to personal contacts |
| | Email report |
| | Additional Insta/FB posts |

## Email

| | |
|---|---|
| Frequency: | Weekly to monthly |
| Target/Delivery: | Website Contacts/Website drip campaign |
| Follow up: | Phone call |

| **Target** | | **Weekly** | **Monthly** | **Yearly** | **Total** |
|---|---|---|---|---|---|
| Contact List | | | | | |
| Website Users | | | | | |
| NM Segments | | | | | |
| **Target** | | **Mail** | **Email** | **Phone** | **Social** |
| Contact List | | | | | |
| Website Users | | | | | |
| NM Segments | | | | | |

Weekly Sheet

Event

Day/Date

Time

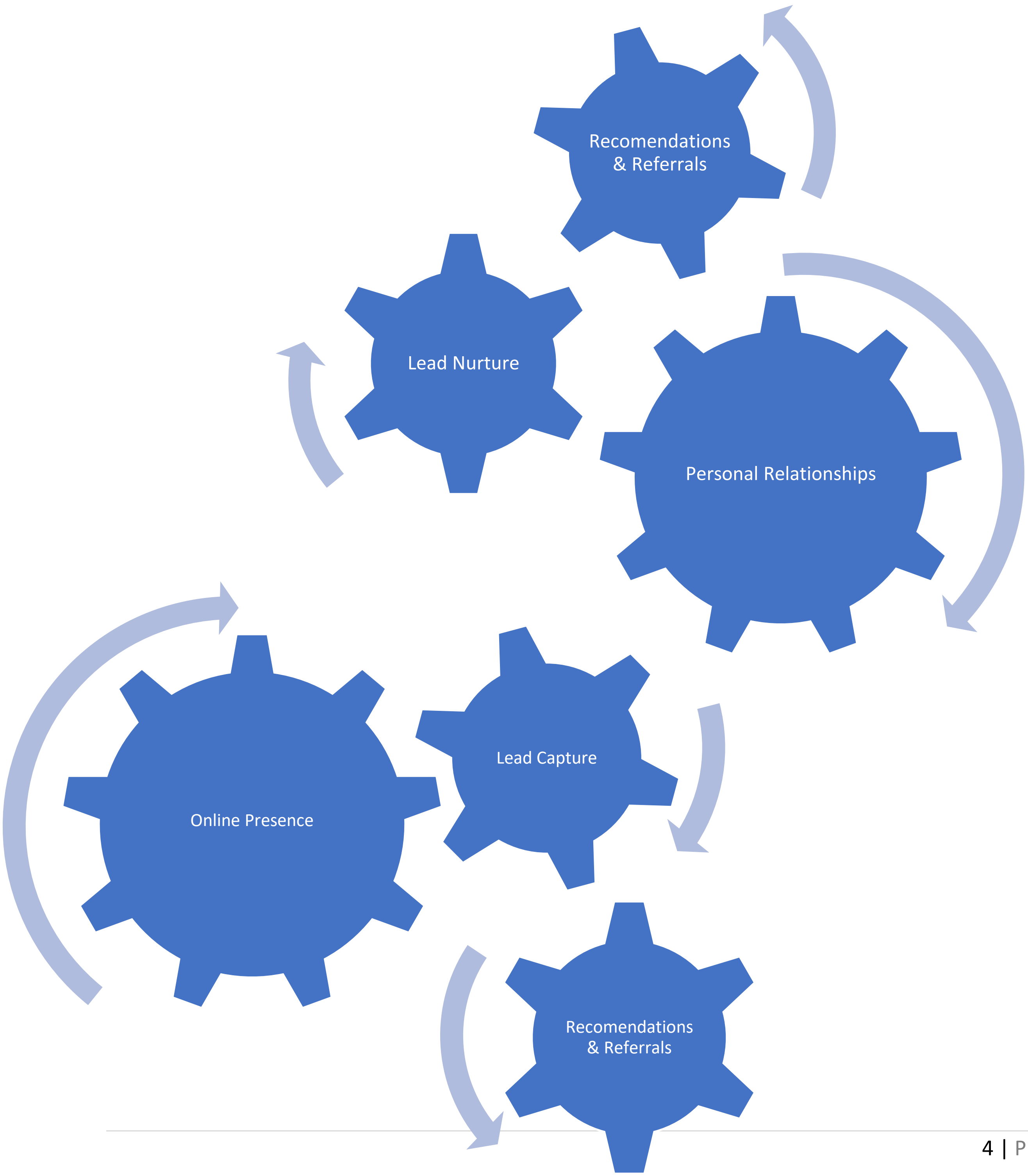
Follow up

| Name | Contact Date | Contact Type |
|---|---|---|
| | | |
| | | |
| | | |
| | | |
| | | |

Notes:

Lead Generation

Lead generation is the biggest single worry we as agents face. Where is my next client coming from? There are hundreds of articles, ideas, and formats to follow. I feel that there are 2 major headings that most activities fall under: Personal Relationships and Online Presence.



**Personal Relationships**

This is the easiest to understand. You have your sphere of influence, your family, friends, acquaintances, etc. Make a list of those people and reach out to them. These are people you know so use the best avenue for that established relationship. Don't forget to let them know that referrals are a bloodline for your business. They may not be in the market, but someone they know may be. Give them permission now to hand out your contact information.

Now what?

(Also seen separately)

## Developing Your Database

1st – Find a CRM that works for you.

> Customer relationship management (CRM) is a technology for managing all your company's relationships and interactions with customers and potential customers. The goal is simple: Improve business relationships. A CRM system helps companies stay connected to customers, streamline processes, and improve profitability. - https://www.salesforce.com/in/crm/what-is-crm/

There are paid and free versions. I like automated drip campaigns and email blasts, like through our website. MLS has a CRM tool that is part of what your MLS dues go toward. Contact Management that provides automated emails regarding their searches.

I am evaluating other services - Evernote and Hubspot free versions. Both have a way to organize and prioritize client information. Hubspot has some free marketing features as well.

2nd – Your Database. Otherwise known as your sphere of influence. Whether you use pen and paper, excel spreadsheets or a CRM app, you should have a way of categorizing, reaching out to and prioritizing your homeowner contacts. Make sure they are added to your version of a CRM. If you have been in sales, or real estate for a while, you probably have already let everyone know what you are doing, what office you are with, etc.  If you haven't done that in a while, you may want to send out a reconnect type of email, letter, post, etc.  I have templates if you would like to take a look.

Be sure to include:

- Past buyers
- Owners you have met at open houses
- Past expired listing homeowners
- Homeowners in your farm area that you have communicated with.

Put a little math to work:

- 10 years is avg length of time in a home
- 10% of your homeowner database will sell each year
- Goal of converting 50% of that 10% to your listing = *5 listings per 100 homeowners in your database/year*

Set your goal of listings for the year.  If you want 10 listings for the year, you should have 200 homeowners in your database that you are communicating with on a regular basis with relevant content.

So how do you communicate consistently with relevant information?  This is where your CRM can help by keeping track of tasks, communication, and automate some of the work.

- Automate the process of sending them comparable home activity.  Utilize the MLS CRM.  You can set up subscriptions for your buyers based on their search criteria.  Use that for sellers too.  Send them MLS data on comparable homes.

- Automate your follow up with past clients.  Follow up with links to leave recommendations and testimonials on your preferred platforms.  Automate happy 1 year anniversary notes.  Referral notes, Birthdays.  Whatever.  Be sure they are added to your newsletter campaigns…

- Email a monthly newsletter.  I send out, from the office, a quarterly newsletter. Use that.  We have monthly blog posts on our website you can use.  You do not have to reinvent the wheel.  These are good for content posts on social media as well.  Share what the office puts out on our Facebook and LinkedIn accounts.

- Send an unsolicited CMA every 4-6 weeks.  If the market is fast paced like now, move that time frame up.  You know people who are on the fence.  Update the information for them even if they don't ask.  You may push them to a decision.

- Make personalized phone calls, often. Continue to build relationships organically and personally.

- Build a referral network of trusted resources.  From lenders to painters. Keep them in your CRM so you can reach their information easily for clients as well as set them up as a lead to receive your outreach information.

- Utilize Adwerx for a "sphere of influence" campaign.  You may choose to spend some money on advertising.  Adwerx has a great program at a good price point.  You can even pinpoint your target audience.