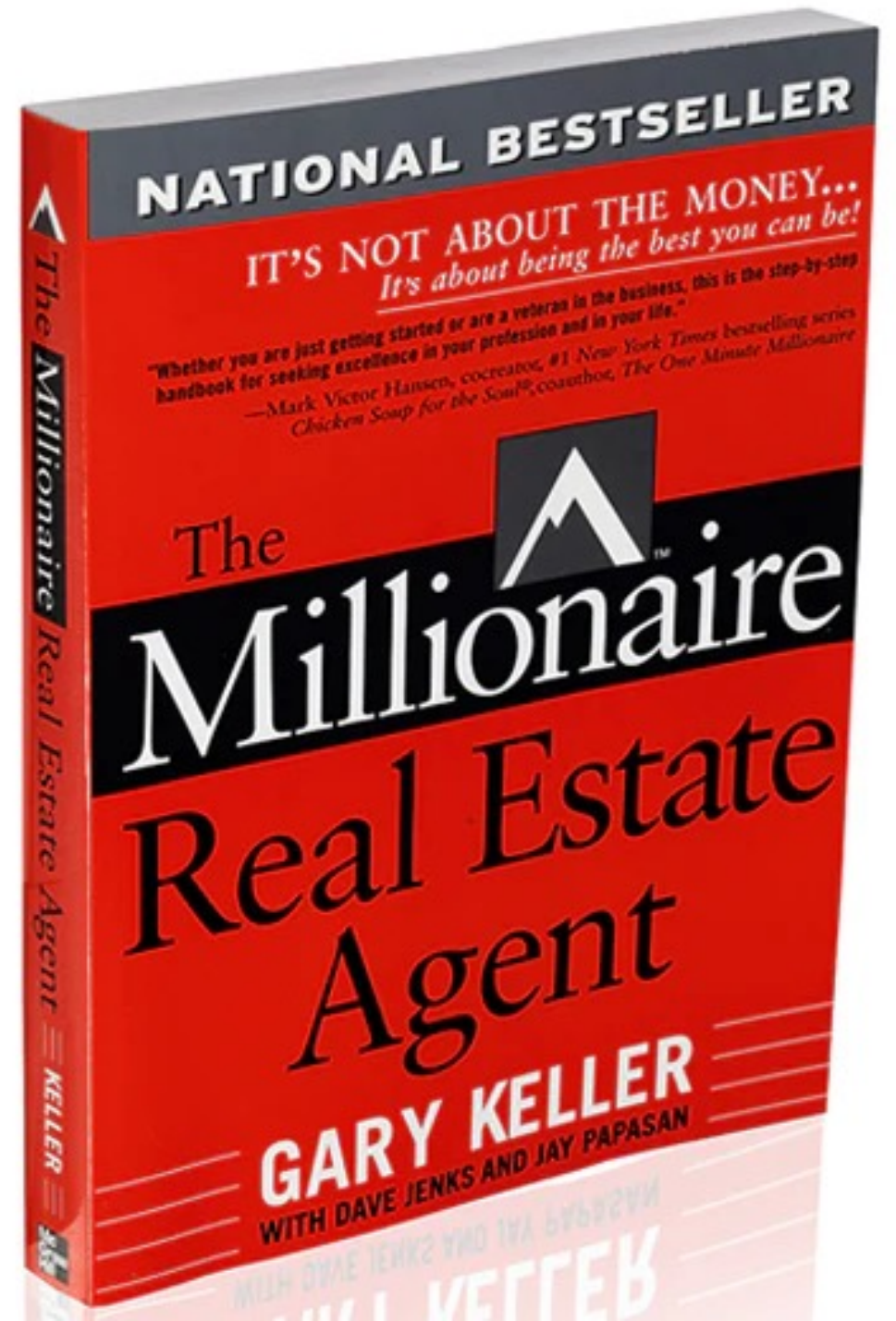




The Lead Generation and Database Models

The MREA Book Club

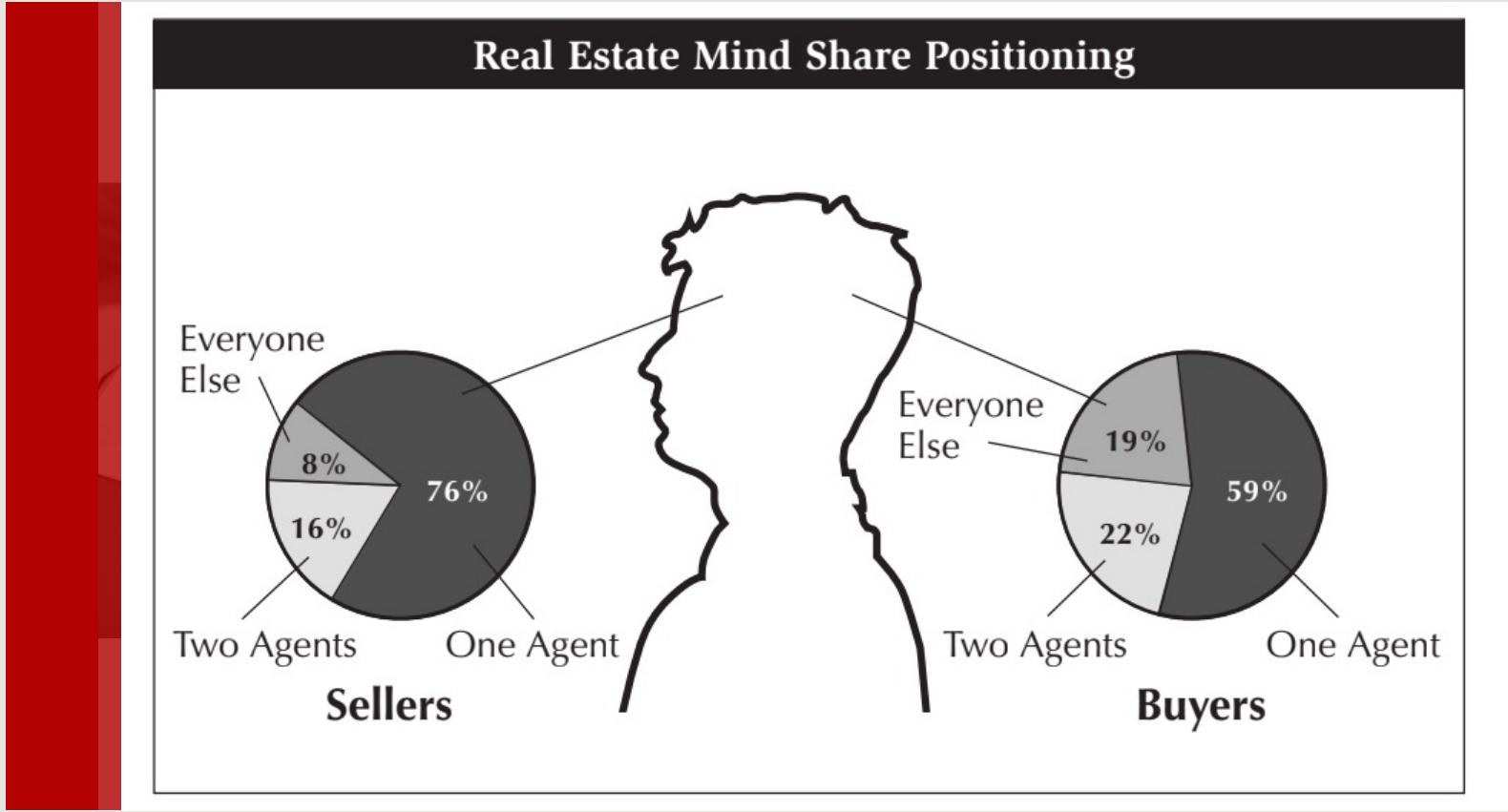




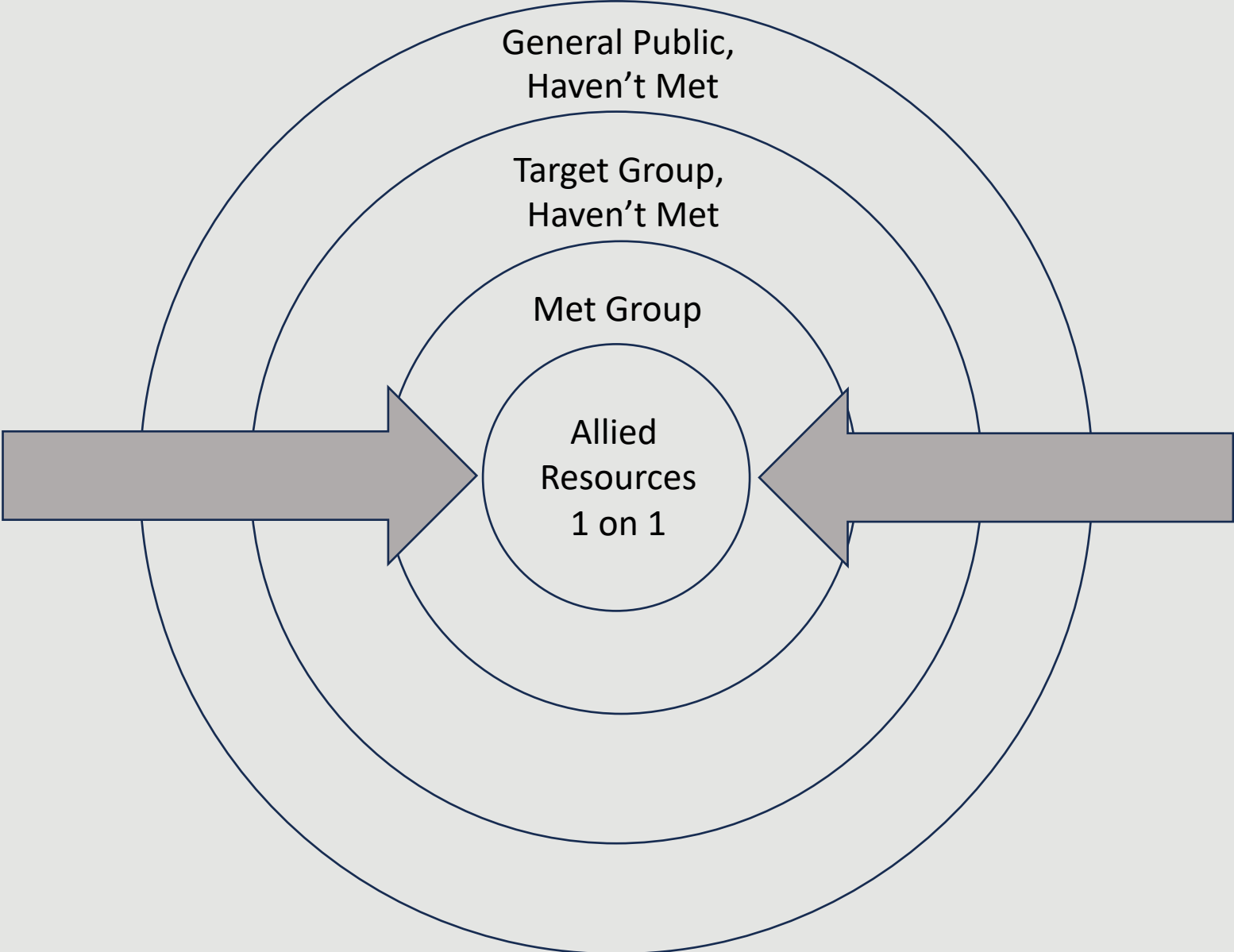
Material excerpted from *The Millionaire Real Estate Agent* appears courtesy of The McGraw- Hill Companies. *The Millionaire Real Estate Agent* is copyright © 2003–2004 Rellek Publishing Partners, Ltd. All rights reserved.

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.

A Battle for Your Mind(share)



The Lead Generation Model



The Four Laws of Lead Generation

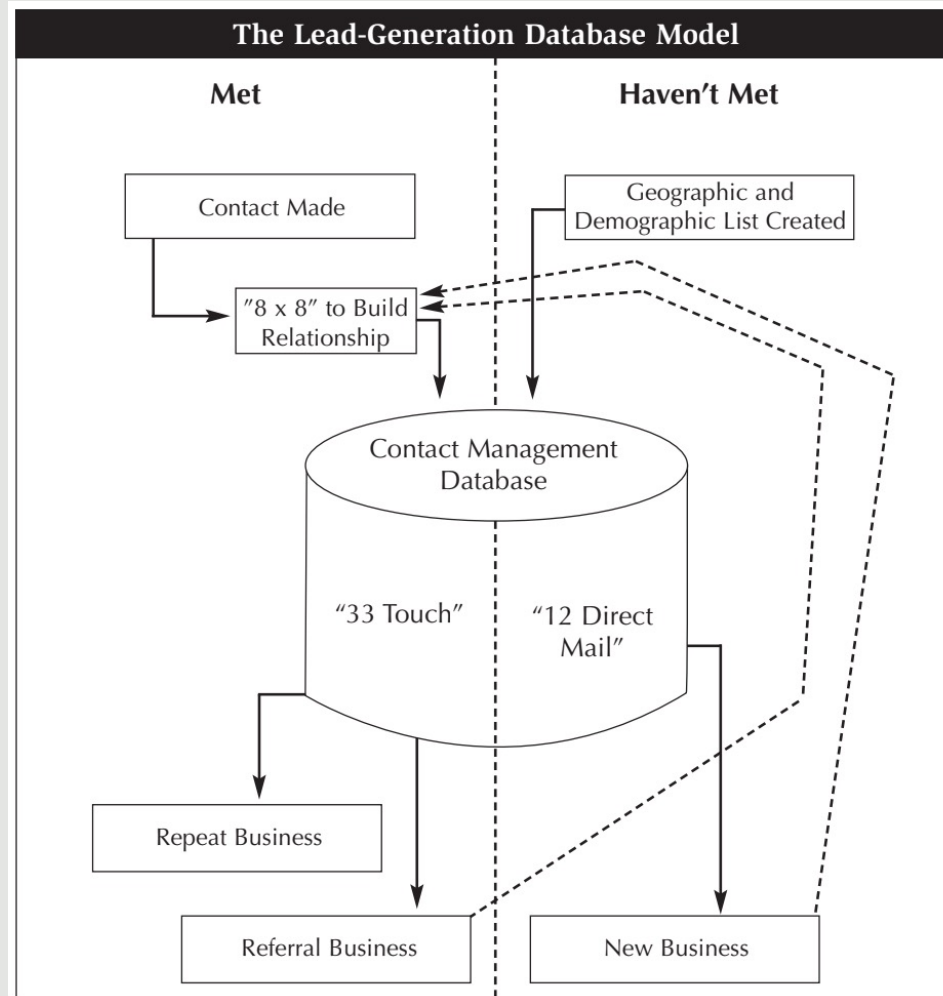
1 Build a Database.

2 Feed it Every Day.

3 Communicate With it
in a Systematic Way.


4 Service All the Leads
That Come Your Way!

The Database Model



Systematically Marketing to Your Database

8 x 8

New Mets  Established Relationships

8 x 8

- **Week One**—Drop off a letter of introduction, your personal brochure, a market report, and your business card.
- **Week Two**—Send a recipe card, inspirational card, community calendar, or market statistics.
- **Week Three**—Send a recipe card, inspirational card, community calendar, or market statistics.
- **Week Four**—Make a telephone call:
“Hello, this is _____ from _____ Realty. Did I catch you at a bad time? How are you? Did you happen to receive the _____? Have you had a chance to look at it? The reason I’m calling is to find out if you happen to know of anyone who might be buying or selling their home. . . .”
- **Week Five**—Send one of your free reports.
- **Week Six**—Send a real estate investment or house maintenance tip.
- **Week Seven**—Send a refrigerator magnet, notepad, or other usable giveaway (not throwaway!) with your name, logo, and contact information on it.
- **Week Eight**—Make another telephone call:
“Hello, this is _____ from _____ Realty. Did I catch you at a bad time? How are you? Did you happen to receive the _____ that I sent you? That’s great. Did you have any questions? As you can tell, I really hope you will allow me to be your Realtor for life. And also, let me just give you a quick reminder that if you happen to know of anyone who might be buying or selling their home, could you please share their name with me or my name with them. . . .”

**8 x 8 is About Building Relationships and
Winning the Real Estate Agent “Mind Share” Battle**

33 Touch

Year-Round Contact With Mets

33 Touch

- **18 Touches** A combination of eighteen e-mails, mailings, letters, cards, or drop-offs (which might include your business card) and may be one of the following: A letter of introduction, your personal brochure, market reports, Just Sold or Just Listed cards, holiday cards, your personal newsletter, recipe cards, property alerts, real estate news or articles, investing news or articles, community calendars, invitations, service directories, promotional items, etc.
- **8 Touches** Thank you or “thinking of you” cards
- **3 Touches** Telephone calls
- **2 Touches** Birthday cards (husband and wife)
- **1 Touch** Mother’s Day Card
- **1 Touch** Father’s Day Card

33 Touches Each Year

12 Direct

12 direct mail pieces mailed out throughout the year.

Haven’t Mets  Mets.

If your lead-generation program consistently delivers seller listings, you can count on the marketing of those seller listings to deliver buyer leads.

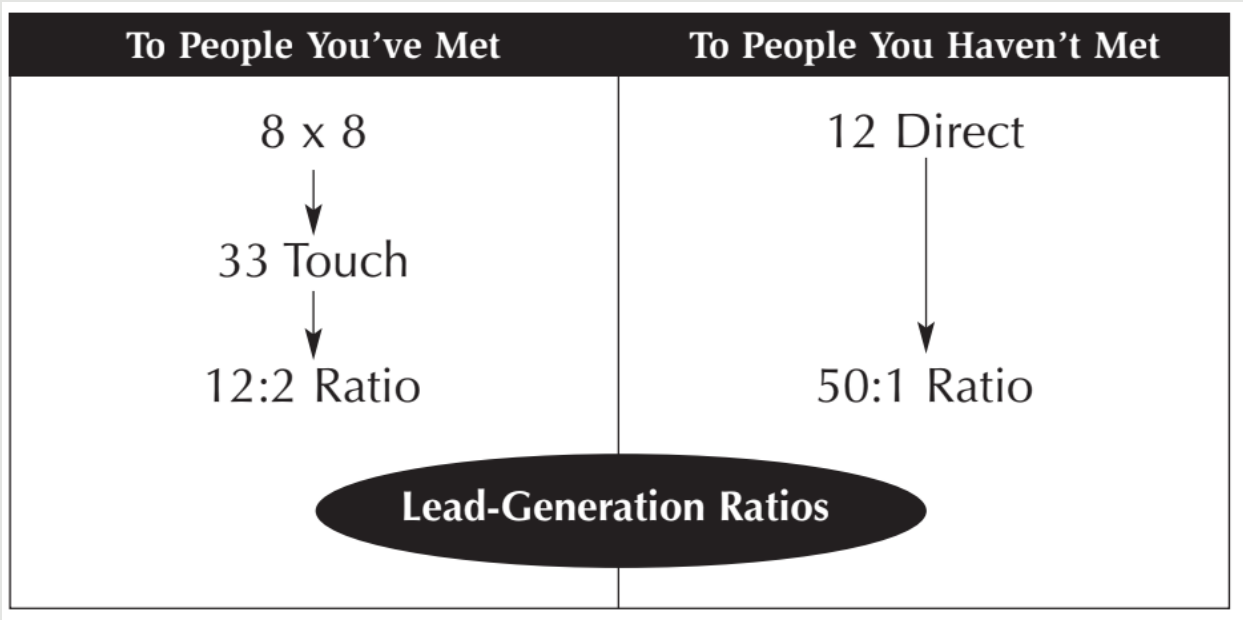
The Natural Balance of Seller and Buyer Listings		
GCI	Seller Listings Sold	Buyer Listings Sold
\$ 40K	4	6
\$ 80K	8	11
\$ 150K	15	16
\$ 250K	25	25
\$ 750K	64	56

Turning Listings into Leads

14 Step Marketing Plan for Listings

1. Staging and Pricing Strategies
2. For Sale Sign, Ryder Signs, and Directional Signs
3. Tube or Box with Flyers and Distribution of Flyers in Neighborhood
4. Flyers in House/Home Book/Comment Cards
5. MLS
6. Web Listings with Virtual Tour (Strategic Placement)
7. House Featured in "Marketing Vehicle" (Calendar, etc.)
8. Open House Program
9. E-mail/Fax/Voice Broadcast
10. Track Showings/Collect Feedback
11. Target Marketing
12. Weekly Seller Updates
13. Property Caravans
14. Creative Marketing Ideas (10K, Cable, etc.)

The Fruits of Your Labors



The Lead-Generation Numbers Game			
	MET		HAVEN'T MET
Option 1	1,920 in database	+	0 in database
Option 2	0 in database	+	16,000 in database
Option 3	960 in database	+	8,000 in database
Net 320 Sales Per Year			