

REALTORS

WHAT TO DO & WHEN TO DO IT WITH EACH PART OF YOUR BUSINESS

Monday Top 50 VIPs - Favorite People

1. Call 15 every Monday
2. 1 lunch per week
3. Birthday program
 - Cards
 - Food
 - Gifts
4. Categorize as
 - A, B, or C
5. 1 Happy Hour per month
6. Mail monthly LOTH and EOS

Tuesday Status Calls

1. Sellers in process
2. Buyers and sellers under contract
3. Mail monthly LOTH and EOS

Wednesday Hot Leads and Old Leads

1. Buyers not under contract
2. Potential sellers who have not signed a listing agreement
3. Mail monthly EOS

Thursday Top 50 Past Clients 400 Past Client Database

1. 50 Favorite Past Clients
 - a. Call 12 per week
 - b. Birthday program
 - c. Invite to monthly Happy Hour and Annual Client Appreciation Event
 - d. Mail monthly LOTH & EOS
2. 400 Past Clients Database
 - a. Call 1 letter per week= 2 touches per year
 - b. Birthday program
 - c. Invite to Annual Client Appreciation Event
 - d. Mail monthly LOTH and EOS

Friday Cold Calling Day New Business People and Builders

1. Call 10 businesspeople every Friday and 2 builders
2. Meet 2 per month
3. Add to EOS mailing list and video email list
4. Invite to Happy Hour
5. Attend 2 business events per month