

A Visual To Do List for Real Estate Lead Follow Up AT ROGR

What agents should be doing every day
in order to **SUCCEED** WITH PRODUCTION & LEADS!!

REALTYONEGROUP
RESULTS

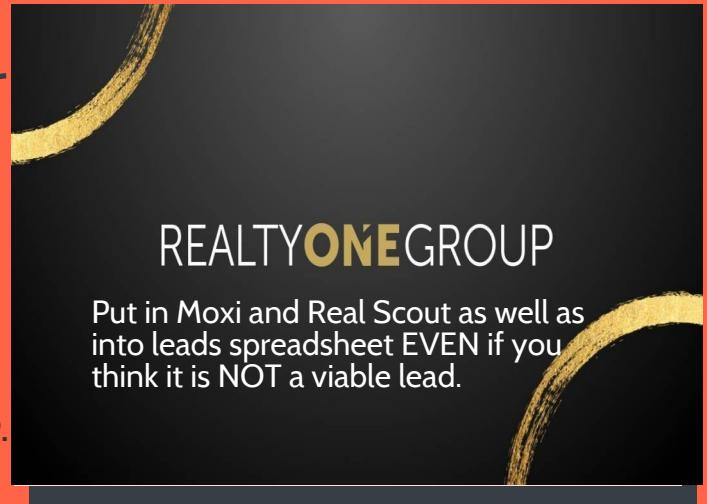




Congrats! You have a new lead. Here's what to do now...

 **Claim the lead**

 **Call within 30- 60 seconds!!!**
(and log the call in your CRM!)






PLEASE DO NOT CLAIM LEAD IF YOU CANT CALL ASAP.





 **LEAD ANSWERS** 

- ✓ **MEET ASAP!**
- ✓ Set up e-Alert based on Search Criteria **IN RealScout**

Move Lead to the Right Category in Your CRM

-  **HOT:** Set To-Dos. Follow up every other day. Do not put on a Smart Drip campaign.
-  **NURTURE:** Set To-Dos to follow up in 3 weeks. Set up on Nurture Drip.
-  **WATCH:** Set To-Dos to follow up in a month. Set up on Watch Drip.
-  **ARCHIVE:** Good info but not qualified. Set up on a 60-Day Drip.
-  **TRASH:** No valid info or opted out of communication.

 **DOES NOT ANSWER** 

- ✓ Leave voice message **AND** text and email (Triple Blast)

Send Initial Text and email

Move to the Qualify Category

- ✓ Set up on Qualify Smart Drip
- ✓ Set To-Do for follow up call
- ✓ Set up e-Alert (system)

Continue TRIPLE BLAST every 3 hours for 3 straight days.

IF

NEVER ANSWERS

Make sure they are in Moxi (CRM), RealScout and leads spreadsheet.

ANSWERS & QUALIFIES

Move lead to appropriate category and follow steps from Qualification Complete

 **INFO IS INCORRECT** 

Try and find them on facebook and send them a message. Also try fastpeoplesearch.com for info.

Not sure what to email/ text? Try this!

Step 1: "Hi, [Lead Name]! Did you want to see 45 Cobblestone Street today in an hour? - [Agent Name]"

Step 2 (Immediately after): "Or would tomorrow around 2pm be better for you?"

Step 3 (If you haven't heard back a few hours later send a video text): "Hey, [Lead Name]! I wanted you to be able to put a face to the name -- I'm [Agent Name]! I'm excited to help you throughout this journey, please don't hesitate to reach out at any time to ask me any questions."

HOT= READY NOW!

NURTURE= Ready within 90 days

WATCH= Waiting on an event before proceeding

ARCHIVE: if not qualified put them with Keon Frazier for credit repair asap. Do not drop them. help them get qualified under a 90-180 day recovery plan by asking approved lender or Keon to assist.



*PICK 2 ACTION, 2 MAINTENANCE, AND 2 PASSIVE ACTIVITIES DAILY

Stay Focused with Daily To Dos

ACTIVITIES NEEDED DAILY TO BUILD BUSINESS

MAINTENANCE ACTIVITIES

- Share your website on social media
- Share your app on social media
- Share 3 listings on social media (they do NOT need to be YOUR listing).
- Comment on 30 friends posts NOT ABOUT REAL ESTATE, just taking part in their conversation
- Send out 25 friend requests on social media
- Like 25 friends posts on social media
- Visit 3 social media platforms and share a post that tells what makes you unique and how you can help a consumer find or sell a property.
- Add 10 people per week to your database and make sure there is a minimum of ONE contact method for them so that you can reach out to them
- Watch 3 videos in Results for Agents based on what you feel you need the most work with (use search tool bar to search keywords for what you wish to see).
- Role play with another agent and go over the NC Offer to Purchase, Working with real estate agents disclosure, Buyer Agency Agreement, Exclusive Right To Sale Listing Agreement
- Create a CMA with a listing in MLS and see if you come up with the same value.
- View all new listings and sold listings over the last week in MLS and study the values, photos, remarks and become familiar with area values and trends
- Create a listing presentation using the templates in Results for Agents and memorize it so that you will have it ready when the opportunity arises.
- Create a Buyer Presentation using the templates in Results for Agents and memorize it so you will be ready when the opportunity arises.
- Learn how to look up deeds, tax records and property restrictions in your local GIS systems.
- Join an online group that shares your interests and become the local real estate expert in that group.

PASSIVE ACTIVITIES:

- Perusing MLS casually
- Ordering updated business cards
- Updating your website
- Updating your online profiles in zillow, realtor.com Facebook, LinkedIn, etc
- Google your name and make sure every site that has your information has a complete profile with photo.
- Make sure you know how to use MLS, search MLS, put listings in MLS, search new listings, and how to search solds, etc.
- Make sure you know how to use ShowingTime and how to put a listing into MLS, practice!
- Make sure you know how to use EKEY and Supra Box before you actually need it
- Read over the offer to purchase and your forms and make sure you understand them. If not, please ask.
- Read your daily emails from beginning to end and sign up for at least ONE training per week
- Practice with your zONE tools and technology until you have mastered them all including skyslope.

ACTION ACTIVITIES

- Door Knocking around new listings informing of price and asking if they have any family and friends that (minimum 20) you could show the new listing to- does not need to be ROG listing!
- Door Knocking around SOLD listings informing of sold price and asking if they would like a FREE pricing evaluation and FREE staging recommendation. Does NOT need to be a ROG listing.
- Door knocking around price reductions (minimum 20 doors) letting them know of the reduction and asking if there are family or friends that you could show the home to, or if THEY would like a FREE pricing evaluation or a FREE staging recommendation. Does NOT need to be a ROG listing.
- Writing Letters to sphere sending your card and letting them know you are in real estate and ask them for a referral.
- Following up with the recipients of the letters you sent BY PHONE or MESSAGE asking them if they know of ANYONE wanting to buy or sell.
- Call 20 EXPIRED listings and ask "Are you still interested in selling your home?" If yes, DO NOT sell yourself over the phone, SET AN APPT TO MEET THEM IN PERSON AT THE HOME to see if it may fit the need of your potential buyers.
Call 5 For Sale By Owners and ask, "Is this property still available?" If yes, do NOT try to sell yourself over the phone, set up a MEETING asap to evaluate to see if it will fit the needs of your potential buyers.
- Claiming 10 Leads per week
- Follow up with leads using TRIPLE BLAST Method
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- Do an OPEN HOUSE ON STEROIDS (pdf is in files of Results for Agents facebook page)
- Host a FIRST TIME BUYER seminar in your office
- Join a group that shares your hobbies/passions and hand out 50 business cards and ask for business
- Visit 50 homes around YOUR home or your FAMILY'S home and introduce yourself as not only their neighbor but a Realtor and ask for business.
- FOLLOW up with 10 people today that you have reached out to and ask them if they know of anyone wanting to buy or sell again.