

LAUNCH SPRINT

There are 3 main objectives that you need to work on to get the most out of your connections made through this event.

1

Review the landing page and become conversationally familiar with the details. Next, look at your market and see who your target agents are and then research agents in offices that you (or your office) have recently done business with. In other words, become familiar with what is happening in your market NOW. This challenge is giving you an opportunity to have a “business building” conversation with agents in your market without being intrusive in their business! You’re establishing a place of authority and expertise in their mind.

2

Clean up your Prospect Tracker list! Get rid of the people who are not a fit for your brokerage, HOWEVER, they must be replaced! To replace them look at recent transactions, talk to your team leaders, ask your vendors who they think may be a good fit, and get your brand ambassadors involved! In other words START NETWORKING. Take a look at what companies are struggling to get business and connect with their agents...maybe even their broker for a possible M&A.

3

Over the next 7-10 days reach out or have your designated staff member reach out to everyone on your UPDATED Prospect Tacker. Use the script provided or even come up with your own. If you create a great one share it in the group! The key is to make the connections and have fun offering a way to help them grow their business through listing more properties. The key to your success on this is to DO IT NOW!

AFTER ALL...WHO DOES NOT WANT A STRONG NETWORK!