

# PROVEN STEPS TO INCREASE YOUR BUSINESS 34%

Two Keys: Amazing \_\_\_\_\_ and consistently \_\_\_\_\_ in touch.

## EASY SIX STEP PLAN

### STEP 1

The customer has to have an \_\_\_\_\_ home buying experience.

- This experience could be a year long.
- \_\_\_\_\_ in the transaction have to believe this.

Rate yourself today:



Today: Do the people you use deliver "Amazing" Customer Service?

### STEP 2

You must realize the Power of Your Past Clients

- Your \_\_\_\_\_ will dictate your actions.
- Your past clients will refer you:
  - \_\_\_\_\_ Family
  - \_\_\_\_\_ Co-Workers
  - \_\_\_\_\_ Church Friends
  - \_\_\_\_\_ Golf Buddies
  - \_\_\_\_\_ Hairstylists
  - \_\_\_\_\_ Card Club Members
  - \_\_\_\_\_ Sports Parents
- Demographics have changed. \_\_\_\_\_ & \_\_\_\_\_ are the largest groups.
- Millennials & Gen Z love to give recommendations & \_\_\_\_\_.

## **Statistics**

\_\_\_\_\_ % move every year.

Seller's between 18-34 years old sell within \_\_\_\_\_ years.

\*Critical Stat ► Think of Repeat Business

Only \_\_\_\_\_ % of Past Clients refer their Realtor

Yet \_\_\_\_\_ % of Buyers/Sellers are happy with and would reconnect their agents to others.

### **Why Do You Think That Is?**

1)

2)

3)



**STEP 2 (Continued)**

I realize the Power of my Past Clients.

But where are they?? 

To find my past clients, I will:

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

**STEP 3**

**KEEP A DATABASE**

⇒ To organize them I will use/do what:

\_\_\_\_\_

⇒ Always ask “How did you \_\_\_\_\_ of me?”

**STEP 4**

**I WILL KEEP IN TOUCH**

\_\_\_\_\_ is most important.

3 Prong Marketing Plan

- 1) \_\_\_\_\_
- 2) \_\_\_\_\_
- 3) \_\_\_\_\_

What would you be willing to spend/invest for 34% Additional Business? (Remember: This is over 12 months, not a lump sum amount due.)

Range: \$ \_\_\_\_\_

**STEP 5 YOU HAVE TO ASK**



- ◆ You must let customers know how important referrals are to you!
- ◆ You have to \_\_\_\_\_.

***What's your style? Be you!***

Customers aged \_\_\_\_\_ last year = 37% of all Buyers

Customers aged \_\_\_\_\_ last year = 20% of all Sellers

**Millennials = Ages 23-38 in 2019**

**Gen Z = Ages 4-23 in 2019**

⇒ **Don't forget the statistic they move within 4 years!**

⇒ **They love to recommend folks.**

⇒ **They love to refer folks.**

## **STEP 6**

### **TRACK, ANALYZE AND REVIEW**

- ◆ You must ask “How did you hear of me?” This will be your sources of business.
- ◆ Go spend time \_\_\_\_\_ your business versus \_\_\_\_\_ your business.
- ◆ Track & Analyze
- ◆ Where did my closings come from?
- ◆ Group them into sources.
- ◆ How much did I spend on each source?
- ◆ How much time did I spend on each “source of business”?
- ◆ Should I continue, modify or stop each source? (adjust your budget)
- ◆ If I increase it, will my closings increase the same amount?

⇒ **Now you are ready for your business planning for next year.**

⇒ **Monitor once per month to stay on track.**

**(Go outside your office & turn off your cell phone :))**

	TODAY	GOAL TODAY	GOAL 1 YEAR FROM TODAY
STEP 1			
STEP 2			
STEP 3			
STEP 4			
STEP 5			
STEP 6			

Action Plan 1: \_\_\_\_\_  
 \_\_\_\_\_

When to begin (date): \_\_\_\_\_

Action Plan 2: \_\_\_\_\_  
 \_\_\_\_\_

When to begin (date): \_\_\_\_\_