III,B,3 95 Day After List Service Program

(Note: A *Seller Showing Report* should be sent about every week and no longer than 10 days apart. Include with letters when appropriate)

Day 1 **The day a listing is submitted to Client Service Manager**

1. Send **Postcard** introducing Marcy (III,B,3,a)
2. Make personal call to introduce yourself using **"Day 1 Script by Client Service Manager"** (III,B,3,b).
3. **Send fax to Midland Title** with work order for them to make call on Day 2 (III,B,3,c).
4. **Submit "Just Listed" postcard order to Communications Manager** (if appropriate) **on Postcard Workorder** (III,B,3,d).
5. **Submit folder** to front office in accordance with dates.

Day 2 **Title Company to call Seller** using script on III,B,3,e.

Day 4 **Send a "Teamwork Thank You" card** signed by the entire team with script "*Thank you for putting The Crockett Team to work for you!*" (III,B,3,e).

Day 6 **Send Listing Letter #1** (III,B,3,f).

Day X **Call Client using "One Day Prior to Tour Script"** (III,B,3,g), where appropriate depending on if and when a tour is scheduled.

Day X+1 **Call Client between 3-5 PM using "Day of Tour Script"** (III,B,3,h).

Day 7 **Call Client using "Call & Verify Showing Procedures Script"** (III,B,3,i).

Day 10 **Send Listing Letter #2** (III,B,3,j) with enclosure **"How to Prepare for a Showing in Ten Minutes or Less"** (III,B,3,k).

Day 13 **Send Service Standards Letter** (III,B,3,l) with **Smythe's "Service Standards For Buyers and Sellers of Real Estate"** (III,B,3,m).

Day 17 **Send Listing Letter #3** (III,B,3,n) with enclosure **"Interpreting Feedback"** (III,B,3,o).

Day 21 **Call Client using "Call to Address Questions or Concerns Script"** (III,B,3,p).

Day 22 **Send "Quality Service" Slick** (III,B,3,q)

Day 24 **Send Listing Letter #4** (III,B,3,r) with enclosure **"Busy Marketing Your Property 24 Hours a Day . ."** (III,B,3,s).

Day 31 **Send Listing Letter #5 (Internet Letter)** (III,B,3,t).

Day 35 **Send "Feel Lucky?" Slick** (III,B,3,u) **with Lottery Ticket.**

Day 38 **Send Listing Letter #6** (III,B,3,v).

Day 45 **Send Seller's Marketing Postcard** (Note: This is the same "Just Listed" postcard that was ordered and sent in the Day 1 procedure above. Another copy of the postcard should be sent at this time.)

Day 52 **Send Listing Letter #7** (III,B,3,w).

Day 60 **Send Listing Letter #8** (III,B,3,x).

Day 67 **Send Listing Letter #9** (III,B,3,y).

Day 74 **Send Listing Letter #10** (III,B,3,z).

Day 81 **Send Listing Letter #11** (III,B,3,aa).

Day 88 **Send Listing Letter #12** (III,B,3,bb).

Day 95 **Send Listing Letter #13** (III,B,3,cc).