Add 24 Listings to Your Inventory

Use the telephone until you create a loyal following and build a substantial database.

- Weekly - 120 answers of the phone = 5 future leads = 1 appointment
- Dial 72 numbers a day = about 24 answers a day = 1 daily future lead
- 5 futures a week = 1 set appointment a week – 48 work weeks.
- 48 qualified appointments = 24 listings a year.
- Save time and have your appointments come in to your office (**CITO**).
- Better yet, set up an office in an open house or on site - for walk-in traffic.
- This process will have a **snowball effect** while you build a large database.
- Use technology and personal touches to stay in contact with your database.
- Have an assistant organize phone numbers and data for follow-up mailings.

Who to Call

Relatives and friends	Apartment buildings
Buyer's A, B and C	Website Leads
IVR Leads	Businesses
Past clients	Expired listings
Your farm area	Absentee owners
Orphaned clients	Your neighborhood
Around a new listing	Center of influence
For sale by owner listings	Around recently sold listings