Lead Generation Business Plan

COACHING | TRAINING | REALTORS® | BE A PRO

Expired Listings Plan

automated phone #s	Housing Statistics / Graphs
phone lookup / call set up	Prelisting Package
calls and scripts ready	Postcards Made
face to face message planned	Letters Created
17 touch follow up system	Listing Presentation

Percent of business now: _____ % Goal _____%

Center of Influence Plan

calls	12 Mo Plan
face to Face	Email Drip
letters / CMAs	Farm JL/JS
Postcards / notes	8 x 8
30 touch plan	Events

Percent of business now: _____ % Goal _____

Online Marketing Plan

websites/ craigslist / postings	Ad words
search engine optimization	Social Media
squeeze / opt in page	FB IDX Page
online lead purchases	Organic Keywords
tracking	WordPress / Blog

Percent of business now: _____ % Goal _____

Online follow -up Systems

contact mgmt system	IVR / Text System
opt in box	Mobile Phone Apps
email Drip	Virtual Assistants
newsletter	Video email System
auto- responder with buyer value	Syndicated Buyer Leads

Percent of business now: _____ % Goal _____

FSBO Plan

automated phone #s	First Aid Kit
phone lookup / call set up	17 touch follow up system
face to face message planned	Letters Created
calls and scripts ready	CMA
postcards made	Referral Form

Percent of business now: _____ % Goal _____