How to Get an Appointment

The CITO – Come In To the Office – Appointment

Choose the clientele you wish to CITO to view your Top Pro Value Presentation.

Find a message that will bring them into your office to receive this extra value service.

Choose a title for your presentation with a headline analyzer score of 60 or above.

Create a Top Pro PowerPoint, Video, Internet Site, CD, DVD, or Office Tour Presentation.

Decide where to post your CITO invitation to receive your Top Pro Value Presentation,

- Online Event Posts
- Free Coupon Directories
- Google ad words with a call to action
- Email blast or drip with a call to action
- Classified section of local newspaper or weekly flyer
- Postlets with a call to action on all of your social media e
- Property Flyers with a call to action
- Facebook ad with a call to action
- Postcards with a call to action
- Facebook ad with a call to action
- Websites with a call to action and opt-in form
- Sales pages with opt-in forms
- IVR message with a call to action
- Craigslist with a call to action

Prequalify all leads prior to presenting your Top Pro Value Presentation.

Schedule the CITO at Your convenience. Find a time that works for both of you.

Have all paperwork, intake forms and Buyer and Seller Packages ready.

Offer the buyers / sellers the opportunity to work exclusively with you or your team members by explaining and having them sign all agency disclosures, exclusive agency paperwork or listing contracts right after the presentation.

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