The "33 Touch" Program

How Does It Work?

A systematic, marketing-based program which accounts for contacting members of your Platinum database a minimum of 33 contacts or touches over the course of a year. Research shows that for every twelve people in your Platinum database that you market to 33 times, you can reasonably expect three sales—one piece of business, one referral, and one piece of repeat business.

Here's a sample "33 Touch" program:

- Send a monthly newsletter either by mail or email (12 total—use Sharper Agent or Quantum Mail)
- Send or hand deliver 12 Just Listed/Just Sold cards over (use Quantum Mail system or Sharper Agent)
- Send 4 Market Reports (Use MLS or Real Estate Commission Web site)
- Send 3 "Thank You" cards or handwritten notes
- Make 3 telephone calls (FastStart and David Knox scripts/dialogues/Right Questions)
- Make 2 personal contacts (take them to lunch or pop-bys)
- Send email (links to timely, relevant articles to show your knowledge and make you the industry expert, such as why now is the time to buy, home staging tips, market information, national housing information, referral requests, & more)
- Host 1 client/sphere of influence event

A CUSTOM APPROACH

- The Traditional Touch Program provides all purpose content to a mixture of client types
- The FSBO/Expired Touch Program targets this audience and their conversion
- The Buyers Touch Program provides pertinent information to get them off the fence!

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