33 Touch Plan

Meet somebody new daily and put them in your Top Producer CRM as category type 'Who's Your Realtor'

Top Producer CRM Setup

Categories in Top Producer

Core Advocates: Refer a lot of business every year

Advocates: Refer at least one piece of business a year

Network: When asked "who's your Realtor" they answer you but don't refer business yet

Who's Your Realtor: Put a new contact in this category. After you put them on the 3X3 and get to the phone call step you will be able to ask this question and categorize them in the proper category for further communication.

Delete: These are the contacts that have a Realtor in their life that is not you. I keep this category to mass email them so when their Realtor of choice loses contact they know that I am full time in the business and still active. I don't mail or call this group.

Set them up on 3X3

3X3

Week 1: Send nice to meet you card through http://sendoutcards.com/85329
Week 2: Send them Intro letter on letterhead w/ 3 business cards
Week 3: Phone Call- Who's your Realtor Ask them if they knew of somebody selling or buying who would they refer them to. If they say you then put them in the category type 'Network', if they say somebody else then put them in category 'Delete' so they are only on mass emails. You don't want to waste too much money or time on these people but want to have them in a mass email system so that if this Realtor loses contact with them you will replace the Realtor relationship.

33 Touch

Step 1: Print your contact list from your contact manager system on the 1st of every month.

Step 2: Decide how many days you will work this month.

Step 3: Add up how many contacts you have and divide by how many days you will work ex. 300 contacts working 20 days this month you will need to touch 15 contacts each working day.

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Step 4: Look at what type of touch you have to do that month and start at the top of the list. Highlight the person when you have completed the task. Keep the list on your desk and every working day and get through the list.

By the end of the month you would have completed your whole list

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January - Phone Call / Business Mailer
February - facebook / Business Mailer
March - Magnet
April - Personal Card / Business Mailer
May - Phone Call / Business Mailer
June - facebook / Business Mailer
July - Business Mailer
August - Business Mailer
September - facebook / Business Mailer
October - Phone Call / Business Mailer
November - Business Mailer
December - Christmas Card / Business Mailer

Monthly Mass Email
Birthday Cards & Anniversary Cards through http://sendoutcards.com/85329
Lunch with Core Advocates every few months
Every Monday Post on your facebook business page..

How to do each step in the 33 Touch Plan

Phone Calls: Just focus on them and how they are doing? They will always ask how real estate is doing. At that time ask for referrals.

facebook: when it is facebook month I make sure to print off my list in Top Producer CRM. I go down the list and either private message, comment on a photo or write on their wall. After I do one of these on their facebook I highlight them off my list. If you think about it, you only keep up with about 20-30 of your 500 friends on facebook. This is a solid plan to make sure that you are touching your network on facebook. Just commenting on one of their photos will keep you at the top of their mind. If you are not their friend at this time send a friend request and ask them to like your business page.

The goal is to get as many people on your business page so that you can cut your printing and mailing budget.

Business Mailer: This is attached in the zip file Send out the same thing monthly. Keep it simple

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Personal Card: I go on their facebook page and download a current picture of their family, a vacation or something that you know is special to them. I put that picture on the front of a card and send it to them with a personal message inside the card. This touch goes the farthest with my clients. They usually hang these up on their refrigerator. I have had clients keep them on their refrigerator for years.

Referral Plan

The goal of the 33 touch is to get the contacts business and their referrals. When somebody refers me business I ask them what their favorite restaurant is and personally deliver this to their work with a Thank You balloon. We deliver to their work with a balloon so their co-workers ask what it is. This creates conversations in the office and may lead to referrals.

House Warming Parties

Every closing that you have you should be wanting to throw a House Warming Party. These parties, if done right, should lead to adding a lot more contacts in your CRM that you can put through this plan and should lead to at least one more piece of new business.

Email me if you would like our House Warming Party System chris@bowersteam.com

VIP Questionnaire

VIP Questionnaire is attached is the .zipfile. Have your Buyers Specialist turn this in after every Buyer Consultation and include this in every listing package that you collect. This form is more important to me than the buyer/listing contract. Those contracts lead to one piece of business and having the VIP Questionnaire leads to being their Realtor for LIfe and receiving referrals from them forever.

When this form is turned in we input this into http://sendoutcards.com/85329

If you have any questions on how to use this form you can email me at chris@bowersteam.com