



Lead Generation

SESSION 6

Grow Your Database



Today's Agenda



Notes:



Your database is your business. Building up the number of names in it and a relationship with those names is really at the very core of what building a real estate business is all about.

Gary Keller
The Millionaire Real Estate Agent

Database Defined

Database:

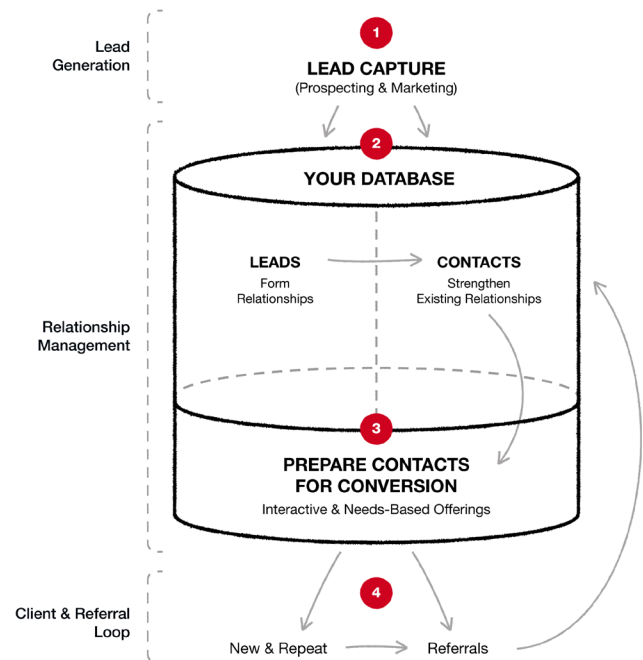
The container that holds the contact information for all your leads and contacts.

Lead:

Someone who has shown interest in the services you offer and whom you can contact. You have the right to have a one-way conversation.

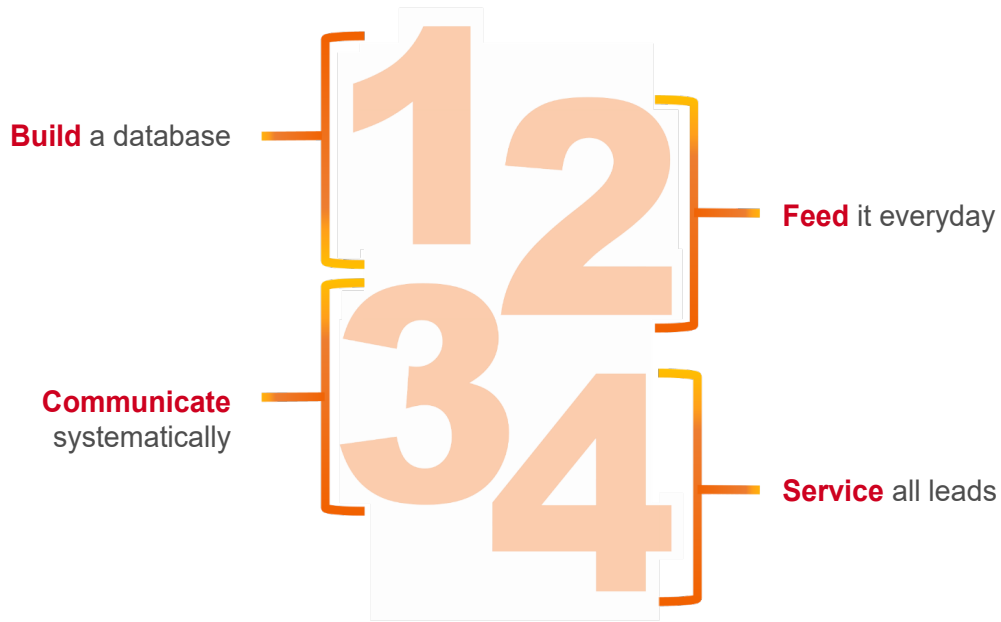
Contact:

Someone that you've held a two-way conversation with and whom you have established a value-based relationship with (your Sphere of Influence).



Notes:

Four Laws of a Database





Feed Your Database

Prospecting:

Marketing:

Notes:

[illegible]

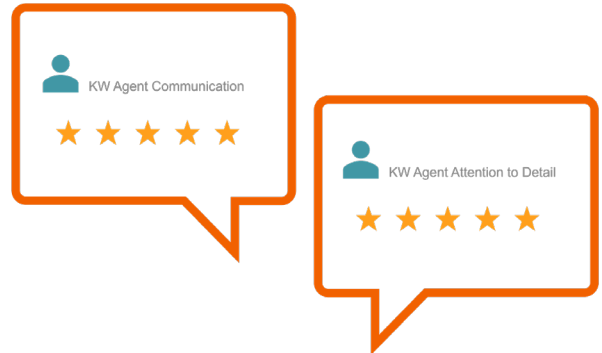


Feed Your Database with New, Repeat, and Referrals

Sphere of Influence

Your Sphere of Influence (SOI) consists of people you have met in one way, shape, or form.

- Your family
- Your Friends
- People in your community association
- People you have done business with or have done business with you



Notes:

[illegible]

Testimonials and Reviews



Area of business or service	Who from my SOI could provide a testimonial or review?



3. Communicate Systematically



To succeed at a high level in real estate sales, you must commit to frequent contact with a database with the intent of building close relationships.

Gary Keller
The Millionaire Real Estate Agent

Segment Your Database



Segments



Communicate with Value

Leads

19 TO CONNECT

4 Touches Quarterly phone call

12 Touches Monthly e-mail, newsletter, market report, video

2 Touches Promotional direct mail, such as a magnet, calendar, printed market report, etc.

1 Touch Annual event, party, movie screening, get-together

19 TOUCHES EACH YEAR

1 TO CEMENT

A high value touch that solidifies the relationship you have just established and opens the door for future interactions.

1 HIGH VALUE TOUCH

Contacts

36 TO CONVERT

4 Touches Telephone calls

26 Touches Bi-weekly email offering some type of information of value to the consumer

2 Touches Events, get togethers, parties

4 Touches Promotional direct mail, such as a magnet, calendar, market report, etc.

36 TOUCHES EACH YEAR

Pair Touches with Value



Segment/Category:	Segment/Category:	Segment/Category:

4. Service All Leads

Benefits to servicing to all leads	Why it is important?
<i>Know the lead source</i>	
<i>Track the relationship</i>	
<i>Reward referrals</i>	



Your job is to build a community and serve the community.

Gary Keller





Turn Aha's into Achievement

How has your **THINKING** changed?

What do you **FEEL** differently about? What was meaningful for you today?

How will your behaviors be different going forward? What **ACTIONS** will you take?

What **TOOLS**, models, or systems will you use? How will they make you accountable?

Daily Success System

Success Activities

These are suggested activities for the second half of your session.



DAILY SUCCESS SYSTEM

☐

___ of 10 CONVERSATIONS

☐

___ of 10 CONTACTS ADDED

☐

___ of 10 HANDWRITTEN NOTES

☐

10-5-1 SOCIAL MEDIA ENGAGEMENT

☐

ENRICHMENTS

☐

APPOINTMENTS

☐

AGREEMENTS

☐

CLOSINGS

10					
					
5					
1	 Social Media Engagement				

WARNING! You must comply with the TCPA and any other federal, state or local laws, including for B2B calls and texts. Never call or text a number on any Do Not Call list, and do not use an autodialer or artificial voice or prerecorded messages without proper consent. Contact your attorney to ensure your compliance.



Conversation Sheet

Get your phone and the list of contacts you prepared for this session. You may have a few referral names to contact.

Use the conversation starters provided to you in earlier sessions.

1. Call for 20 minutes and make contact with as many people as possible.
2. Ask for business, that is, an appointment, if it's a strong lead.
3. Ask for referrals from each contact.
4. Offer your KW App to each contact.

Record your results below and share them at the end of the call time.

Name	#	Email	Notes

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