

DEAL GENERATING

To Do List

CLOSED CUSTOMERS



Visibility:

- Monthly email campaign: Neighborhood news, Sunstats
- Monthly print campaign: Postcards, mailers
- Personally Re-send the ALTA for tax purposes
- SOLD Campaign
- Yearly Calendar Magnets, School Calendar, or Football Schedule

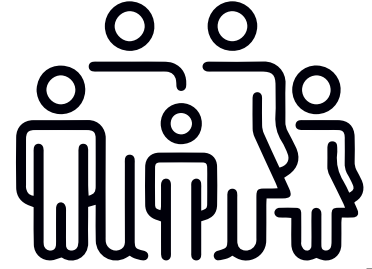
Engagement:

- Closing gift: deliver to home a few days or month after closing
- Remind them of Homestead exemption
- Unsolicited CMAs
- Just ask for the referral
- Send a friend request on social media
- Host a customer appreciation event, blood drive
- Follow up on home warranty repairs
- Occasional Pop Bys (Quarterly)
- Offer American Flags during 4th of July
- Send short list of vendors



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FRIENDS AND FAMILY/ SPHERE OF INFLUENCE

Visibility

- Sponsor kids extracurricular activities (sports, band)
- Send a personalized gift card (with your headshot)
- Monthly newsletter or Just Listed/Just Sold Postcards
- Set up on drip campaign
- Send a calendar magnet, school calendar or football schedule annually
- Like and comment on their social media posts
- Send calendars for the holidays
- Set up on Neighborhood news
- Send info on programs like My Safe Florida Home

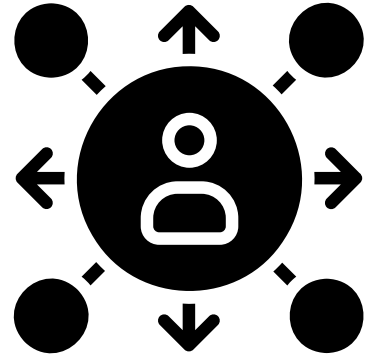
Engagement

- Invite to coffee/brunch/lunch
- Send a birthday card or gift or hand-written note
- Send unsolicited CMA
- Call and send text messages regularly
- Host small gatherings
- Throw a Neighborhood/Block party
- Take to a special event, Crab Island, concert, baseball game
- Pop by
- Call or text a birthday wish
- Send short list of vendors



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OTHER INDUSTRY PROFESSIONALS & NETWORKING GROUPS

Visibility:

- Participate in Local Events
- Follow local Facebook Business Pages
- Wear your ERA Gear or name tag
- Make videos showcasing their businesses
- Join and be active in the conversations of Facebook groups
- Send occasional personalized, thoughtful gifts
- Vendor spotlight on business page

Engagement

- Attend ERA Conferences to meet referral partners
- Visit local places you frequent and make personal connections
- Volunteer in the community
- Drop by office/business with treats to chat
- Invite lenders to open houses
- Send cards for special occasions/life events
- Letting them know what you do and ask for referrals
- Invite lunch or coffee
- Join or create a business related Bible Study
- Join an adult sports league- sponsor, bring booze
- Join the BIA
- Spend time with like minded people



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To Do List

OPEN HOUSE



Visibility

- Put out personalized open house signs early
- Create social media posts and live videos during the open house
- Offer goodies to attendees with your business card attached
- Connect with the HOA for additional advertising opportunities
- Add Open House on Next Door
- Add Open House on Get the Coast Event calendar
- Add Open House on Open House social media sites
- Teaser video prior to open house

Engagement

- Host a private open house for the neighbors
- Door knock the neighborhood ahead of open house and offer neighbors CMA
- Use your digital business card to capture visitor information



AMERICAN
REAL ESTATE

DEAL GENERATING

To Do List

YOUR FARM AREA



Visibility

- Monthly postcards with QR code to check home value
- Distribute flags for 4th of July
- Become active in the neighborhood social media page and Next Door app
- Start neighborhood social media page if there isn't one
- Walk/bike the neighborhood in ERA American gear

Engagement

- Door knock the neighborhood armed with information about the inventory in the neighborhood
- Host a block party
- Join the HOA board
- Unsolicited CMAs
- Offer a short list of vendors

