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**“Simple 3 month plan for connecting with your database”**

This is your new plan for the next 12 weeks:

Take the number of contacts in your database and divide it by 12 (Example 300 contacts / 12 weeks = 25)

* My database has \_\_\_\_\_\_\_\_ people in it. (Divided that by 12 = \_\_\_\_\_\_\_\_).

\*This is the number of people you will call per week for the next 12 weeks.

* For the next 12 weeks I’ll call \_\_\_\_\_\_\_\_ per week.

\*See how this breaks your database into smaller manageable sizes so you & your team can be consistent with it!

Ok so let’s say you have a smaller database of 100 contacts (100 contacts / 12 weeks = 8 people per week), you’ll take whatever your number is (in this case 8) and those are the only 8 people you will try and reach this week – don’t worry about the rest.

This is a exercise to clean up your database and form a new habit of calling consistently… go ahead and be as aggressive if you want, but those who stay consistent over time will always win in this game.

\*If you don’t have a database – great! Use your social media list, the contacts in your phone or whoever you know by 1st name and use this as a opportunity to start building one :-)

* **Now pick a reason to call:**

What to say 3 times a year every year and not feel like a pest?

**Selling call:** “… we are updating the local house value reports and I was curious if you were interested in how the prices have changed… or if you know someone talking about moving – we do this every year” (Updating the house value reports is simply every time a home sells it changes the local values right? So every time you do a CMA you are updating the reports :-)

**Buying call:** “… we have new tools for home buyers and I was wondering… do you know anyone we should introduce them too?” (Every month our industry updates with new technology giving buyers cool ways to search and interact with property for sale – use this as call-to-action every year, it’s like the sizzle with the steak. One year it’s mobile, the next it’s video, it’s just to spark conversation and at the end of the day you simply want to sign up a buyer and set them up on a prospect match search.

**Financing:** “… our mortgage partner is currently offering (refinancing, purchase + improvements, 0 down private lending, etc) and thought I’d run it by you” (The mortgage industry is always leveraging promotions. Find out what’s legal in your area and what they are offering. Use it as a way to re-connect with something real estate related.

\*You can use the 3 calls above year over year and your people will be fine with those types of contact.

**Bonus call 1:** A client appreciation event is a great way to connect but you don’t want to spread out the calls over a 12 week period, so consider that as a 4th option and call them all in a week or two: “… I wanted to invite you to our (BBQ, movie night, pumpkin giveaway + a million other ideas) and was hoping you could make it”

**Bonus call 2:** Birthdays. Ever notice facebook shows you peoples birthdays? Hundreds of people will post “happy birthday”, some will text and few will call. #MakeTheCall

* The plan:

Starting Monday you’ll call the 8 contacts (whatever your number is) and only reach a few (don’t leave messages), on Wednesday try again and if by Friday you still have a few people you didn’t reach just leave a friendly voice mail that isn’t too sales pitchy.

**Selling message:** “Hey name I tried calling a few times this week because we’re updating the house values again… but more importantly I was just reconnecting, I’ll catch ya next time”

**Buying message:** “Hey name I tried calling a few times this week because we have some exciting news for home buyers and you never know when you reach out to people… anyways I was just touching base, take care”

**Financing message:** “Hey name I called a few times this week because our mortgage partner has “X” and I was just reaching out to my friends/contacts/network to see if that would help you… hope to catch you next time”

Next week move on to the next group of 8. This forces you not to skip any! Playing favorites is too easy and you’ll be surprised how many people will respond when you simply call them.

Keep doing this for the next 10 weeks.

At the end of the 12 weeks you have just reached your database and now you can start over again. Remember this is a relationship building business.

Take a month off and set your phone to remind you to start again in 30 days, because the first 8 people you called was 4 months ago(!) You know you need to touch them a few times a year by voice right? This is a simple method used by top teams across the country.

Example plan for the year:

* 3 months of calling with the house values call.
* 1 month off.
* 3 months of calling with the financing / lending call.
* 1 month off.
* 3 months of the buyer call.
* 1 month off.
* + the bonus birthday calls as prompted.

How can you fail if you stuck to that plan? Only by not doing it! It’s really simple when you think about it, so time block this into your phone right now.

* Block off 3 hours a week: Monday, Wednesday & Friday from 10-11 for calling.

\*Don’t get all opinionated on the days & times. Do whatever works for you. I’m writing this for agents all over the country with different sized databases & different ambitions. Some will need 2 hours, some will need 5 days. Do whatever works with you :-)

* Pro tips:

The 1st round of calls make sure to fill in any missing info. Some contacts will be missing email or address… make sure to ask for that and send them a thank you email or if missing the maling address, get that and send them a note. Before you do your calls mark the ones missing info so you remember to ask for that (Oh hey I noticed I don’t have your mailing address… what’s the best address to deliver our (notepads, magnets, other swag you use).

Use a proper database!

Have an accountability partner and at the end of the week text a picture of your call sheet showing the list scratched out and marked up (with coffee stains if you wanna look cool). Proof & accountability for the 1st 12 weeks will certainly help form this new business adding habit!

This is self-development and the success will happen after time, so don’t quit after the 1st week, month or year because it’s the most cost effective and easiest business you’ll gain: #REFERRALS

Have your list ready every week. This is the main tripping block for most and it’s so silly. All you need to do is print your list and staple the pages together. Take your number (I used 8 as an example) and draw a line between each group of 8. That’s it, those are the groups you’ll call every week. Once the week is done move to the next.

Start today!

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