

# Realtors

## What to do & When to do it With each part of your business

### Monday

#### Top 50 Favorite People

1. Call 12 every Monday
2. 1 lunch per week
3. Birthday program
  - Cards
  - Food
  - Gifts
4. Categorize as
  - A, B, or C
5. 1 Happy hour/month

### Tuesday

#### Status Calls

1. Sellers in process
2. Buyers and sellers under contract

### Wednesday

#### Hot Leads and

#### Old Leads

1. Close for an appointment
2. Send EOS mailer every month
3. Email monthly video about the market

### Thursday

#### Top 50 Past Clients

1. Call "letter" of the week in your database
2. Send Letter of the Heart Monthly to all past clients
3. Birthday card program
4. Yearly event

### Friday

#### Cold Calling Day - New Business People & Builders

1. Call 10 business people every Friday and 2 builders
2. Meet 2 per month
3. Add to EOS mail and video email list
4. Invite to Happy Hour
5. Attend 2 business events per month