



# Lead Generation

## **SESSION 6**

# Grow Your Database

# Today's Agenda



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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:

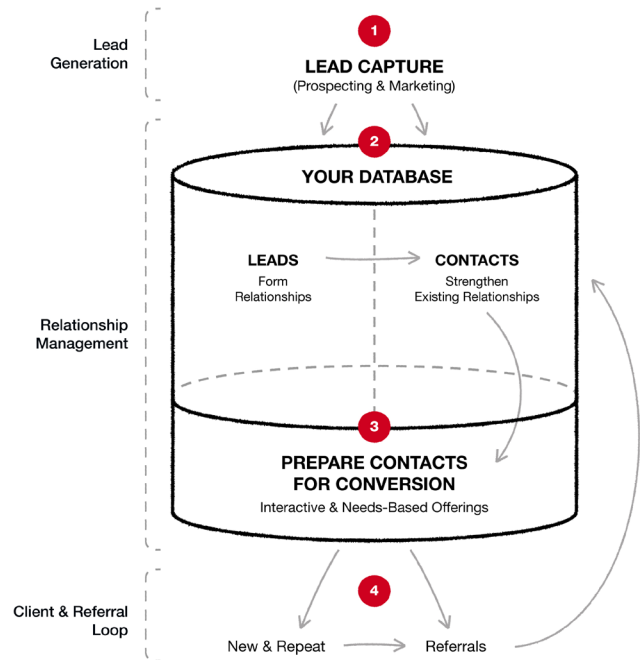
The container that holds the contact information for all your leads and contacts.

## 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).



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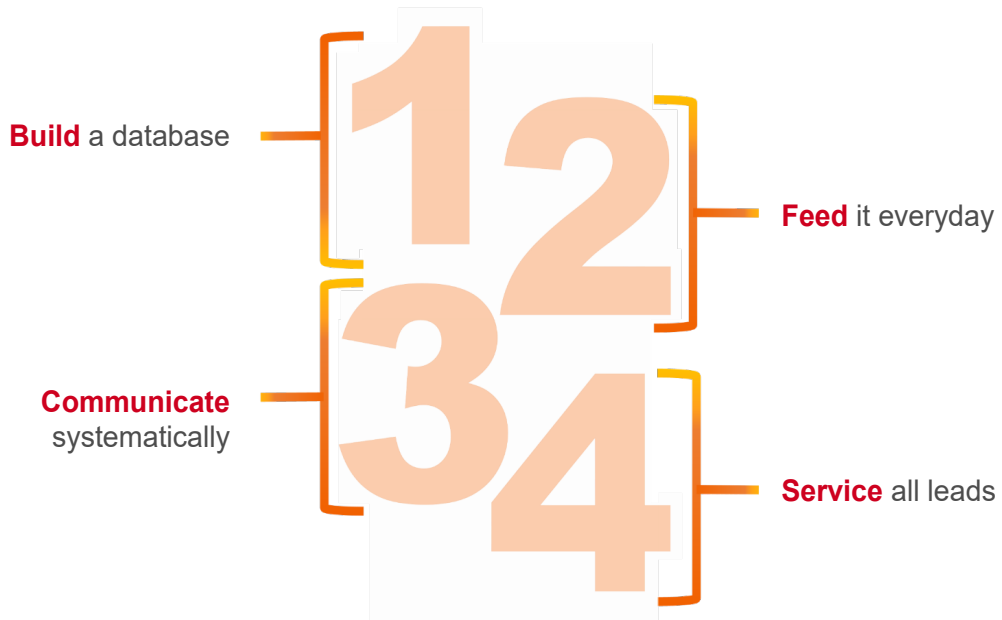
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# Four Laws of a Database



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# 1. Build Your Database

Each contact in your database should include:

- Name
- Contact information
- Past record of business with you (if any)

Additional information for each contact in your database could include:

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For further study, check out on Connect the KWU online, on-demand course called [Build A Million Dollar Database and Own Your Future](#) within the series named **No Ceilings: Level Up Your Lead Generation.**

## 2. Feed Your Database

**Prospecting:**

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**Marketing:**

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**Notes:**

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# 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



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# Testimonials and Reviews



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



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### 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
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# 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**




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# 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	 <b>Social Media Engagement</b>				

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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