

ADD ALL TO BOOKMARKS

I. REMINÉ (MLS → LINKS → REMINÉ)

◦ STEPS

1. Click "SEARCH" on left side
2. Type in address in search bar
3. Click "MAP", and find your property
4. Select the "polygon tool" (above the square on the map)
5. Click to draw a shape 2-3 blocks in all directions (goal is to narrow down all homes in walking distance)
6. Once your area is selected, look at your results. You want 100-150 results.
 - If you don't have at least 100, expand your area.
7. Click the box on the right for "Select All."
8. Click "Save Search" & name your search → "SAVE"
 - I usually name it the # + street address
 - You want to save it first so you can easily go back to it if you lose internet or get kicked out Remine for any reason.
9. Repeat Step 7
10. Click "CART" at top right & name your cart
 - Click "ADD 'X' properties to cart"
 - Will say "Success! 'X' properties added to cart"
11. Click "CARTS" in left Column & select your cart
12. Hit the "check box" to select all & "EXPORT"
 - This will export as a .CSV file
13. Name your file
 - Choose to export "all information," or "Make these my default settings"
 - ↳ this is what I have so I'm getting the same information every time ("all information" is just so much!)
14. Click "Export."

15. A notification will pop up saying "SUCCESS!"
 - wait until the box goes all the way around & then refresh the page.
16. A red icon will appear next to "ALERTS" in the left column. Click it, and click "DOWNLOAD."
17. Once it's downloaded, open the file and you'll be brought to an Excel/Numbers document with all the information.

II. Google Sheets

- Sign into Google Sheets with your KW email (or your most used work email)

1. Create a sheet titled "Open House CP"
2. I use the following columns, but you can include any info.

1	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R
2	Agent ASSN	ZIP	Property Address	Absentee Status	Owner 1 Full Name	Owner 2 Full Name	Owner 1 Phone Numbers	Owner 1 Email Addresses	Mailing Address	Mailing ZIP	Years Owned	MLS ID	DOM	List Price	Est. Value	Equity	TAGS	NOTES

3. Highlight Column 1 & 2 and "right click."
 - scroll down to "View more row actions"
 - Select "Freeze up to row 1"
 - this will hold your column names in place while you scroll.

III. Filling Columns in Google Sheets from Remine Download

1. Open your downloaded information from Remine
2. Delete all un-needed columns.
3. Select the whole column of information you want and "Copy"
4. paste into the correct column on your Google sheet.

* NOTE: make sure you copy every column in the same numbered row so all your information is transferred accurately & correctly.

- YES some email addresses & phone numbers are missing, that's normal

IV. FORWARD

1. If you don't have a FORWARD account, call Nomar & get them to set you up with one.
2. Bookmark FORWARD on your internet browser & download the app for your phone.
3. Open FORWARD on your computer internet browser & sign in
4. Click "Search by name."
5. Go to your Google Sheet & find all people without phone numbers.
 - Type their first & last name
 - Type in their zip code
 - Click "Search"
 - Cross reference the name to the address you have in your Google Sheet to make sure you have the right person
 - remember to check "mailing address" & you can also open "Realist Tax" to cross reference owner on title to address.
 - Click "phone numbers" and copy & paste all numbers that date back to 2010 into the respective square in your Google Sheet.
 - Note: Even though it takes a little longer, I cross reference & add phone numbers for every person on my list in FORWARD — even if I already have their number from Remine. (It saves time when making calls)

II. THE PROCESS = LIST ON TUESDAY, THROW PARTY ON THURSDAY

1. List the house on a Tuesday. Set open House for Thursday 5:30 - 7:30 pm
2. Block out all showings on ShowingTime from Tuesday through Thursday at 5:30 pm.
 - tell all who inquire "sellers aren't allowing showings until Thursday evening"
3. Acquire Sponsors
 - Title Company
 - Lender
 - Insurance Company
 - * One brings food, one brings drinks, one brings something to giveaway.
4. Use Canva to create a flyer for the event
 - some examples of mine:

NEIGHBORHOOD CELEBRATION!

YOU'RE INVITED!

1416 CADIZ ST.
NEW ORLEANS, LA 70115

Thursday, January 16th
5:30 - 7:30 PM

Food, Drinks & Fun!

With an exemplary blend of Comfort & Convenience 1 Block from the Historic St. Charles Ave, you're greeted by an array of beauty and modernism setting this home apart as soon as you enter the front door from the welcoming Front Porch With 5 Bedrooms, 4 Bathrooms, 2999 Conditioned Sq Ft, this updated ballast home has it all! This rare residence has been well-maintained & is ready to create lasting memories for families, professionals, & anyone looking to experience one of the best properties Uptown has to offer!

- 2,999 Sq Ft
- 5 Bedrooms
- 4 Bathrooms
- Gated Parking
- 3 WaterHeaters
- Kitchen is a Chef's Dream
- Tiger Wood Floors
- New Roof
- X-Flood Zone
- Stone Countertops

Michael D. Lester
CEO | MDL Homes & Luxury
www.mdlhomes.com
504-559-4652
mdlstr1@kw.com

Sponsored by:
Alex Wood w/ Reliant Mortgage &
Fleur De Lis Title in Lakeview

Keller Williams Realty 4850100

Save the Date
FOR THE CELEBRATION OF

5818
Memphis Street

THURSDAY (5/1)
5:30 - 7:30 PM

YOUR WHOLE FAMILY IS
WELCOME TO ATTEND!

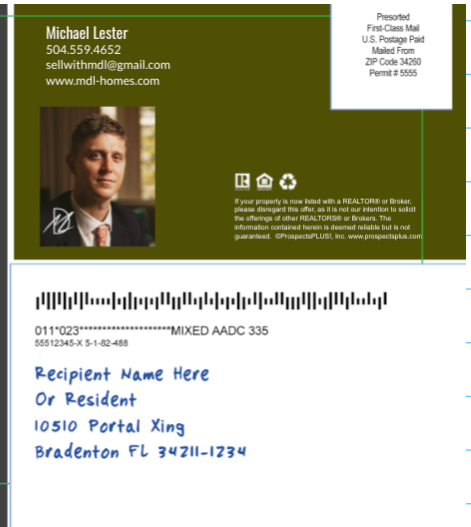
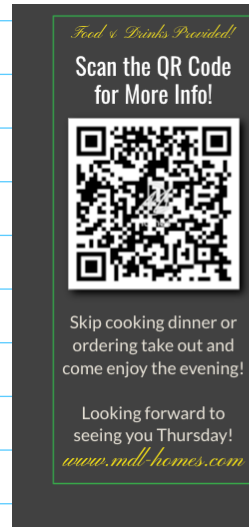
*FOOD & DRINKS PROVIDED

MDL HOMES
EUSTIS MORTGAGE
OAK TITLE

* Notice the difference. The one on the right ↑ is what I use now. I don't want ANY neighbors thinking this is an Open House.

5. postcards - / use Prospects plus

- on Monday before your listing is active, send out postcards to all neighbors on your Google sheet.
- postcard will NOT be a "just listed" postcard, it is a party invitation postcard.
 - will have all your information as a Realtor, but says nothing



- can ask a sponsor to split the costs (or pay for the whole thing!) to add their logo to postcards
 - \$1.00 per postcard (generally)
- Take your Excel/Numbers sheet from Remine & format it this way

Upload List

Select your list file to upload:

No file chosen

We support list files in Microsoft Excel (.xls, .xlsx), Comma Separated Values (.csv) formats or txt files in csv format.

Upload File Format

Column#	Field Name
1	First Name
2	Last Name
3	Company Name or "Current Resident"
4	Street Address
5	City
6	State
7	Zip Code

Then export it as one of these files.

* Now you have postcards out. You have sponsors in place. Your Open House date is set.

II. Email & Phone Calls

A. EMAIL

1. Open Gmail & create a new email.
2. Highlight all E-mail addresses and paste into "BCC" from Google sheets.
3. Take one of those email addresses & paste as the main recipient
 - This makes it appear as an individual email to every recipient.
4. * see attached email example for content.
5. Hit send.
 - some email addresses will be kicked back to you, which will allow you to delete those in your Google sheet.
 - all others you know are working to add to your database (eventually)

B. PHONE CALLS

1. With your Google sheet pulled up, begin going through the calls to invite all neighbors.
2. Script:

Hey [NAME]

Good afternoon this is Michael Lester, I'm calling because I'm hosting a Neighborhood Celebration at your neighbors house [down the street/around the corner] this evening at [ADDRESS]. We're gonna have food and drinks, and music, from 5:30 - 7:30 PM and I wanted to call and directly invite you and your family to skip cooking or ordering out and come enjoy the evening. I'll text you an invitation so you have it, and we hope to see you there. Thanks so much and hope you enjoy the rest of your day!

If you want, I can email you over the invite so you have it?

To get more email addresses, tell them you're only able to email the invitation w/ details

* NOTE: since you're inviting these neighbors to a party, you don't need to worry about the DNC list. Also, after the first sentence of the script everyone is super nice. They realize it's an invitation and not solicitation.

3. Sometimes the phone numbers are for the spouse, so always have "owner 1" + "owner 2" names to where you can see depending if you get a man or woman who answers.

4. Call your entire list with same script.

- Timeblock because this is time consuming - but I've found it's the most important part of this process.

5. Make notes on your Google sheet

- I highlight those who answer in green.
- Those I leave voicemails for in yellow.
- Those who confirm their name in their answering machine in blue.
- No contact or no working phone #'s in red.

6. Add a "tags" column in your Google sheet.

- Eventually you're going to export as a .CSV & email to Scott Levy to upload into Command.

* Neighbors who show up will be impressed with work ethic, ability to hold a successful Open House, and just from showing up the bodies in the house create a false sense of urgency for all buyers coming to look at it.

III. QR Codes, packets, & Lead Capture

- www.qrcode-monkey.com
- www.etsy.com
- CANVA

1. QR CODES

- On QR code monkey, you can create a QR code for free to link to any site.
 - Copy the link you want to use & paste into QR code Monkey. Click "generate".
 - can put on signs & all marketing materials
- I have QR codes everywhere!

2. PACKETS & GUIDES

- you can use KW command designs that have a few packets you can customize
- I use ETSY. If you go to Etsy, you can search for "Real Estate Guides" and it will give you a ton to choose from (for cheap!)
 - From Etsy, you'll get an email with a file link, & it will open the guide in Canva for you to customize.
- I have guides for everything, and bring a copy of each to my open houses w/ a QR code for people to download the guide.
 - the QR code takes you to a lead capture page where you have to put in some simple information to receive the PDF copy.

3. Lead Capture

- Kit - <http://App.Kit.com>
- Google Forms - *always set to send email to you.
- * If you don't have a person's information, using these is a must.
- Open House sign-in sheet

VIII. KW Command

* Contacts & Smart plans

1. CONTACTS

- After each completed Open House, export your Google sheet as a .CSV & save to your DESKTOP.
- Create an email to Scott Leroy, and ask them to upload all contacts & information for you!
* www.scottleroymarketing.com/export (for template)
- once contacts are added to your database, search by "tag" (ADDRESS OF OPEN HOUSE) or "most recently added"
- "select all," and "add to smartplans"

2. SMART PLANS

* MUST HAVES =

A. My monthly Neighborhood Network

- ALL contacts with email addresses get added
- you know their address, so this will send an email per month from you updating them on their neighborhood market.
- * all contacts in your Monthly NN must be spoken to on the phone every 2 months.

B. My Bi-weekly Neighborhood Network

- add any prospective seller who dropped any hints about the possibility of selling
- will send 2 emails per month
- * all contacts in your Bi-weekly NN must be spoken to on the phone twice per week.

C. 11-13 pt seller lead

- templates available in Google Drive

D. 11-13 pt seller lead

- templates available in Google Drive

E. Expired Touch Campaign

- templates available in Google Drive

F. FSBO Touch Campaign

- templates available in Google Drive

* Monthly NN get by far the most clicks & opens by my database.

• To see reports:

1. KW Command →

2. Reports →

3. Emails →

4. "Opened," "Clicked," & "Replied"

↳ all people who are in these lists should be called on a weekly basis (Bi-weekly at the LEAST!)

* Get a Twilio subscription to send automatic text messages in your smart plan.