

Sample ad graphic: (Thanks Trisha Cook!)



Reverse Prospecting Day:

- Call office on certain day (and time) and answer basic questions
 - Name
 - Number
 - Email
 - Address
 - Do you have any real estate needs this year?
 - Do you know of anyone who does? (they get an extra entry for each referral)
 - Why you think we are the best for real estate in this area (testimonials)
- 10 touches AT LEAST 2 weeks prior (the earlier they started, the better the results):
 - Initial Ad - item should be valuable enough to compel people to call. (\$500)
 - Emails
 - Doorknock with flyers
 - Texts
 - Sly dial vm
 - Facebook / social media ads
 - Continue to promote during call-in time: email and social posts)
 - Use down time during contest day to make more lead gen calls/texts.
- Use call forwarding to team members on the same line or set up google voice.

"Any marketing message works better than sending nothing, and contemplating what the message should be!"