

WHY IS IMPORTANT TO STAY TOP OF MIND WITH PAST CLIENTS & SPHERE?

The statistics don't lie. (source: NAR)

- 73% of Sellers would use your services again or refer you.
- 75% of Buyers would use your services again or refer you.
- 17% actually refer or use their agent again. (can't remember you)
- 68% of foreign buyers found their Realtor via referral or were previous clients.
- 81% of Sellers will list with the 1st agent they interview, so stop them from interviewing anyone by consistently staying in touch.

HOW TO ACHIEVE LONGEVITY - SPHERE MARKETING

The Dunbar Principle.

Everyone has connections to 600 people, from social media to friends, family, neighbors, co-workers, past co-workers, acquaintances, etc. For every 1 person in your sphere/database, they too have a reach of 600+ people. By staying in contact with your sphere, you have the potential to reach hundreds of thousands of people. But content matters, convey mission, vision, value & purpose.

KNOW YOUR REACH - MATH IS TRUTH

Know your numbers.

- Avg person knows 600 people
- 68.5% of those own a home
- Avg person buys 5 homes
- Avg person knows 381 Homeowners
- Collectively buy 1905 homes
- 1 degree of separation, you're connected to 360K people
- 1 Million Homes over their lifetime

WHAT SHOULD YOUR MARKETING CONTAIN?

Know your goal. Commonality + Familiarity = Trust

To stay top of mind with your sphere, you need to connect with them on a human level. Being remembered comes from them seeing something familiar and relatable in you. With 80% of your database not in the market to buy or sell, you need to speak to them consistently about things that resonate daily, not just about real estate. Life happens more frequently than buying or selling properties. Be a constant in their lives.

WHICH MATERIALS ARE THE MOST IMPACTFUL?

Value vs Promo. WIIFM (What's In It For Me?- the reader)

Send info about your favorite local dining, your hobbies, local small businesses, favorite parks, dog runs, pet-friendly restaurants, your favorite books, & local schedules for sports, arts, or festivals. Talk about what you're passionate about: family, traveling, or art, animal adoption. Connect, go the extra mile, generic feels thoughtless. People are savvy. Stop promoting and give value.

HOW MANY TOUCHES & HOW?

Comprehensive marketing is like lasagna. (Layers)

36 touches over 12 months of mixed media.

- **26 emails** - 12 infotainment 1 per month, 6 personal stories, 4 unique holidays, 4 smaller stories with video
- **4 Postcards** - 1 per Qtr, 2 holidays, 2 Valuable Content
- **2 Events** - 2 customer appreciation & 2 community events
- **4 Calls/Texts/DM's** - Once per Qtr.
- **Social Media** - Consistency, motivation, Hacks, Real Estate

CONVERSION

Consistency + Layers Converts.

- For every 12 people in your database, when you touch them using 36 mixed-media touches over 12 months, the conversion is 2 net sales = 1 referral & 1 direct sale
- A 300-person database can yield 50 sales.
- Marketing to your database is the most cost-efficient lead generation model (source: "Millionaire Real Estate Agent" book by Jay Papsan & Gary Keller)

BONUS

Be the Community Expert & Be Remembered.

An agent's business should follow the Prato Principle (80/20 rule). 80% of your energy, time, and money should be allocated to your Sphere and database. The agent's goal is to be 100% referral—and repeat business-based. 20% should be allocated to new leads and prospecting. Make sure your online presence brands you the local expert, focuses on you MVVP. Control your narrative and how you want to be perceived.

