

# IGNITE

## SPARK 2:

LEAD GENERATION IS  
THE CORE OF YOUR  
BUSINESS

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**WARNING!** Real estate agents who violate The Telephone Consumer Protection Act (TCPA) and the National Do Not Call Registry face potentially catastrophic legal damages. Do NOT use or leave artificial or prerecorded messages, and check the National Registry and your internal registry before you dial.

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# Compliance: Do Not Call/Telephone Consumer Protection Act

## WARNING!

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The Telephone Consumer Protection Act regulates calls to cell phones and landlines, auto-dialed calls, prerecorded calls, faxes, and calls to numbers on the Do Not Call Registry. Class-action litigation for TCPA violations is rapidly increasing. Such claims present catastrophic exposure. Consult an attorney for guidance on the TCPA and DNC laws, including consent requirements, autodialer restrictions and prerecorded messages.

### ① Auto Dialers

The TCPA regulates calls and texts to a cellphone using an automatic telephone dialing system (autodialer)

### ① Prior Express Written Consent/ Written Consent

In certain cases, a caller must have prior express consent before making a call. In other cases, prior express written consent is required.

### ① Know the Federal and State Laws

In addition to federal laws, several states have laws governing telemarketing. Talk with your broker about any guidelines and Do Not Call lists your market center may have.

### ① Violations

Recipients of calls that violate the TCPA may recover up to \$1,500 for each violation. Use of an autodialer can rapidly accelerate potential damages.

## DO NOT CALL DO'S AND DON'TS

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Under federal law, sellers and telemarketers may not call individuals listed on the Federal Trade Commission's Do Not Call Registry. Failure to comply with DNC laws could result in substantial government fines and/or civil legal action against you. Consult an attorney regarding compliance with DNC laws.

### ① Subscribe to the Registry

The DNC registry is hosted on a dedicated website. Your Market Center should subscribe to the Registry and give you login credentials. Making ANY telemarketing calls without access to the Registry violates federal law.

### ① Check Before You Call

Before making a call, check to see if the number is on any of these lists: 1. the National Do Not Call Registry; 2. any state Do Not Call list; 3. your internal list. If the number is on any of these lists, delete it.

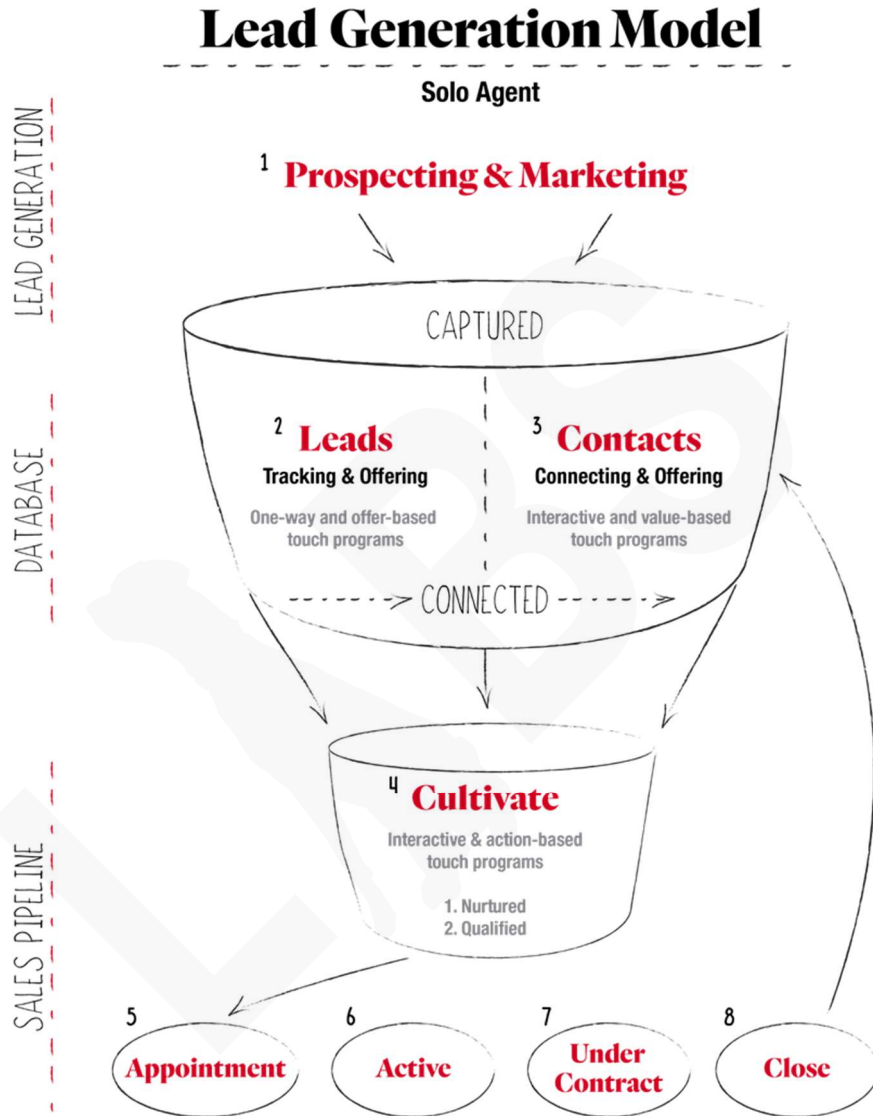
### ① Honor Consumers' Requests

Never call a number on the Do Not Call Registry. And honor an individual's request to be added to your internal DNC list.

### ① Limited Exceptions

Federal law allows telemarketing calls to be made in very limited circumstances. Contact a lawyer prior to using an exception to ensure it applies.

# Overview: The Lead Generation Model



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# Video: Lead Generation

- Why is lead generation important?

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- What is the goal of lead generation?

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- How do you think lead generation looks like for successful agents?

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- How do you prefer to work with people? How do you think that affects your lead generation efforts?

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# Part One: Lead Generation

## Be Prospecting Based and Marketing Enhanced

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### Prospecting

#### PHONE OR FACE-TO-FACE

- |                               |                             |   |
|-------------------------------|-----------------------------|---|
| 1. FSBOs (For Sale By Owners) | 8. Apartments               | 15. Client parties                        |
| 2. Expired listings           | 9. Corporations             | 16. Networking events                     |
| 3. Just sold homes            | 10. Builders                | 17. Social functions and community events |
| 4. Just listed homes          | 11. Banks                   | 18. Seminars                              |
| 5. Past clients               | 12. Third-party companies   | 19. Booths at events                      |
| 6. Allied resources           | 13. Investors               | 20. Teaching and speaking opportunities   |
| 7. Geographic farm area       | 14. Door-to-door canvassing | 21. Kiosks in high-traffic areas          |

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### Marketing

#### ADVERTISING

1. Newspapers
2. Personal vehicles
3. Magazines
4. Bus stop benches
5. Signs/Directional signs
6. Name badges/Logo shirts
7. Billboards
8. Yellow Pages
9. Grocery carts
10. Moving vans
11. Brochure boxes
12. Car signs

#### BROADCAST

1. Ads
2. Productions
3. Voice
4. E-mail

#### ONLINE

1. Pay-per-click advertising
2. SEO
3. Social media
4. Portals

#### FARMING

1. Geographic
2. Demographic

#### DIRECT MAIL

1. Postcard campaigns
2. Special events cards
3. Expireds/FSBOs
4. Just-sold/Just-listed cards
5. Market updates

#### PROMOTIONAL ITEMS (MAGNETS, CALENDARS ...)

#### PR

1. News releases
2. Advice columns

#### SPONSORSHIP

1. Open house event
2. Your charity
3. Community events

# Part Two: Database

## Touch Campaigns

Use touch campaigns to stay top-of-mind with your database (your leads and contacts).

LEADS		
<p>Captured prospects are people who you have the right to at least have a one-way conversation with.</p>	<p><b>TOUCH CAMPAIGN:</b> 19 to Connect</p>	<p><b>4 Touches</b> Quarterly phone call <b>12 Touches</b> Monthly e-mail, newsletter, market report, video <b>2 Touches</b> Promotional direct mail, such as a magnet, calendar, market report, etc. <b>1 Touch</b> Annual event, party, movie screening, get-together</p>
CONTACTS		
<p>Connected prospects are connected by permission or because you know them. They are interactive and value based.</p>	<p><b>TOUCH CAMPAIGN:</b> 36 to Convert</p>	<p><b>4 Touches</b> Telephone calls <b>26 Touches</b> Bi-weekly email offering some type of information of value to the consumer <b>2 Touches</b> Events, get togethers, parties <b>4 Touches</b> Promotional direct mail, such as a magnet, calendar, market report, etc.</p>



# Turn Aha's to 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?

