



Module 1: "Get Business NOW" System

BEFORE YOU START: Have you completed Module 0 yet? If NOT, please make sure to complete that first.

Purpose: Give you SYSTEM that you can implement right now to generate both sellers and buyers.

GOAL: Use the tools you currently have access to: THE MLS

OPTIONAL: We'll show you how to put it all on auto pilot by giving these training to your assistant, team agent, or even a virtual assistant.

We're going to be using some special queries to pull leads out of the MLS like magic.

The MLS

It FREE

Has a "Canned Response" function, you don't have to type your responses every time you get a lead. You just simply click a few buttons

You want to separate your "marketing inbox" with your regular inbox so it doesn't get confusing.

Tools: Email Service Provider: We'll be using GMAIL for these campaign

We'll be using mailchimp.com (free)

OPTIONAL: You can use a "email blaster" to scale but it is NOT necessary.

GOAL

At the end of this module you'll be able to use a tool that every real estate agent has access to but doesn't utilize to the max. This strategy will allow you to create seller and buyer leads out of thin air and the only investment is your time working the leads. PLEASE make sure to run BOTH campaigns before you go into the next modules.

CAMPAIGN#2: Buyer Blitz Campaign (AKA Get Pocket Listing Campaign)

How to Mine For Pocket Listings Using the MLS

GOAL: You'll be able to find agents who have "pocket listings" or "listings they are about to get". This way you can send this deal to your buyer before it's on the MLS.

If you have a buyer who is ONLY looking in one area you should only run it in that area the buyer is interested in.

RECOMMENDATION: Run this campaign once a week depending what type of buyer you are working with. If you have an investor who buys multiple properties you can run this every week.

How to use the other agents listings to build your buyer list.

GOAL: You'll be able to find agents who will allow you to do "open houses" so you can drum up buyers who walk in.

If you have multiple buyers you can rotate the campaigns to "different" areas

RECOMMENDATION: Run this campaign AT LEAST once a month. You can do the open house yourself (which we recommend) OR have your assistant/team agent do it.

CAMPAIGN #1: Open House Blitz Campaign