

REALTOR THEME DAYS

WHAT TO DO & WHEN TO DO IT
WITH EACH PART OF YOUR BUSINESS

MONDAY

TOP 50 VIPs

- 1.** Create Top 50 List
- 2.** Call 12 every Monday
- 3.** Birthday Program
 - Cards
 - Gifts (Fun & Personal)
 - Food
- 4.** Categorize as A, B or C
 - (A = 4+ Units / Year)
- 5.** Monthly Happy Hour
- 6.** Send Video Letter of the Heart (LOTH)

TUESDAY

STATUS UPDATES

- 1.** Call all Buyers & Sellers under Contract
 - Ask for CCRs
- 2.** Call all Sellers in Process
- 3.** Closing Gifts for Buyers

WEDNESDAY

HOT LEADS

- 1.** Close for an appointment
- 2.** Send Evidence of Success (EOS) every month
- 3.** Email Video about the market every month

THURSDAY

TOP 50 PAST CLIENTS

- 1.** Create Top 50 List
- 2.** Call 12 per week
- 3.** Birthday Program
- 4.** Monthly Happy Hour
- 5.** Annual Client Appreciation Event
- 6.** Monthly Letter of the Heart (LOTH)

400 PAST CLIENT DATABASE

- 1.** Call 1 Letter per week
- 2.** Birthday Program
- 3.** Annual Client Appreciation Event
- 4.** Monthly Letter of the Heart (LOTH)

FRIDAY

NEW BUSINESS PEOPLE & BUILDERS

- 1.** Call 10 businesspeople & 2 builders per week
- 2.** F2F with 2+ per month
- 3.** Add to Database
- 4.** Birthday Program
- 5.** Monthly Happy Hour
- 6.** Monthly Letter of the Heart (LOTH)
- 7.** Attend 2 business events every month