Listing “VULCAN” Prospecting Schedule

8-8:15 am: Role Play/Affirmations

8:15-11:15 am: Lead Gen:

Vulcan Calls – new expireds/FSBOs; follow up with expireds/FSBOs not reached in last 2 weeks

11:15-11:30 am: Break

11:30-12:30 pm: Handwritten notes and/or Expired packets to prospects who were on the fence; Add new leads into Infusionsoft and put on call/email campaign

12:30-1:30 pm: Lunch

1:30-3:30pm: Lead Gen:

F/U with “B” and “C” Expired/FSBOs; Expireds/FSBOs not reached, Old Expireds/FSBOs

3:30-3:45 pm: Break

3:45-4:30 pm: Handwritten notes and/or Expired packets to prospects who were on the fence; Add new leads into Infusionsoft and put on call/email campaign

4:30-4:45 pm: Discuss AHAs for the day; Challenges

4:45 pm-5 pm: Enter numbers into KDNA

\*Once a week and/or when we have a great story to share: Circle prospecting for listing leads – (ex) we just sold a home down the street in X days for List Price!

Listing “SmartZip/RedX” Prospecting Schedule

8-8:15 am: Role Play/Affirmations

8:15-11:15 am: Lead Gen:

SmartZip – newest web leads; follow up with leads not reached from previous days/weeks

RedX/Vulcan – Old Expireds (12 months ago or greater)

11:15-11:30 am: Break

11:30-12:30 pm: Handwritten notes and/or Expired packets to prospects who were on the fence; Add new leads into Infusionsoft and put on call/email campaign

12:30-1:30 pm: Lunch

1:30-3:30pm: Lead Gen:

F/U with “B” and “C” seller leads; Glen Beck / Dave Ramsey – contact follow up ‘seller’ leads and older ‘seller’ leads

3:30-3:45 pm: Break

3:45-4:30 pm: Handwritten notes and/or Expired packets to prospects not reached or on the fence; Add new leads into Infusionsoft and put on call/email campaign

4:30-4:45 pm: Discuss AHAs for the day; Challenges

4:45 pm-5 pm: Enter numbers into KDNA

\*Once a week and/or when we have a great story to share: Circle prospecting for listing leads – (ex) we just sold a home down the street in X days for List Price!

Buyer Lead Prospecting Schedule

8-8:15 am: Role Play/Affirmations

8:15-11 am: Lead Gen:

Respond to newest lead emails and calls (check Zillow and Real Geeks websites – add brief notes to show they have been handled)

Follow up with buyer leads not yet reached from previous days/weeks

11-11:15 am: Break

11:15-12 pm: Lead Gen:

Continue to answer calls / follow up with web leads and leads not yet reached

12-1 pm: Lunch

1-2 pm: Lead Gen:

Continue to answer calls / contact “B” and “C” buyer leads

2-3 pm: Lead Gen:

Contact Sphere; Glen Beck and/or Dave Ramsey follow up and/or older ‘buyer’ leads; Follow up with lease leads/clients with 3 mos or less left on lease

3-4 pm: Infusionsoft campaign management – add non Real Geeks leads to Infusionsoft and tag to EY campaign

4-5 pm: Send handwritten notes (if we have their address) to buyer leads; set up leads on Client Gateway (as needed); send home(s) and lender information to buyer prospects

\*Once a week and/or for new listing or open house: Circle prospecting for buyer leads