



## **SURVIVAL PLAN**

### **When is it time to use the Survival Plan?**

1. When you are having a temporary (30 to 60 day) cash flow issue.
2. When you are struggling financially and have \$0 cash reserve.
3. When have nothing pending currently.
4. When you are 'List-less,' as in you have zero listings.
5. When you are recovering from a big financial hit for whatever reason.
6. When you have extra bills you hadn't planned for.
7. When you just lost some deals you were counting on for income.
8. When you're in 'rebuilding' mode for whatever reason.

**Secret:** This plan is not just for new agents. Even top producers and seasoned veterans have to use the Survival Plan from time to time. The aim of this coaching program is to help you become a strong enough businessperson and real estate agent is so you don't have to use the Survival Plan very often, and perhaps you will never use it again once you've taken action and implemented the training. Meanwhile, USE THE PLAN.

### **SURVIVAL PLAN RULES**

1. Follow the plan. It is a temporary, 30 to 90 day survival plan. It is not the rest of your life. When you follow it, you'll be able to get out of Survival Mode more quickly.
2. Do not pick and choose what you're going to implement. Do all of it.
3. Do not try to reinvent the wheel. Just do the work and be in action.
4. Do nothing but dollar productive activity during Survival Mode.
5. Do not spend even more money you don't have during Survival Mode.
6. Get an accountability partner to help support you as you work through this.
7. Commit to working five days a week for eight hours daily in real estate. More is okay. You do not have the luxury of excuses or poor time management. Just get to work.
8. Do not associate with anyone negative, starting now!
9. Remind yourself daily that this is only temporary and you are taking action.
10. Ask for help when you need it.

## THE PLAN

**This plan will create three new listings, three new buyers, three pendings and three closings in the next 90 days or less as long as you implement 100% of the plan. Often our students get immediate results, in 30 days or less so ask for help if you get swamped!**

1. **Make a list of 100 Past Clients, Centers of Influence contacts, professional associates, neighbors and friends.** Put this into an organized database. Outlook is free, or you're probably already paying for Top Producer, so use it.
2. **Speak with five people from your list per day**, no matter what. Use the simple Past Client/Center of Influence Script or the FORD script, both of these can be found on this website under **Scripts**. When you do this five days per week, you will have spoken with 100% of your list every 30 days. Ask for referrals. Get their email addresses. This alone usually jumpstarts your lead generation but don't ignore the rest of the plan.
3. **Hold Open Houses** – Every weekend until you have three, preapproved or cash buyers with nothing to sell, who are motivated and cooperative. Hold your own listings open or borrow from other agents or your broker. The best open houses are in first time buyer neighborhoods with good curb appeal that are easy to find (not gated if you can avoid it). Use ten directional signs, a sign in book, and door knock the neighborhood for a minimum of one hour prior to the open. Follow up on all open house leads the same evening and set appointments as soon as possible with those not already working with an agent.
4. **Follow up on 100% of your existing leads.** New, old, questionable, it doesn't matter what the source was, call all of them and ask for an appointment if they are not already working with someone and have the right motivation. Never, ever end the day, from this point forward, without following up on 100% of your leads. This includes Internet leads, direct referrals, sign calls, ad calls, etc.
5. **Call 100% of Expired listings in the areas you work.** Call new expirers, 30, 60 and 90-day-old expirers. Door knock the best ones. This should amount to a minimum of five contacts daily, between new contact and expired follow up from previous day's contacts.
6. **Register with our recommended BPO companies** and start doing BPOs for the sake of immediate cash flow, this means gas money, grocery money, etc. BPOs can and often do lead to bigger and better income but in the mean time they can pay part of your basic needs. If you already do BPOs then call all existing BPO schedulers and ask for your volume to be increased.
7. **Sign up with [www.AgentMachine.com](http://www.AgentMachine.com)** 25% referral fee for closed leads, no ongoing fees.
8. **If you have existing listing inventory, sign up with [www.1800homehotline.com](http://www.1800homehotline.com)** immediately and implement on all listings for \$37/month. You'll make well more than that almost immediately.
9. **Create a simple flyer** asking other agents for referrals of their overflow buyer leads, short sale leads, or any other opportunities they are too busy to handle. Distribute your flyer to all agents in your office and surrounding offices regardless of the brokerage.
10. **Price reduce all listings** by 5% every two weeks or ten showings until they sell.
11. **Get help** on your pending short sales (if applicable) by calling HREU!
12. **Print this plan and use it** whenever you feel nervous about where your next check is coming from!
13. **Lather, rinse, and repeat** until you have at least three active buyers, three new listings, three pendings and three closed transactions.