



***mo*mentum** SM
MAXIMUM RESULTS

AGENT TRAINING
Marketing Boot Camp

THE PURPOSE OF THE MOMENTUM PROGRAM

As a RE/MAX Affiliate, you're a member of the most professional, most productive real estate network in the world.

There are many decisions you must make each and every day to run a successful business. The Momentum program provides basic information to help you. Please note: The Momentum program and materials are designed as a resource to reference. The suggestions made within are not mandatory.

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MARKETING BOOT CAMP

Course Overview

PURPOSE:

To teach proven approaches for effectively leveraging existing working relationships.

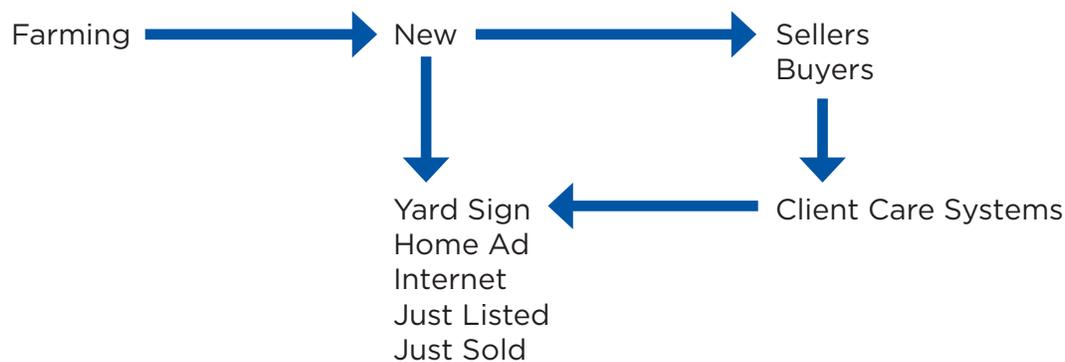
EXPECTATION:

After this class you should be confident enough to market working relationships with a win-win attitude.

RESULT:

Numerous additional closings

PLAN:



STRATEGY:

Various

RELATED CLASSES:

- Relevant Prospecting Boot Camp
- Listing Conversion
- Buyer Conversion
- Client Care Boot Camp

SUMMARY:

Marketing Boot Camp teaches four very intentional and proven approaches for creating additional working relationships. Methods covered include yard signs/home ads, just-listed and just-sold campaigns and geographic farm areas. Plans, scripts and tools are provided.

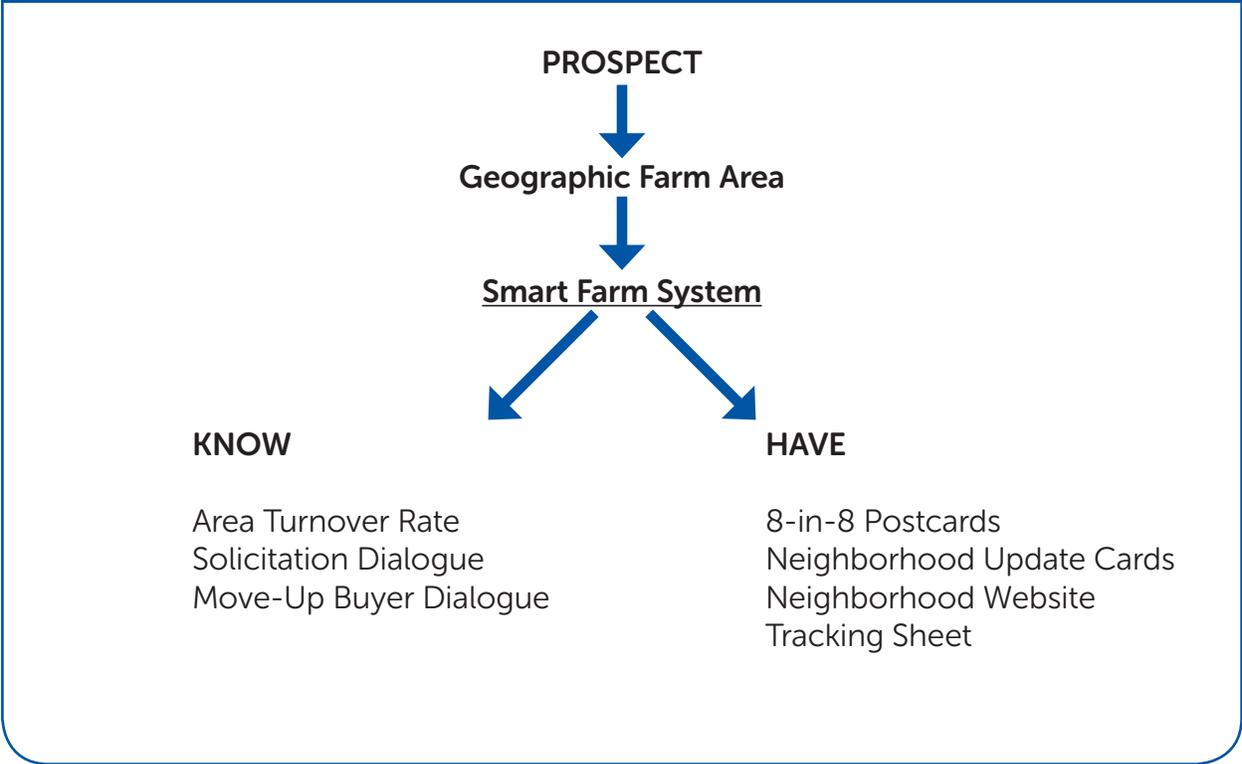
THE FINANCIAL CONSEQUENCES

The financial security of a prospector who's patient and systematic!

SMART FARM					
Year	1	2	3	4	5
New Prospects	250	313	562	1,500	3,563
Total Prospects	250	563	1,125	2,625	6,187
Total Mailers	3,000	6,756	13,500	31,500	74,244
Cost/Mailer	.50	.50	.50	.50	.50
Total Investment	\$1,500	\$3,378	\$6,750	\$15,750	\$37,122
Conversion Rate	1%	1%	1.25%	1.25%	1.25%
Transactions	<u>3</u>	<u>6</u>	<u>14</u>	<u>33</u>	<u>77</u>
Avg. Sales Price	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
Commission Rate	3%	3%	3%	3%	3%
GCI	<u>\$13,500</u>	<u>\$27,000</u>	<u>\$63,000</u>	<u>\$148,000</u>	<u>\$346,500</u>
Reinvestment %	25%	25%	25%	25%	

FARMING PLAN

THE "KNOW, DO AND HAVE" OF SMART FARMING



"SMART" FARM BASICS

WHY TO MAIL

1. You need lead generation "systems" working in your business even when you are not.

NOTE:

A **downward shifting** market provides a great opportunity to establish the No. 1 position in a farm area simply because a lot of agents are either going out of business or are drastically reducing their expenses.

WHAT TO MAIL

Neighborhood Update Postcards

NOTE:

1. 8-in-8 Listing Postcards can be mailed in advance to increase conversion rate.

WHERE TO MAIL

Choose a neighborhood that ...

1. Has a "potential" turnover rate of 5% or greater (total **active listings** for previous 12 months ÷ total homes in neighborhood)
2. Is conducive to the average sales price you desire
3. Is not currently "dominated" by another agent

HOW TO MAIL

1. Start by sending 8-in-8 Postcards to ALL new prospects
2. Follow 8-in-8 with Neighborhood Update Postcards
3. Consistently add new prospects by reinvesting at least 25% of the funds received from farm-related transactions

WHEN TO MAIL

1. 8-in-8 Postcards - Mail 1 card per week for 8 weeks (only if additional funds are available)
2. Neighborhood Update Postcards - Mail 1 card per month forever (beginning in the 3rd month)

NEIGHBORHOOD UPDATE CARDS

The less information the card contains, the more likely it is to be read!

Always mail **postcards** to your farm area because unsolicited envelopes rarely get opened. Postcards also allow “other eyes” to view the content.

Postcards should have a **consistent**, professional appearance and be created around **your** business image.

SUBDIVISION NAME	
August Activity	
<u>Homes Sold</u> 5	<u>Homes Available</u> 10
<u>Average Sales Price</u> \$325,000	<u>Average List Price</u> \$337,000
For more details or answers to any of your real estate questions, please call xxx-xxx-xxxx.	

NOTE:

To increase your results, mail just-listed/sold **summary cards** to your farm area **quarterly**, summarizing all of your transactions from the previous three months. Such information validates productive behavior and communicates a very powerful message.

QUARTERLY FARMING POSTCARD

Advanced Approach

Once you've firmly established yourself as one who gets **superior results** in a neighborhood, you should market those results periodically with self-promoting postcards. (Quarterly cards are **added** to monthly mailings.)

Why List with SUSIE REALTOR?			
The Results Speak for Themselves:			
	LISTINGS SOLD	SALES PRICE TO LIST PRICE RATIO	AVERAGE DAYS ON MARKET
Susie Realtor	99%	98.3%	63
Area Average	73%	87.8%	142

Susie's unique approach made all the difference! We've tried other Realtors but none compare to Susie. She's the BEST! - Sally Seller

The above results are not by coincidence; they are BY DESIGN!

Susie Realtor uses a unique, 7-step strategy to ensure all her listings SELL!

Contact her today and learn the true difference between being listed and being SOLD!

713-555-0421 susie.realtor@domain.com

The above postcard also serves as a great marketing mailer to your network and/or farm area.

BOTTOM LINE:

Sellers want to work with agents who get superior results!

NEIGHBORHOOD FARMING DIALOGUE

Quarterly calls should be made to all residents of your farm area to sustain a recognizable and dominant presence.

QUARTERLY CALL (This call should be made to all residents receiving mailers):

Hi, this is _____ with RE/MAX _____, and I am simply calling around the neighborhood to see if you may know anyone at this time who's interested in buying or selling real estate.

Have you been receiving my monthly postcards?

Do you find the information beneficial?

What other information would you find helpful?

Have you ever considered selling your home?

Thanks for your time, and I hope you have a great day!

MOVE-UP BUYER CALL (This call can be made to any suitable neighborhood):

Hi, this is _____ with RE/MAX _____, and since interest rates are near an all-time low, I am simply calling to ask if you are interested in leveraging yourself into a new home?

“I would have to sell my home first.”

It would be my pleasure to help you with the sale of your home, but before I come out, I need to ask you a few questions so I can prepare a proper set of pricing tools. (Go to Pre-Listing Questionnaire)

If “No”:

Do you know anyone at this time who would like to take advantage of the low interest rates?

NEIGHBORHOOD WEBSITES

Advanced Approach

Simple neighborhood websites serve as virtual newsletters and are a great way to **add value** to area residents.

NOTE:

Properly maintained neighborhood websites are **time-consuming** and should be considered only after hiring a full-time marketing coordinator.

NEIGHBORHOOD WEBSITE CONTENT

Buy a neighborhood domain name (.info or .org will suffice)

Include:

Interesting and valuable real estate articles/information

Neighborhood pricing updates

The tax advantages of "moving up"

Property tax information (average assessment values)

How to contest property taxes

Mortgage information

Updated vendors list

Personal advertisements/testimonials

Your personal listing/selling statistics

Free "lists" (must include personal information to receive list)

Inspirational stories

Recipes

Neighborhood activities you conduct (food drives, Halloween parties, block parties)

BOTTOM LINE:

Make the website the go-to place for neighborhood real estate information.

THE FINANCIAL CONSEQUENCES

The financial security of an effective marketer!

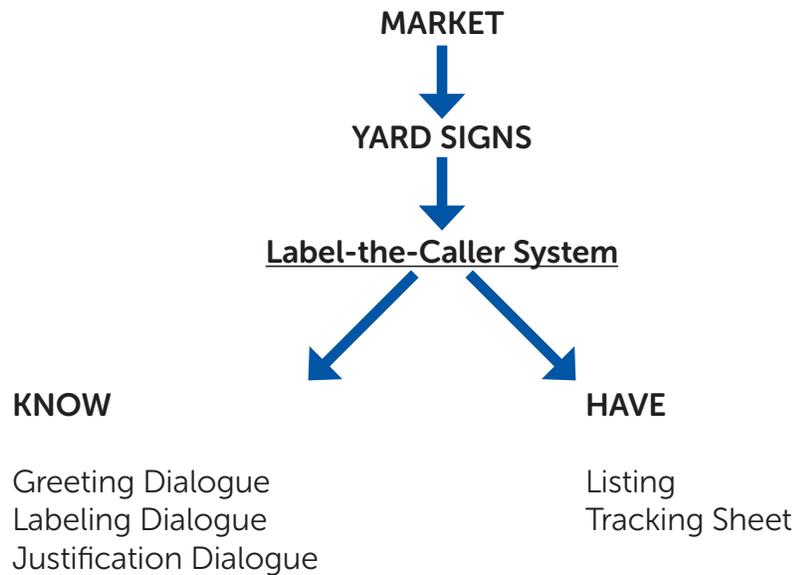
PROPERTY CALLS			
	Consistent (Phase 1)	Efficient (Phase 2)	Proficient (Phase 3)
Listings	20	40	80
Calls per Listing*	10	10	10
Total Talks	200	400	800
Set Rate	15%	20%	25%
Total Set	30	80	200
Show-up Rate	50%	60%	70%
Total Meetings	15	48	140
Conversion Rate	45%	55%	65%
Total Closed	7	26	91
Average GCI			
Total Income			

* Calls per Listing = Total number of inquiries per life of listing.

PROPERTY CALL PLAN

Successful people possess goals, plans and strategies!

THE "KNOW, DO AND HAVE" OF PROPERTY CALLS



CHECK YOUR ATTITUDE

Before proceeding, a quick review of the **core beliefs** is in order.

CORE ENTREPRENEURIAL BELIEFS

1. There is no growth without discomfort!
2. **I live in a world of abundance!**
3. The market does not and will not determine my income!
4. **My only limit is time!**
5. **Focus is the key to success!**
6. **I reap what I sow!**
7. **Success stems from duplicable processes and systems!**
8. **It is unacceptable for my business to earn \$0!**
9. People have lived before me!
10. Leverage is the key to abundance!
11. **It's win-win or no deal!**
12. Cost is only an issue in the absence of value!

REAL ESTATE SALES BELIEFS

1. Real estate sales is a get rich business!
2. Real estate sales is basic!
3. Real estate sales is a task business!
4. I will not convert 100% of the leads I do not generate!
5. **People will trust and follow what I can logically and tangibly explain!**
6. **It's unacceptable to leave the client's money on the table!**

BUYER BELIEFS

1. **Time reveals all!**
2. **Motivated, qualified and loyal people buy homes!**
3. **Having a process reduces the risk that comes with buyers!**
4. **If they won't meet me, they are not a buyer!**
5. **"A" buyers deserve my immediate time and attention!**

TYPICAL PROPERTY CALL DIALOGUE

Typical behavior reaps typical results!

DON'T BE TYPICAL!

- Typical:** Hello ...
- Caller:** "I'm calling about your listing on 123 Easy Street."
- Typical:** What would you like to know?
- Caller:** "How much are they asking for the home?"
- Typical:** The list price is \$150,000.
- Caller:** "How many bedrooms does the house have?"
- Typical:** That home has four bedrooms.
- Caller:** "OK, thank you."
- Typical:** No problem. (I never get any good buyer leads!)

Typical agents think the **only** goal of a property call is to provide information. Most do this hoping the answers given meet the needs of the caller and are resigned to disappointment upon realizing they rarely do.

The goal of an **effective property call** is not only to reveal information, but also to **label** exactly where the caller is in the home-buying process.

Therefore, when someone calls regarding a listing, your goal is to:

1. Answer any and all of their questions (reveal information)
2. Identify exactly where they are in the buying process (label the caller)
3. Close and/or follow up accordingly (take appropriate action)

PROVIDING INFORMATION

Your first obligation is to provide the caller with the information they seek!

If someone is calling you for information about a property, chances are good that they are also **calling other agents**. Thus, the way you answer the phone and converse with callers is a great opportunity to **distinguish yourself** from the competition.

When answering the phone, sound **positive and upbeat**. Callers must perceive that you **sincerely** want to help.

When answering caller questions, always follow your answer with a **question**. This approach keeps you in control and the caller engaged.

KEEP THE CALLER ENGAGED BY STAYING CURIOUS

Caller: “I’m calling about your listing on 123 Easy Street.”

You: Yes, **that’s a great property**. What would you like to know?

Caller: “How much are they asking for the home?”

You: The list price is \$150,000. **Does that fit your price range?**

Caller: “Yes. How many bedrooms does the house have?”

You: That home has four bedrooms. **Are you looking for a four-bedroom?**

Caller: “No, we only need three bedrooms.”

NOTE:

If the home meets the first three caller needs, move directly to the labeling phase by saying, “This home sounds like a great option for you. May I ask how you are going about finding your new home?”

Keep providing the caller with information and re-engaging until you hear **“No.”**

Upon hearing “no,” you must **immediately** switch roles from information giver to **labeler** by asking the caller, “Are you currently in the market for a new home?”

CALLER IS READY TO BUY

“Yes” and “Using No Process”

Once relevant information has been provided, you must **label the caller** by asking:

Are you currently in the market for a new home?

Caller: “Yes”

How are you going about finding your perfect home?

IF THEIR ANSWER IMPLIES THEY ARE NOT BEING INTENTIONAL, SAY ...

How would you like to use a **proactive process** that will ensure you get the home you want and want the home you get?

“What would that entail?”

It would **begin** with us getting together for about an hour so I can uncover exactly what you need in your next home, define your financial comfort zone, and thoroughly discuss the roles and expectations we would have of one another in a successful working relationship.

Does that sound like an approach that could benefit you?

If “Yes”: I have tomorrow at 2:00 open. Does that work for you?

If “No”: Share with me why you feel that way. (Advanced)

NOTE:

This dialogue demonstrates an **eagerness to help**, which is highly attractive – and missing – in most buyer agents!

If they immediately see a benefit in working with you, then:

1. Book appointment for first meeting
2. Write and mail thank-you card
3. Call 4 hours prior to appointment to confirm

JUSTIFICATION DIALOGUE

You may be required to justify your reasons for getting together!

Time is limited, so you must choose to invest it in **vital** activities only. Consistently emailing information to **behaviorally unwilling** buyers is a **high risk** venture and a hot-stove issue! Remember, serious buyers **behave** like serious buyers!

"CAN'T YOU JUST EMAIL ME THE INFORMATION?"

Consultant: Do you not see a benefit in us getting together?

Prospect: Other agents don't have me do this! (Choice)

Consultant: Exactly! Understand that I'm a real estate consultant and am **extremely serious** about what I do. I don't do this part time. I run a business, and I'm not just in the business of showing houses. I'm in the business of satisfying needs! (Advanced)

I have a **process** that I use with **all** of my clients. Therefore, what we need to do **before** I start emailing you information is to define your perfect home, make sure the homes we consider fall well within your financial comfort zone, and thoroughly discuss our roles and expectations in a successful working relationship.

I believe the best approach when investing a large sum of money is to operate as an **intentional and proactive team**. Wouldn't you agree? (Can go immediately to this phrase.)

If "Yes": Great, I have 2:00 tomorrow available. Does that work for you?

If "No": NEXT! (Don't step over dollars to pick up dimes.)

A MORE DIRECT APPROACH

Advanced Dialogue

ANOTHER WAY TO JUSTIFY A FIRST MEETING IS TO SAY ...

In regards to your next home ...

Is it important that you make an informed, intelligent decision?

Is it important that you take a proactive approach rather than a reactive one?

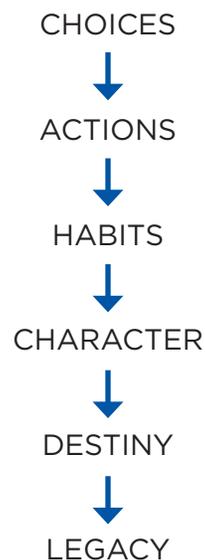
Is it important that you get the home you want, and more importantly, want the home you get?

Is it important that you make a logical decision rather than one based entirely on emotion?

If “Yes”: Then shouldn't we use a **proactive process** that will guarantee these things?

If “No”: Next! (You live in a world of abundance!)

REMEMBER:



LOOKER IS WORKING WITH ANOTHER AGENT

“Yes” and “Working With an Agent”

Consultant: Are you currently in the market for a new home?

Looker: “Yes!”

Consultant: How are you going about finding your perfect home?

Looker: “**We are working with an agent.**” (Choice: Advanced proceed)

Consultant: What **process** are you using to guarantee you get the home you want, and more importantly, want the home you get?

Looker: “I’m not sure what you mean.”

Consultant: Did your agent invest time on the front end defining your perfect home, making sure of your financial parameters and thoroughly discussing the roles and expectations necessary for a successful working relationship?

Looker: “No!” or “Yes, I guess she did.”

Consultant: Would you see **value** in being more intentional and proactive in your approach?

Looker: “Yes!”

Consultant: Did you sign anything with the agent?

Looker: “No!” (If “Yes,” **stop** the dialogue and wish them the best.)

Consultant: Would you be open to meeting with me so we can begin a more **focused** approach?

Looker: “Yes!”

Consultant: I have tomorrow at 2:00. Does that work for you?

CALLER IS NOT A BUYER

“No, I’m not in the market for a new home.”

Consultant: Are you currently in the market for a new home?

Caller: “No.”

Consultant: So what initiated your call today?

Caller: “Just curious.”

Consultant: Do you currently own a home?

Caller: “Yes.”

Consultant: Have you ever thought about selling it?

Caller: “No.”

Consultant: **Do you know** anyone who is interested in buying or selling?

Caller: “No one at this time.”

Consultant: It was a pleasure speaking with you. If I can ever be of service to **you or anyone you know**, please don’t hesitate to call. Thanks for your time and I hope you have a great day!

REMEMBER:

If they say “no,” you must say **NEXT!**

CALLER IS NOT CURRENTLY READY TO BUY

"Just Looking."

Consultant: Are you currently in the market for a new home?

Caller: "We're just looking right now," or "I don't think we're ready to buy."

Consultant: When do you think you will be ready to buy?

Caller: "2-12 months."

Consultant: What's important to you about waiting _____ months? (Listen to answer and respond appropriately.)

Consultant: Would you mind if I stayed in touch with you through the mail as well as with a phone call now and then? That way, when you're ready to buy, we can virtually assure you'll find a home that meets your specific needs."

Caller: "That would be fine!"

Consultant: Super! May I have your mailing address and phone number?

Caller: "Yes."

Consultant: It was a pleasure meeting you, and I look forward to visiting with you in the near future. Thanks again for calling and have a great day!

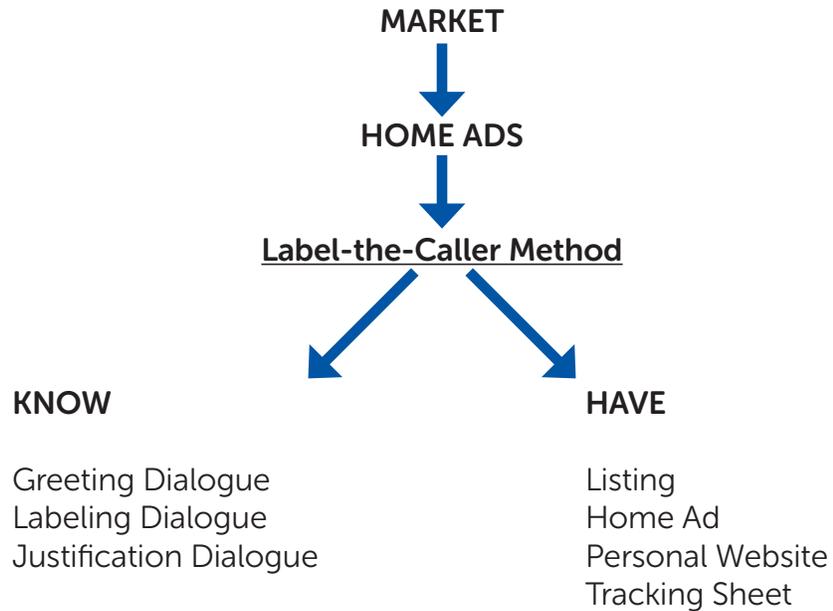
REMEMBER:

Serious buyers **behave** like serious buyers!

PROPERTY CALL PLAN

Wealthy people possess goals, plans and strategies!

THE "KNOW, DO AND HAVE" OF PROPERTY CALLS



DIRECT RESPONSE MARKETING

A great way to make your phone ring is by running ads on craigslist.com and offering free information reports. Craigslist is also a great place to advertise individual listings.

EXAMPLES

FIRST-TIME BUYERS

Why rent when you can own?
Free list of homes that are available
for under \$1,200/month!

Call now!

HOMES UNDER \$150,000

Houston-area bargains!
Free list with pictures
of homes for sale!

Call now!

FIRST-TIME HOME SELLERS

Free Report

100 Ways to Sell Your Home
Fast and for More Money!

Call now!

FIXER UPPER

Bargains & Low Prices!

These homes need work

Free list with pictures

Call now!

You can also direct people to a website where they can download the free reports and/or lists. To receive the report/list, the visitor must register. This allows you to build very specific databases for future target marketing.

NOTE:

Your ads should reflect your goals. The more vague the ad, the more calls you will receive.

ACCOUNTABILITY IS THE KEY

“What gets measured gets done!” – Peter Drucker

Use the following sheet to track **calls** received from yard signs, home ads and websites.

Week: _____

DAY	CALLS	SETS	MEETINGS	LISTINGS	BUYERS
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					
TOTAL					

DEFINITIONS

- Call:** Call resulting from marketing source
Set: Specific date and time established for listing or buyer meeting (not potential)
Meeting: Face-to-face listing conversation with seller or buyer (not phone presentation)
Listing: Signed listing agreement (not empty promises)
Buyer: "A" buyer in the process (not empty promises)

THE FINANCIAL CONSEQUENCES

The financial security of a proactive marketer!

JUST-LISTED CAMPAIGN			
	Consistent (Phase 1)	Efficient (Phase 2)	Proficient (Phase 3)
Listings	20	40	80
Touches/Listing*	275	275	275
Total Touches	5,500	11,000	22,000
Set Rate (Buyers)	.25%	.30%	.35%
Total Set	14	33	77
Show-up Rate	50%	60%	70%
Total Meetings	7	20	54
Conversion Rate	45%	55%	65%
Total Closed	3	11	35
Average GCI			
Total Income			

* Touches/Listing = 25 Door Knocks, 50 Phone Calls, 200 Postcards

THE FINANCIAL CONSEQUENCES

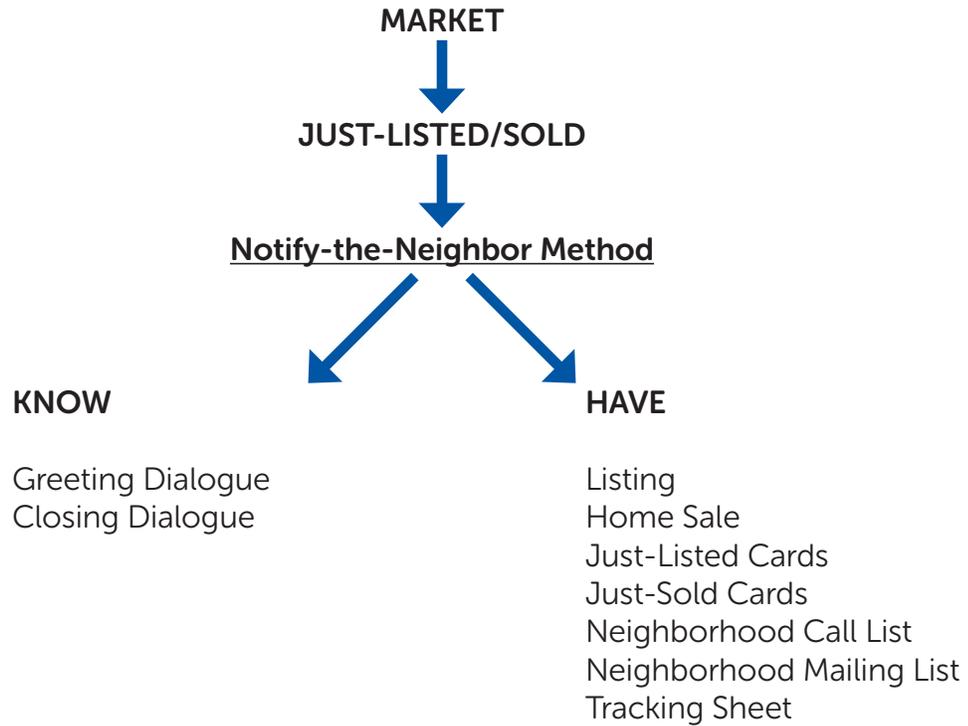
The financial security of a proactive marketer!

JUST-SOLD CAMPAIGN			
	Consistent (Phase 1)	Efficient (Phase 2)	Proficient (Phase 3)
Closings	20	50	125
Touches/Closing*	275	275	275
Total Touches	5,500	13,750	34,375
Set Rate (Sellers)	.25%	.30%	.35%
Total Set	14	41	120
Show-up Rate	70%	80%	90%
Total Meetings	10	33	108
Conversion Rate	50%	70%	85%
Total Listings	5	23	92
Sales Percentage	50%	67%	90%
Total Sold	3	15	83
Average GCI			
Total Income			

* Touches/Closing = 25 Door Knocks, 50 Phone Calls, 200 Postcards

JUST-LISTED/SOLD PLAN

THE "KNOW, DO AND HAVE" OF PROPERTY CALLS



JUST-LISTED DIALOGUE

25+ DOOR KNOCKS AROUND NEW LISTING:

Hi, my name is _____ with RE/MAX _____, and I have just listed the Smith home at 123 Easy Street. **As an extra service** to the Smiths, I am visiting their closest neighbors to see if there is anyone you may know who is interested in buying a home in this neighborhood.

“No one!”

Here’s my card. If you happen to run across someone who would like to live in the neighborhood, please let me know. Thanks and have a great day!

Oh by the way, I listed the Smith home for \$350,000.

50+ CALLS AROUND NEW LISTING:

Hi, my name is _____ with RE/MAX _____, and I am calling to let you know that I have just listed the Smith home at 123 Easy Street. **As an extra service** to the Smiths, I am calling their neighbors to see if there is anyone you may know who is interested in buying a home in this neighborhood.

“No one!”

Again my name is _____, so if you happen to run across someone who would like to live in the neighborhood, please call me at _____. Thanks and have a great day!

Oh by the way, I listed the Smith house for \$350,000.

NOTE:

If phone numbers cannot be located, add at least 25 **more** door knocks.

JUST-SOLD DIALOGUE

25+ KNOCKS AROUND YOUR LISTINGS THAT SELL OR LISTINGS YOU SELL:

Hi, my name is _____ with RE/MAX _____, and I have just sold the Smith home at 123 Easy Street. During that process I have come across other buyers interested in your neighborhood, and I was simply wondering if you know anyone who is interested in selling?

“No one!”

Here’s my card. If you happen to run across someone who is interested in selling, please let me know. Thanks and have a great day!

Oh by the way, I sold the Smith home for \$350,000.

50+ CALLS AROUND YOUR LISTINGS THAT SELL OR LISTINGS YOU SELL:

Hi, my name is _____ with RE/MAX _____, and I have just sold the Smith home at 123 Easy Street. During that process I have come across other buyers interested in your neighborhood, and I was calling to see if you know anyone who is interested in selling?

“No one!”

Again my name is _____, so if you happen to run across someone who is interested in selling, please call me at _____. Thanks and have a great day!

Oh by the way, I sold the Smith home for \$350,000.

NOTE:

Notification should be made only **after** the transaction has closed and been funded! Also, if phone numbers cannot be located, add at least 25 **more** door knocks.

THE PHRASE THAT PAYS

Don't leave out the "**Oh, by the way ...**" because that's the lead generation phrase. (The phrase that pays!)

EXAMPLE

You: **Oh by the way**, I listed the Smith house for \$350,000.

Neighbor: "Really? I didn't know homes in this area brought that much!"

You: Some do! If you could get top-market value for your home, would you be open to selling?

Neighbor: "Yes, I probably would!"

You: Great! When would be a good time for me to come out and talk to you **about the value of your home?**

truth

If you are not having these conversations, you are leaving a lot of **YOUR** money on the table!

ACCOUNTABILITY IS THE KEY

“What gets measured gets done!” – Peter Drucker

Use the following sheet to track **calls** received from your farm area and around Just-Listed and Just-Sold properties.

Week: _____

DAY	DIALS	TALKS	SETS	MEETINGS	S OR B
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					
Sunday					
TOTAL					

DEFINITIONS

- Dial:** **Phone** attempt (not email, snail mail or social networking sites)
- Talk:** Voice-to-voice contact with **live** person (not answering machine)
- Set:** Specific date and time established for listing or buyer meeting (not potential)
- Meeting:** Face-to-face listing conversation with seller or buyer (not phone presentation)
- S or B:** S = Listing taken; B = Buyer Meeting #2 set (not empty promises)

WEEKLY FARMING AND MARKETING REPORT

Week of: _____

FARM AREA				
ATTEMPTS	SPOKEN WITH	PRESENTATIONS SET	PRESENTATIONS GIVEN	TRANSACTIONS (S or B)

JUST-LISTED				
ATTEMPTS	SPOKEN WITH	PRESENTATIONS SET	PRESENTATIONS GIVEN	TRANSACTIONS (S or B)

JUST-SOLD				
ATTEMPTS	SPOKEN WITH	PRESENTATIONS SET	PRESENTATIONS GIVEN	TRANSACTIONS (S or B)

SIGN CALLS				
CALLED YOU	SPOKEN WITH	PRESENTATIONS SET	PRESENTATIONS GIVEN	TRANSACTIONS (S or B)

AD CALLS				
CALLED YOU	SPOKEN WITH	PRESENTATIONS SET	PRESENTATIONS GIVEN	TRANSACTIONS (S or B)

WEBSITE				
WEB HITS	SPOKEN WITH	PRESENTATIONS SET	PRESENTATIONS GIVEN	TRANSACTIONS (S or B)