



***mo***mentum<sup>SM</sup>  
MAXIMUM RESULTS

**AGENT TRAINING**  
**Referral 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.

## **FOR ILLUSTRATION ONLY**

Certain sections of the Momentum materials illustrate how making changes to numbers, such as for costs and expenses, can financially impact an agent's business. These sections are meant to be illustrations only and are not intended to be an exhaustive list of costs that may impact your business or to be specific to your situation. RE/MAX, LLC makes no promises, representations or guarantees of any kind about the success or profitability of your operations.

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When cold calling, be aware of the requirements of the national (and, if applicable, state) Do Not Call Registry before placing calls. Additionally, be aware of federal and state laws regarding calling consumers before 8 a.m. or after 9 p.m.

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# REFERRAL BOOT CAMP

## Course Overview

### PURPOSE:

To teach a proactive approach for effectively staying “in flow” with people who know and like you.

### EXPECTATION:

After this class you should feel confident enough to solicit friends, family and past clients.

### RESULT:

Substantial increase in total revenue

### PLAN:



### STRATEGY:

33-Touch program

### RELATED CLASSES:

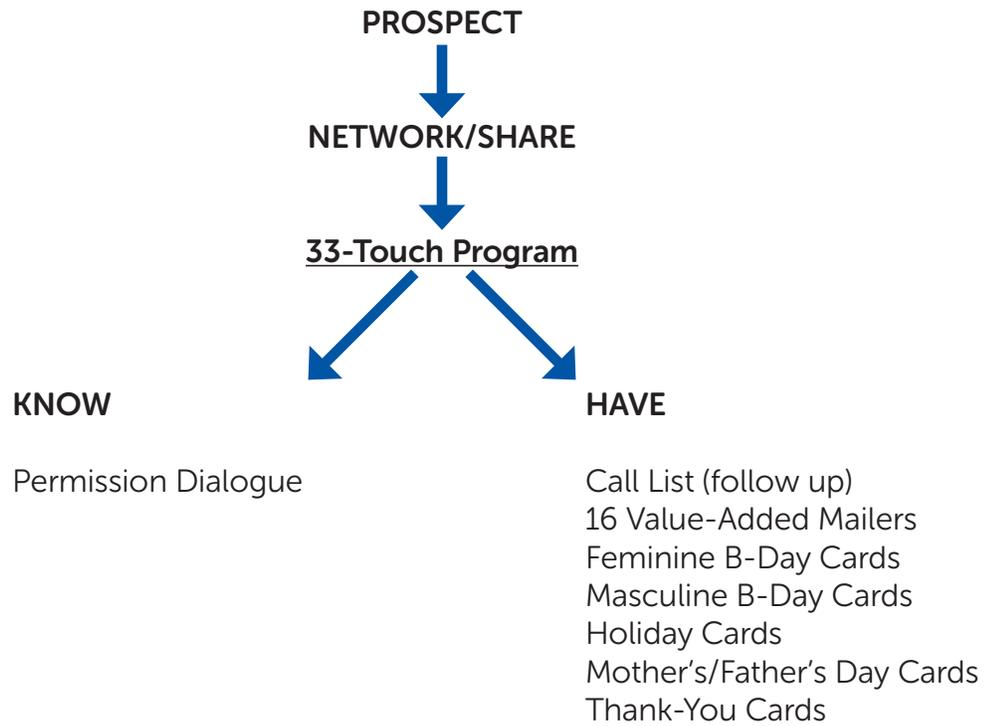
- Listing Conversion (conversation, pricing, objections)
- Buyer Conversion
- Marketing Boot Camp

### SUMMARY:

Referral Boot Camp teaches a unique 33-Touch program, which assists agents with increasing referral and repeat business. You’ll learn how to proactively stay “in flow” with friends, family and past clients through mailings, phone calls and social media. Plans, scripts and mailers are provided.

## NETWORK & SPHERE PLAN

### THE "KNOW, DO AND HAVE" OF THE 33-TOUCH PROGRAM



## **NETWORK MEMBERS**

**Everyone you know knows at least five people who will buy or sell this year!**

### **ADVOCATES**

People who:

- Know you
- Like you
- Are evangelical about you
- Wouldn't do business with anyone but you
- Wouldn't have anyone they know do business with anyone but you

### **FRIENDS/FAMILY/ACQUAINTANCES**

People who:

- Know you
- Like you
- Given the opportunity would do business with you
- Given the opportunity may do business with others

### **PAST/PRESENT WORKING RELATIONSHIPS**

People who have discovered what a working relationship with you is like:

- Buyers
- Sellers
- FSBOs
- Participants in all listing and buyer conversations

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### **NOTE:**

The 33-Touch program is not designed to create network members – it's designed to keep you "in flow"!

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# **THE 33-TOUCH PROGRAM**

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# CONSISTENT MAILERS

## 16 Touches

### The mailer must:

- Be professional in appearance
- Be of value to the recipient
- Be consistent (mailed every 21 days)

### Examples of proven mailers:

- Recipe Cards
- Home Ownership Tips/Articles
- Inspirational Stories (such as from *Chicken Soup for the Soul*)
- Newsletters containing:
  - Just-sold homes for the month
  - Sales-price to List-price ratio
  - Average days-to-offer and days-to-close
  - Book of the month
  - Recipe of the month
  - Quote of the month
  - Homeowner tip of the month
  - Inspirational story
  - Real estate article
  - Client of the month (most referrals)
  - Updates about you and your family

### NOTE:

Tier-1 agents should **not** consider monthly newsletters.

## **BIRTHDAY CARDS**

### **2 Touches**

- Birthday card to both husband and wife
- Send generic cards

## **MOTHER'S & FATHER'S DAY CARDS**

### **2 Touches**

- Card to both husband and wife (only if parents)
- Send generic cards

## **HOLIDAY CARDS**

### **1 Touch**

- Pick any holiday
- Send generic card

## **THANK-YOU OR THINKING-OF-YOU CARDS**

### **8 Touches**

- Send thank-you card for a referral or any personal contact
- Send thinking-of-you card when no referral has been received or no personal contact has been made

## **TELEPHONE CALLS**

### **4 Touches**

- Call each person in network 4 times per year
- Always have a reason for calling (permission, gem, giveaway, thinking-of-you, thank-you, home-purchase anniversary, etc.)

## PERMISSION CALL

Hi \_\_\_\_\_ this is \_\_\_\_\_. How's the family? How's the job? Great!

The reason I'm calling is because I attended a seminar the other day and learned that every person I know will know five people this year who want to buy or sell real estate.

Well that got me to thinking ... why don't I just put together a list of the people I know who wouldn't mind helping me grow my business. And your name is one of the first that came to mind.

Would you be offended if I put you on that list?

**If they ask, "What's involved?" then say:**

All that's required is that you let me know when you hear of someone wanting to buy or sell a home and/or you refer my name to people asking if you know a good Realtor.

Great! I also want to stay in contact with you through the mail and maybe even give you a phone call now and then. Are you okay with that? Great.

When is your birthday? What about \_\_\_\_\_'s? (Spouse's name)

I really appreciate you agreeing to this. It truly means a lot!

## **SETTING IT UP**

1. Create a list of names
2. Make your initial call (permission call)
3. Input names in your database program
4. Mail 8-in-8 campaign (optional)
5. Mail thank-you or thinking-of-you cards daily (number depends on size of database)
6. Wait one month and begin phone calls (number depends on size of database)

**So, What are you waiting for?**

## **8-IN-8 FOLLOW-UP PROGRAM**

### **Sellers**

#### **POSTCARD #1**

Before listing your home with a Realtor, it's important to understand there are definite differences in the way real estate professionals prefer to behave.

I choose to behave as a real estate consultant, and as such, will take a consultative and strategic approach to selling your home. In the coming weeks, you will receive an overview of the strategies I use not only to differentiate myself, but also to create win-win working relationships with sellers.

To be continued ...

#### **POSTCARD #2**

##### **Listing Strategy #1: Complete a Thorough Needs Analysis**

An appropriate plan cannot be assembled until the sellers have defined their win in the transaction. Thus, a thorough needs analysis should be completed.

My goal is to focus on your needs! As your real estate consultant, I will not make basic assumptions. Instead, I will ask you questions and then listen to the specific needs you have in the sale of your home.

To be continued ...

#### **POSTCARD #3**

##### **Listing Strategy #2: Review the Vital Pricing Components**

Pricing homes is neighborhood-specific. Thus, we need to know and understand neighborhood benchmarks and trends, supply and demand, and any consequences of pricing too high.

It is unacceptable to leave your money on the table! As your real estate consultant, I will not bring the typical agent's market analysis. Instead, I will provide and interpret a unique set of pricing tools, which will reveal the price most conducive to your needs.

To be continued ...

## POSTCARD #4

### **Listing Strategy #3: Thoroughly Discuss Roles and Expectations**

Conflict only arises when expectations differ. Thus, we need to make sure that everyone in the working relationship is on the same page.

Selling your home is a team effort! As your real estate consultant, I will not overpromise and underperform. Instead, we will agree on exactly what you can expect from me as your listing consultant and what I can expect from you as my partner.

To be continued ...

## POSTCARD #5

### **Listing Strategy #4: Hold the Action Plan Accountable for Results**

It doesn't do any good to implement an action plan and then wait and hope for the best. Thus, we must hold the plan accountable for getting the home sold.

Frequent, effective communication is the key to a good working relationship! As your real estate consultant, I will not forget about you once the sign goes in the yard. Instead, I will call you weekly with updates on all showings, open houses and any changes that have occurred in the marketplace.

To be continued ...

## POSTCARD #6

### **Listing Strategy #5: Proactively Solicit Multiple Offers**

Sellers have ultimate leverage with competing buyers. Thus, we must purposefully create an auction-like atmosphere around the listing.

Leverage is the key to success! As your real estate consultant, I will not become content with one offer. Instead, I will work diligently to create multiple offers in an attempt to obtain a higher sales price.

To be continued ...

## POSTCARD #7

### **Listing Strategy #6: Present All Offers Face-to-Face**

A large financial transaction deserves time and attention. Thus, we should always be willing to thoroughly discuss all offers along with the options they create.

I will always respect your time, needs and finances! As your real estate consultant, I will not transact business over the phone in an attempt to save my time. Instead, I will meet with you face-to-face to explain every offer in detail, always comparing each offer with your specific needs.

To be continued ...

## POSTCARD #8

### **Listing Strategy #7: Tell the Truth**

The hard conversations must not be avoided. Thus, we must be willing to present reality as it truly is.

A working relationship should not be set up to fail from the very beginning! As your real estate consultant, I will not sell you “blue sky” or tell you what I think you want to hear. Instead, I will be totally honest about the options you have based on your specific needs.

## **8-IN-8 FOLLOW-UP PROGRAM**

### **Buyers**

#### **POSTCARD #1**

Before deciding on a Realtor, it's important to understand there are definite differences in the way real estate professionals prefer to behave.

I choose to behave as a real estate consultant, and as such, will take a strategic and consultative approach to helping you find and buy your perfect home. In the coming weeks, you will receive an overview of the strategies I use not only to differentiate myself, but also to create win-win working relationships with buyers.

To be continued ...

#### **POSTCARD #2**

##### **Buyer Strategy #1: Complete a Thorough Needs Analysis**

Shopping for homes without pre-established criteria is like going grocery shopping without a grocery list while you are hungry. Thus, we should complete a thorough needs analysis before going to the car.

Focus is 98% of success! As your real estate consultant, I will not throw you into my car and show you 20-50 homes in hopes that you just settle for one. Instead, I will use a proactive approach that begins with a face-to-face meeting so we can focus on the needs you have in your perfect home.

To be continued ...

#### **POSTCARD #3**

##### **Buyer Strategy #2: Determine Financial Comfort Zone**

It doesn't do any good to show homes that do not fall within predefined and approved financial parameters. Thus, we should fully understand and respect the buyer's financial needs.

You do not want to fall in love with a home that you cannot buy! As your real estate consultant, I will not put my needs above yours by tempting you with homes that fall outside of your financial comfort zone. Instead, I will respect your finances by showing you only homes that meet your predetermined financial needs.

To be continued ...

## POSTCARD #4

### Buyer Strategy #3: Thoroughly Discuss Roles and Expectations

Conflict only arises when expectations differ. Thus, we need to make sure that everyone in the working relationship is on the same page.

Finding your perfect home is a team effort! As your real estate consultant, I will not overpromise and underperform. Instead, we will agree on exactly what you can expect from me as your buyer consultant and what I can expect from you as my partner.

To be continued ...

## POSTCARD #5

### Buyer Strategy #4: Tell the Truth

The hard conversations must not be avoided. Thus, we must be willing to present reality as it truly is.

A working relationship should not be set up to fail from the very beginning! As your real estate consultant, I will not sell you “blue sky” or tell you what I think you want to hear. Instead, I will be totally honest about your options based on your specific needs.

To be continued ...

## POSTCARD #6

### Buyer Strategy #5: Assemble Effective Showing Packages

A large financial transaction deserves time and attention. Thus, we should gather all the relevant information needed for an informed, intelligent offer.

Other buyers are looking at your perfect home! As your real estate consultant, I will not allow precious time to elapse and risk your perfect home being sold to someone else simply because I am not prepared. Instead, I will preassemble everything needed for you to make an informed, intelligent offer immediately upon finding your perfect home.

To be continued ...

## POSTCARD #7

### **Buyer Strategy #6: Remain Proactive During the Option Period**

The option period is the most crucial time of the contract. Thus, we must remain totally focused and proactive around the many activities that will be implemented during this vital phase.

Time is of the essence! As your real estate consultant, I will not procrastinate on the many activities that must be implemented during the option period. Instead, I will immediately assist you with the scheduling of all inspections, meet with you face-to-face once the inspections are complete, help you determine which (if any) repairs should be made and amend the contract accordingly.

To be continued ...

## POSTCARD #8

### **Buyer Strategy #7: Communicate Regularly**

Frequent, effective communication is the key to a successful working relationship. Thus, we should keep all parties thoroughly informed throughout the contract-to-close process.

My priority is to keep you informed throughout the process! As your real estate consultant, I will not lose focus and allow things to fall apart once the option period has expired. Instead, I will stay in weekly contact with all parties until the keys to your new home are successfully placed in your hands.