

Real Estate Fitness Plan!

Your ultimate guide to making \$100,000

1. Touch 5 people per day (25 per week)

This will be the foundation of your success and your growth. This adds up to 100 per month, 1,200 per year.

If you truly want results, add this to your "Real Estate Diet" and make it a habit.

2. Choose farm area:

- Area you love?
 - Area you live in?
 - Any opportunities ?
 - Price point?
 - Who owns it? What realtor does most of the business?
- Pick an area you're comfortable with and can handle.

3. Create marketing plan for farm area:

- Minimum 1 letter/flyer/brochure per month
- Set up your "Hotsheet" on your MLS for farm area
- Is there an association? If yes, work them
- Start a Neighborhood Facebook page
- Do research! What homes do you think might sell?

4. Check farm area every morning:

- Any Expired's?
 - Any Canceled's?
 - Any FSBO's?
- If yes, contact and touch them immediately!
(Before someone else does)

5. Social Media:

- 3+ Post per week
 - 5+ Stories per week
 - Promote your brand
 - Friend request or follow 10+ connections per week
- (For ideas, please ask for the social media playbook)

6. Have you touched your 5 yet?

- Talk to your people
- Text your people
- Write letters to your people
- Send magazine subscriptions to your people
- Send market updates to your people
- Send Holiday cards and emails to your people

7. Still haven't touched your 5 yet?

- Just listed in farm area? Tell 5 neighbors!
- Just sold? Tell 5 neighbors!
- Open House? Tell 5 neighbors!
- High equity homes letter (Ask for templates)
- FOLLOW UP CONSISTENTLY

8. Back-end work:

- Website, reviews, videos, landing pages, QR codes and ALL call to actions (If you met a new client today and they googled you, what would they see?)
- Update and upload your book of business to your CRM or excel spreadsheet
- Make all final edits and plan for tomorrow!