

# DAILY SUCCESS PLAN

## MONDAY - PRIORITY PROSPECTING

**9-11: 2 hours of prospecting**

### TARGET PROSPECTS

- **Expired Listings**
- **FSBO**
- **Neighbors of new listings**
- **Internet Leads**

### Referral Partners

1. **Loan Officers**
2. **Builders**
3. **Title Companies**
4. **Photographers**
5. **Stagers**
6. **Insurance Agents**
7. **Home Inspectors**
8. **Electricians**
9. **Plumbers**
10. **CPAs**
11. **Probate Attorneys**
12. **Divorce Attorneys**



**Call and ask for referrals!**

# DAILY SUCCESS PLAN

## TUESDAY - UPDATES

**9-11: 2 hours providing updates to sellers & buyers**

### **Sellers**

- TRANSACTION STATUS
- CONTRACT DEADLINES
- POSSIBLE ADDENDUMS
- INSPECTION REPAIR STATUS
- APPRAISAL UPDATES
- CHECK ON COMMUNICATION WITH CLOSING AGENT

### **Buyers**

- TRANSACTION STATUS
- CONTRACT DEADLINES
- POSSIBLE ADDENDUMS
- INSPECTION UPDATES
- APPRAISAL

### **Ask For The Referral & Review**

**"Do you have any friends, family, or co-workers that are looking to buy or sell in the near future?"**

**"Is there anything that would prevent you from giving me a 5-star review?"**



# DAILY SUCCESS PLAN

## WEDNESDAY - PAST CLIENTS

9-11: 2 hours of prospecting past client database

Take 2 letters of the alphabet to create your list using last names



Example:

Week 1 last name A and B

Week 2 last name C and D

so on...

### CALL SCRIPT

- Remind them who you are and what business you did together
- Ask how they are doing
- Thank them for being a client and ask how everything is going with their house
- CTA (Call-To-Action) - Do you have any friends, family, or co-workers that might be looking to buy or sell in the near future?

## EXTRA OUTREACH

5 Handwritten Notes Per Week

(birthdays, home anniversaries, etc.)

**BE CONSISTENT!**



# DAILY SUCCESS PLAN

## THURSDAY

### Pre-Approved and Looking

**9-11: 2 Hours of calling your pre-approvals**

- Re-connect with your pre-approved and lookings
- Confirm appointments for the weekend
- Keep them motivated / Future Cast

### Ask for Referrals

**"Do you have any friends, family, or co-workers that are looking to buy or sell in the near future?"**

***YOU GOT THIS!***



# DAILY SUCCESS PLAN

## FRIDAY

# SPHERE OF INFLUENCE

**9-11: Marketing strategies to your sphere of influence**

- Facebook/Instagram Paid Ads
- Weekly Video Tip on Social Media
- Tik-Tok Video



## Content Ideas

- Give the most frequently asked question and answer
- Share a checklist for buyers
- Did You Know? (definition of a Real Estate term)
- Current Market Trends
- Share Client Testimonials
- Photos of Home Buyer's Transactions



# ***YOU GOT THIS!***

# DOWN TO BUSINESS

**DAILY**

**13 "Hellos" Per Day**

Sellers | Buyers | Past Clients | Referral Partners | Sphere Of Influence | Contract Updates | Prospects

**DAILY**

**5 Personal Notes Per Day**

Birthdays | Home Anniversaries | Thank You | Just Because

**WEEKLY**

**3 In Persons/Pop Bys Per Week**

Showing Properties | Builder Visits | Past Client Visits | Community Events

**WEEKLY**

**3 Per Week Contracts or Listings**

Sellers | Buyers

**WEEKLY**

**1 Per Week Video Tip**

Sphere of Influence

**MONTHLY**

**1 Per Month Event Hosted**

Happy Hour | Appreciation Dinner | Holiday