

THE CORE TRAINING 10 REALTOR® LAWS

1. **Call 10 of 40 VIPs EVERY Monday (goal: 4 leads per year from each)**
 - a. Let them know they are on the list (list includes family members, business owners, HR directors, etc.)
 - b. Invite to a separate happy hour.
 - c. Ask how you can help them with their business.
 - d. All about you forms.
 - e. Birthday program for A, B, and C's
2. **Database Calls (Goal of 400 people in Database) – Goal: 15% buy/sell/ref. per year**
 - a. Letter of the week calls (call every client 2x/yr. minimum)
 - b. LOTH (minimum of 6/yr. – mail or video)
 - c. EOS (minimum of 6/yr. – mailed)
 - d. Client party (1 min/yr.)

Top 50 Past Clients (for graduates + agents closing more than 10 deals/month)

 - a. Call 12 EVERY Thursday (these people are not on VIP list)
 - b. Keep information about them to weave into conversation.
 - c. Invite to a separate Happy hour, monthly.
 - d. Birthday program
3. **See 10 people Face – to – Face Per Week**
 - a. Listing appts/showing appts/ 40 VIPs/Top 50 past clients
 - b. Break bread with 3 of them every week.
 - c. Always be interested in them.
 - d. Come bearing gifts as often as possible.
4. **Lunch and Learn – 2x/year.**
 - a. Educational events – personal \$/budget, will vs. trust, self-defense, etc.
 - b. Serve lunch or snacks and beverages.
 - c. Send video invite.
 - d. Collect survey at the end.
5. **Gifting**
 - a. Spouse
 - b. Cheesy
 - c. VIP, random
 - d. Birthday
6. **Team Culture**
 - a. Employee of the month
 - b. Compliment Tree
 - c. Team Outing
 - d. Potluck
7. **Builders**
 - a. Milk route EVERY Friday
 - b. Bring food
 - c. Follow up on Monday with a call.
 - d. Handwritten note
- Geographic Farm**
 - a. Start with 500-1000 rooftops.
 - b. Send mailer monthly.
8. **20 Whale List (goal: 12 leads per year from each)**
 - a. Builders/rich people/ anyone influential that you would love to know.
 - b. Regular calls to get appointment.
 - c. Personalized gifts to WOW them.
 - d. Meet 4 new people/month – attend event (charity/political)
9. **Video Program (send 500 videos per week to different list/sites/etc.)**
 - a. 40 VIPs
 - b. 400-person database
 - c. Builders
 - d. Business – introduce a vendor partner.
10. **Self-Balance**
 - a. Workout 3x/week
 - b. Spiritual/motivational reading daily
 - c. Date with spouse
 - d. Date with kids
 - e. Gratitude journal