

May 19th, 2026

Future Stars of Real Estate | dk

market - marketing - sales/closing skills

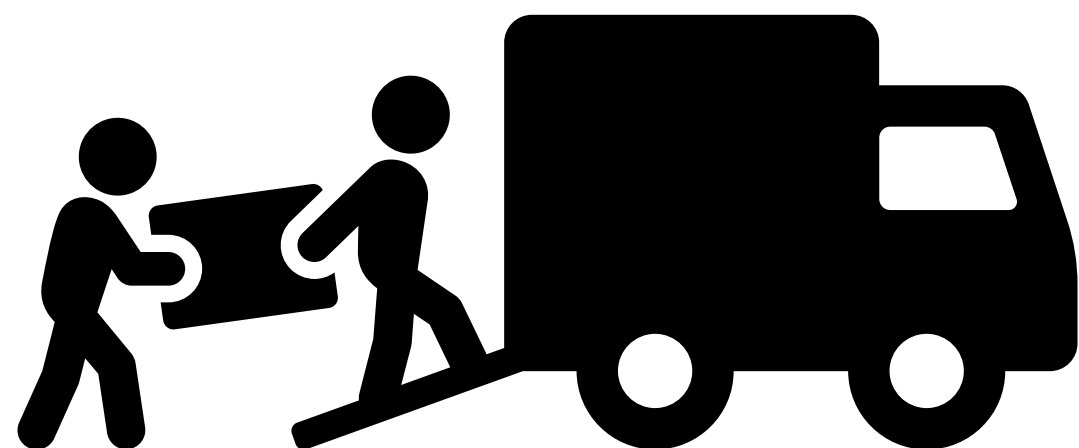
Girard's Law: The Ultimate Realtor Hack (top 50 pc)

★ **15% of Your DB Turns A Year, Are You Getting That Business? (15% of 200 = 30 closings a year)**

- Touch 30 times a year (simple)
- Monthly Home Equity eNews Letter (ideally video)
- 6 texts a year
- 6 calls a year
- bday program
- 2 LOH and 2 EOS
- 2 Events a year PLUS... Gold - Homebot

PEOPLE ARE ON THE MOVE. ARE YOU READY?!?!

The average American moves every 5-7 years. That means EVERY client is a future transaction if you stay in relationship with them! Here's how:



1.

Your Database Size:

_____ clients

2.

Annual Turnover

_____ clients
(15-25%)

3.

Average Commission

\$ _____

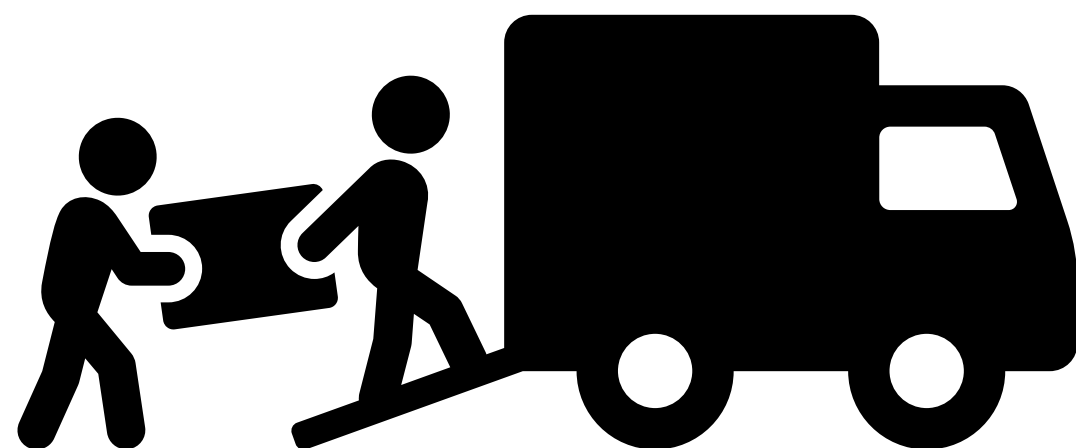
4.

Annual Revenue
Opportunity

\$ _____

PEOPLE ARE ON THE MOVE. ARE YOU READY?!?!

The average American moves every 5-7 years. That means EVERY client is a future transaction if you stay in relationship with them! Here's how:



1.

Your Database Size:

200 clients

2.

Annual Turnover

30 clients
(15-25%)

3.

Average Commission

\$20,000

4.

Annual Revenue
Opportunity

\$600,000

PEOPLE ARE ON THE MOVE. ARE YOU READY?!?!

The average American moves every 5-7 years. That means EVERY client is a future transaction if you stay in relationship with them! Here's how:



1.

Your Database Size:

100 clients

2.

Annual Turnover

15 clients
(15-25%)

3.

Average Commission

\$20,000

4.

Annual Revenue
Opportunity

\$300,000

Forms/How To/Homework:

- Top 250 Past Client List
- 20 X 13 List
- Top 50 Past Client List

Database Mastery

w/ Dan Keller, Mortgage Advisor



Next Class... Execute: 3-Hour Class To Show You

Call: 20x13 Program (2x year) (250x13 = 250)

Text: Every other month

Email: Once monthly, not spam, video or homebot

Direct Mail: Once a quarter (LOH, EOS)

Events: 1x-2x year

Social/Private FB Group: 3x weekly (see Tina Beliveau vid)

Annual Home Equity/Appreciation Review

Let's Get Better Together!

- ★ If you want to become a Pro at serving your past clients and closing an extra 25-50 sales a year, come to my 3-hour clock hour (cont ed) class this month!

Tuesday, May 26th, 11a-2pm (NAF Everett Office)

Thanks for joining me today!

