LAUNCH 2026
w/ Dan Keller

The 3 Fundamentals All Top Real Estate Agents Master

Everett Golf & Country Club
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Tactic #1: Clear on their brand & marketing schedule

⭐ Brand

- Who you are? Who your clients view you as?
- What is your unique value proposition as an agent?
- Is it clear and concise?

⭐ Marketing

- Post 3x a week. Video, post, share. Repeat. (answerthepublic.com)
- Local expert. Inviting/educational. Empowering.
- Is it clear and concise?

Tactic #1: Deepen Relationships With Your DB

⭐ How To Take Care Of Them

- All About You Form
- Pop-by (monthly)
- Weekly Calls (A-Z letter of the week)
- Birthday Program
- Events (happy hours, book club, wine and wisdom...)
- Private FB Group
- Monthly Reward/Honor referrals in video/post in private group

Working Your Database With 3 Forms/2 Steps

1. Closed Database List (excel sheet, don’t over-think this)
2. Identify the Top 50 (referred you or gave you 5 stars)
3. All About You Form

Working Your Database With 3 Forms/2 Steps

- Annual Real Estate & Home Equity Reviews
- Great RE-Trace when referred, how they found you!

Tactic To Know: 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
- Monthly Home Equity News Letter
- 6 texts a year,
- 6 calls a year
- bday program
- 2 LOH and 2 EOS
- 2 Events a year PLUS... Gold - Homebot

Tactic #2: Work Your Database Like A Wall Street Trader!

⭐ DB Opportunity Cost Worksheet

"Opportunity cost is the potential forgone profit from a missed opportunity. The result of choosing one alternative and forgoing another."

See worksheet.
Complete it. Mind blown. Life changed. Your're Welcome

⭐ DB Opportunity Cost Analysis – Table Work

1. # of past clients in your database _____

2. Multiply # of your past clients by .15 (or 15%) = _____ potential.

3. If you close 50%. off those past client leads = _____ potential converted leads.

4. Your average price point per deal = $_____

5. Opportunity cost = converted leads _____ X average price per deal

$_____

6. You are leaving this much on the table by not working your database:

$_____ !!!

E**xample:**
400 PC database, 15% buy/sell every years, with a 50% conversion rate,
at $7500 per deal = $225,000 of potential income!

Loss Income Prevention – #1 Opportunity In 2026

⚖️ Girard's Law

“”Every person knows approx 250 people.”

- If you know 250 and they know 250 that's 62,500 people!
- 15% of your database or sphere moves a year
- That's 9,375 opportunitues to sell someone a home
- Convert 2% of those relationships and that's 187 potential closings!
- Convert only 20% of the 2%.... **That's 37 extra closings a year!**

Tactic #3: Work Business People/VIPs

⭐ What is a VIP?

Someone who is a raving fan and has referred you OR is a major connector in the community!

⭐ Why VIPs?

The #1 difference between agents who sell 20 homes a year and agents who sell 50-200!

Tactic #3: Work Business People/VIPs

⭐ How To Work A VIP Strategy?

Build List (see building VIP list handout pp1)

Grow list

Take great care of that list (see top 50 VIP handout pp2)

Better Together!

★ If you found this helpful, can you do me a favor and leave a Google Review for us?

If you are serious about growing a VIP list in 2026 AND/OR deepening your relationship w/ your Database, text me ***"VIP"*** right now and I'll follow up w/ you (**425**) **350-7136**

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coffee w/ keller