

Dave Hopkins 10 Ideas in 2017 to Work Your Sphere

- 1) I **Call** approx. 15 past clients a week on Thursdays and Friday's and see how they are doing with house, family and careers. So every one of my past clients gets a call/VM once a quarter.
- 2) I send a **Mailer** to each one of my past clients every other month. So everyone in my sphere gets a touch 11 months out of the year on the 1) phone and 2) in the mail 3) year end appeal letter.
- 3) I send out a letter at the end of every year giving my clients a brief, and I mean **Brief** update on my family, what they are doing, and a short appeal (1/2 page) for people they may know buying or selling. I have had numerous calls and comments from clients about how they have enjoyed having my kids' life stories included. (This is contrary to the 2 page letter of what everyone in your family is doing throughout the year....we all get these at the end of the year)
- 4) I hold **Small Party's** for my top 25 referral clients. I always get referrals well into the year and it worked so well and that I got so many referrals, I have tapered off of this a bit as I wind down a bit in my career, but I will probably incorporate a version of this with in tandem with the **Never Eat Alone Idea**.
- 5) **For Any Referral**, buyer or seller, I always send out a \$ gift certificate to a great restaurant chain of restaurants, whether I get the seller, buyer, or NOT, along with a personal note of regards. For this to be a legal inducement it must not be tied to a closing. My clients keep the referrals coming. I made the mistake the other day on a referral of asking what the referral sources' favorite restaurant was, and he said Morton's. Do not do that. \$50 there gets you 1 appetizer.
- 6) Whenever I am in Seattle, Los Angeles, Las Vegas, Kauai, Maui, etc. etc., I will always drop off cards and visit a local **Real Estate office** and chat with agents in those markets and ask for any incoming/outgoing leads. It's a tremendous way to build Realtor referrals from other areas of the country.
- 7) I have not done this but I thought it was a whale of an idea. My close friend/Realtor Amy McCloud of Keller Williams in Kaiser sends out a letter with a **Santa** application for their kids to fill out.. to her top 50 referral clients in November. The application requests 3 things that the Child wants to work on that their parent has been asking them to do....i.e., making their bed more often, remembering to brush their teeth, etc. The letter is addressed from Santa from "North Pole", Alaska (she priority mails them to North Pole, Alaska Post office and the letters get sent from there) The parents help the kids fill it out, then the parents mail it back to Amy. Then in June, she does another letter addressed to the kids, to ask them how they are doing on those certain things from the ELVES, stamped from North Pole, Alaska again. The kids' shape up real quick from June until Christmas of that year. But the Parents were just talking about that one for months. And of course, she is getting tons of referrals from that one. She estimated she sold 16 homes in 1 year alone from this post card from clients who responded.
- 8) **Never Eat Alone Idea**. Invite referral guests into your home (5-10 at a time) and make sure they are different people every time for a wine and dessert event, football games, lunches, small golf outings, just for fun. The discussion always turns to Real Estate somehow, but it is a great way for people to meet new friends and talk about what a great job you did as their Realtor.
- 9) **Success Postcards**. Not bragging postcards. But send out to your sphere a "sold" listing that has a unique twist or story to it. I use to send out a card every time I sold or listed a house to my sphere, but in 2017 I am sticking to "Just Sold's" because they are about 40% more effective according to Corefact.. We all have 50 chapters of a book we could write on unique or fun real estate stories. Make it brief and something cool.

10) **List Your Top 10 PEOPLE** who you think would give you referrals and invite them to coffee. If I only had \$100 to my name to generate business I would call these people who would work with me to get referrals. You will be amazed how much business you will generate from this idea.

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Here is the script to use when you call.

“Hi Gary its Dave Hopkins at Summa Realty. I wanted to see if I could meet you for coffee for a brief 30 minutes. I promise to keep it 30 min or less. I need your advice and respect your opinion a lot. Would Thursday at 10am work OK or would Friday morning at 9:30 be best?”

When you get there you are going to connect from the heart with your top friends. People want to use Realtors who are likeable and trustworthy. Get right to the point and get them to talk about themselves, family, kids, job, wife/husband, etc. **Get their updated contact info.** The advice you want to ask them is this... ***“I need to know if you were thinking about buying or selling real estate if you would consider me as one of 3 agents you would interview”***. Never has anyone said no. Then I lead into this question... ***“Who do you know that may be thinking about buying or selling real estate in the near future?”***