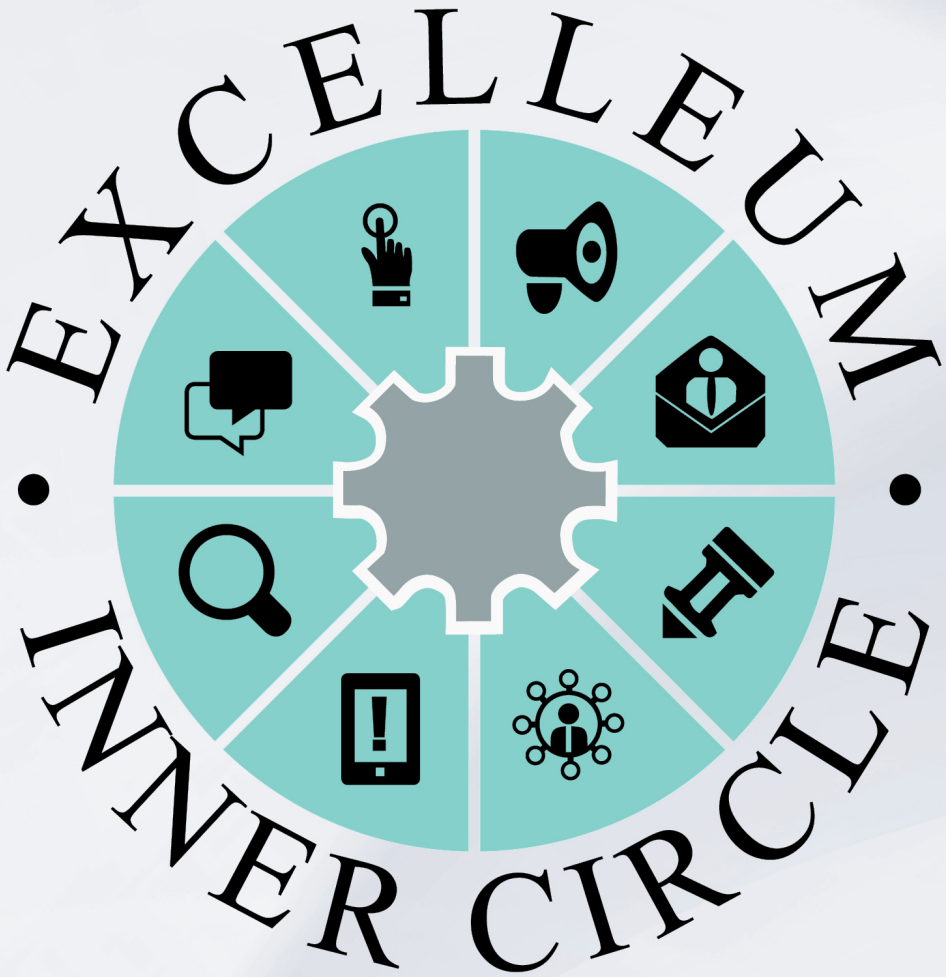

GROUP *Coaching Calls*

Alyssa: Alright, good morning, good afternoon, depending on where you guys are. My name is Alyssa Granlund and I am a coach at Excelleum… Excuse me, Forward Coaching. I've just been saying that for so many years that it sometimes slips out. Anyway, I'm a coach with Forward Coaching, and super excited to be here with you guys today.

Today, we are going to talk about how to get more business from the people that you know. It's a really important topic, but before we get into that, just quick about me. I've been in the business 30 years as a broker, an agent, a trainer, a sales manager, and a coach. So, super excited to help you. You guys are all muted today, so if you do have a question, please type it in the chat box and I will check that periodically.

So, here we go. How to get more business from the people that you know? There's my email too, if you need it, if you want to send me a question afterwards if something comes up, or you have something that you want to ask me privately. You can go ahead and send me an email there; otherwise the chat box is great too. Okay, so why is this topic so important? First of all, 80% of the agents' business… Whenever I start a coaching relationship with a client, it never fails that when I ask them where their business has come from, they will say that 80% of it comes from the people that they know. And what also is true is that it turns out, very interestingly, that most of them are not working on marketing to the people that they know. And so, they feel their database usually is not ready to be marketed to. They don't feel that they have it organized, they don't have it all in one place, or they don't have a plan.

So, today we're going to talk about that. We are going to talk about communication, how to communicate with your database. We're going to talk about what to do when you feel like you don't want to bother people, how we can get around that, how to make you feel comfortable in reaching out and talking to people. We're going to talk a little bit about our CRM. We're going to talk about how to use it, and we're going to talk about what to say. And we're going to also talk about if you don't know enough people, how to get to know more people.

So, let's start with the communication piece. The first question is, how often are you in touch with the people in your database? And by the end of the call, we're going to chart out a little bit of a marketing calendar, but I want you to think about that. In your own business, how often are you actually talking to the people that you did business with in the past? Do you have a plan, as far as how many touches you're going to have every year with each person in your database, be it phone calls, text messages, emails? Do you communicate with them on their birthdays or anniversaries? It's really important that you have a plan of some kind, because if we don't have a plan, then it's really easy to push it off and say, "Oh, I'll get to that next week." And then all of a sudden next week becomes next month, and then it's been a year since you've talked to people, and then two years, and then you're too embarrassed to actually go back and talk to them again. So, it's important that we have some type of a communication plan. We're going to talk about that a little bit more.

Now, most of the reason that we don't call our people is because we don't want to bother them. We don't want to feel salesy. We want to make sure that we feel like we have some kind of item of value or some reason to call them. So, we're going to talk about that in a little bit. And one of the things that I really recommend that you do, if you don't have it yet, is that you use a CRM in order to stay in touch with your people. And a CRM is – obviously you probably all know this – but it's a Customer Relationship Management software system. And if you're a Forward Coaching client, which all of you are, then you have access to a free CRM called Brivity, which is Ben Kinney's company – one of the owners of Forward Coaching. So, Debbie and Ben offer this to you guys for free to use. And if you don't have a CRM that you're using, I really recommend that you take advantage of that free CRM that they offer, because it's really good. I personally am using it, my team is using it, and many of the agents that I work with are using it.

But I have been a big CRM user since 1993, was when I got my first CRM software. And I started with this program called Act! Doesn't really matter, but it took a full-time person to run the software for me in order to make it work. But if you juggle a lot of leads, the CRM is so helpful, because at this time, in 1993, we didn't really have email; it was just getting started. And so, everything that I did with my clients was direct mail, but I was doing drip campaigns. So, I was using the CRM to do the drip campaigns, but they were by snail mail. It was a lot of maintenance, but the CRM told us what piece to send and when, which was super helpful and helped us to just stay in touch with people.

Now we can do it with email, and obviously a CRM is a great way to do that. And if you don't have email in your

system or if you're not sending periodic email, I should say, or even, most of my clients are doing a weekly email campaign – if you're not doing that, I really want to encourage you to consider it. And in a little bit I'll talk about some of the things that you can have in the emails to make it effective for you. But I just want you to think about this for just a second, because a lot of people say, "Email doesn't work anymore. It's old-fashioned now. I want to do Instagram", which is great; we definitely need that as a layer too. But email is not a dinosaur. Actually, most sales in other businesses, outside of our business, come from email marketing. I feel like the things that other companies are doing, we can mirror and match in our businesses, and use email to stay top of mind.

Here's an example – this sweater I'm wearing. I bought this from J. Jill – that's my favorite place; I love their stuff. And I bought it because I got an email from them on Christmas Day with a 50% off sale. Now, I trust them, I like them, I like the brand, so I always am checking out the sales. But the thing is, I went on and I spent $500 on J. Jill on Christmas Day, because I got that email. And I like to shop online. But I can tell you that over the last couple of weeks I've probably done that with three different retailers. Hanna Andersson, I bought some clothes for my granddaughter, J. Jill, and then of course Amazon. Oh, another one – BookBub. That's a book company that sends me emails every day with books that I might be interested in, and all the time I'm clicking on the books that they sent.

What I'm saying is, when we send email we feel that people are probably not going to look at our email or read our email. But if we have an engaging subject line in the email, people will open it. That's where we want to be careful, and I'll talk about that in a little bit as well, some ideas on that. But the point is that if somebody knows you and likes you and trusts you, like your past clients, then they're going to open your emails. You're going to find that you're going to have a pretty high open rate amongst your past clients. It's probably going to be 60% to 70% open rates. As far as people that don't know you, that haven't worked with you, it's going to be lower – it's going to maybe be 20%. 15% to 20% is pretty average, but it's not zero. And it's free. So, I really want you to think about incorporating some email marketing into your systems, into your CRM to stay in touch with your database.

Now, when you start to use a CRM, the first thing we want to do is we want to purge it. What I mean by that is, we want to make sure that we get rid of the people that maybe the contact numbers or emails are bad for. So, some of your online leads or things like that – you want to get rid of those; you don't want them clogging them up. But if the contact information is good, but you just haven't heard from them, then I'm going to tell you want to do with them in just a second. But purge out the ones that have unsubscribed or you don't have correct contact information.

Then, once you have purged the database, then what you're going to want to do is divide your contacts into different categories. What Debbie likes to say is the As, Bs, and Cs. She has AAA actually, and then A, B, and C. The AAAs get special attention. These are people that we want to call every 45 days. These are really our raving fans, our people that we know could send us a referral or have sent us a referral. These are people we really want to stay in touch with. With the AAAs, I also want to say that we want to get in front of them one to two times a year, and maybe do something special for them over the holidays.

Now, your As are going to get a quarterly phone call from you. Your Bs are going to get one or two calls from you. And then your Cs are going to be on the email drip only. Now, this is important, and maybe in your database you might have different names for it, but basically the AAAs are hot, the As are warm, Bs are… I don't know what you would call that; probably cooler, whatever. The Cs are cold. But we don't want to get rid of the Cs, because even though they maybe don't respond or you don't talk to them, doesn't mean that they couldn't eventually talk to you or come back to you at some point in the future.

Now, the other thing that's really wonderful about a CRM system like Brivity, or any of them that you use is, you're going to be able to schedule these things out. So, when you have an AAA, you're going to be able to have a master plan and you're going to be able to schedule the tasks to remind you. And that's really the key, is getting those reminders, because otherwise, we can have great intentions but we just don't make it happen because we get busy. So, if you could get your database organized, and at least with your past clients and the people who send you referrals, get them categorized.

Then also, you're going to want to start to collect birthdays and special anniversaries, and maybe their home anniversary, and you're going to send them a card or some type of a gift. One of the things that I have many clients doing is they've identified their top 10, and these are people that get something special from them every single

month. And it's not anything major; it's a $10 coffee card or just something to say "Hi" and to say "You mean something to me. You've made a difference in my business, so I just want to thank you in this small way." Anyway, your CRM can help you do that.

And then, with C, of course we're going to do the email drips. We're going to talk a little bit about email drips now, because I think that it's important to discuss what you could put in an email drip. I have a client – this story is not unusual – but one particular client had come to me a couple of years ago, and she had only had 12 sales the year before. And so, what we figured out was that most of her clientele thought that she was a stay-at-home mom, because she has a lot of kids and she was busy with kids activities and stuff at school. That's where people saw her, was at school.

And so, we figured that we needed to raise the bar on how her people saw her, so that she could get more business from the people that she knew. And the way to do that was for her to become and to be seen as more full-time. And so, we started an email campaign. They're just very, very simple emails, and you're welcome to copy this. But basically, each Thursday at 10:00, an email gets sent out that is either a new listing, an open house invitation, "Buyer Needs" email, where she'll list out the buyers that she's working with right now, or some market statistics. We don't use that a lot, but we use it once in a while if there's nothing else. And not "Just Solds". We'll talk about "Just Solds" in a little bit, where you would use those. These are more of a way for you to enlist the help of your list, and to show them that you're busy, that you're working with people, and that you're active.

Now, we did that for a year, and at the end of the year she had gone from 12 sales to 40 sales, and she was the number one agent in her office. And she works in a smaller town; she's not in a big metropolitan area, and her list was fairly small. So, imagine if you're in a bigger area, where you can continually add people to your list and you're meeting people all the time. Imagine what could happen to you if you were to consistently stay in front of people and kind of elevate and raise the bar and really be that obvious choice, that market expert. And email will do that for you.

So, here are a couple of tips that we've found that work, and that I've found many of my clients are using. And that is, be consistent. If you say, "I don't want to spam them. I don't want to send too much email, I only want to do it once in a while" – what happens is, we don't get into a rhythm with it and we may end up only emailing once a month, and I bet you not even that much, if you think about what you've done with your database.

What I recommend is once a week; we do it Thursday mornings at 10:00. That's what most of my clients do, and that's because studies have shown that if you send an email at 10:00 in the morning, mid-week, mid-morning, you're going to get better open rates. And so, we don't want it to be set so it goes at midnight or 2:00 in the morning, because then it's just so obvious that it's this big mass email. We want it to hit their inbox at 10:00, when they're just getting bored at work, because everybody loves real estate info. And do a fairly large photo on there. And if you only have one listing, what one of my clients did with some amazing success was she used the same listing over and over again; she just swapped out the photos. So, the first week it was the front of the house, the second week it was the kitchen, then it was the fireplace, the yard. You don't have to put all the photos; you can just do one photo and then a link to your virtual tour. So, that is a great thing to your clients. Everybody loves looking at houses, so that's not going to really be seen as spam.

Where you're going to see open rates drop is if you start to send a newsletter through email. Newsletters are fantastic through snail mail. They stick around on people's tables and coffee tables for quite a while. But in email, we either send them as an attachment or the email's a little bit too long, so then they just quick skim. And so, what they do instead is they say, "Oh, maybe I'll read this later", and they set it aside, never to come back to it. What we're looking for is kind of that quick punch, where we can say, "Here's some eye candy for you. Here's a cool house. Take a peak at this." And then they can look at it and go, "Wow, Shelley is selling a lot of houses." And then "Delete". But it goes into their subconscious and they start to really see that you're busy. And because it's consistent, then they're going to start to think, "Wow, she's pretty serious about real estate."

Alright, one last quick thing on that. With the emails, one thing that you want to make sure to keep it so that your open rates don't drop is to make sure that your subject line changes all the time. So, I have some agents that will put the same subject line, but what happen is, you start to steadily see it go down. It's just not that exciting. What you want to do is change it up. A trick for that so that you don't spend a ton of time on it is to think about, "What's

exciting about this house? What is the buyer who buys this house going to be most excited about?" So, even if your listing isn't all that exciting to you, look at it from the buyer's point of view and from the buyer's eyes and think, "Okay, when a person buys this house, what is it that they are going to be most excited about?" Is it all on one level, is at a great school district, is it a fenced yard, an RV garage? What is it that they're going to love? And then that would be your subject line. "Hot School District" or whatever. You get the picture.

Next, let's talk about what to say in the calls. This is a big one. It's really important that we spend time calling into our database. And one of the things that a lot of people will say is, "I don't know what to say. I don't want to bother them." What I recommend is that you treat it like a business call. What I mean by that is, where I start to get a little bit of the willies or feel a little bit slimy, I guess, for lack of a better word, when I'm calling people is when I call saying, "I just wanted to see how you are and how you've been", that type of thing, and then I try to switch it over to asking them for business. For me, that doesn't work. What I do instead is I will call and say…

> This is a little bit of a business call. I wanted to call you because I've got this really awesome listing coming in South Minneapolis. It's going to sell quickly. It's walking distance to the lakes. And you can walk to a patisserie…

So, I give a little bit of information about it…

> It's a wonderful starter home. This one is in the $350,000 range. It has two bedrooms and one bath. And I'm just trying to spread the word, because I know when I put it on, there are going to be multiple offers. And often times I'll have clients say, "Why didn't you tell me about that one? It would've been perfect for my kid", or whatever. So, I'm just kind of spreading the word, in case anybody that you care about is looking for a house right now, and maybe you can let people know about it.

So, I call with a specific home in mind and I'll share it with them. If I don't have a house, then I will call and say…

> I'm working with these buyers, and she really needs a townhome or a condo. She'd love to be in Edina, but she has two dogs and we're having an issue finding anything that allows pets.

So, I start to throw in some real facts. And then I'll just say…

> Do you know of anybody in Edina that has a condo or a townhome they might be thinking about selling? Or even the surrounding area. No, you don't. Okay, great. I really appreciate your time.

And then I might get into the "How are you? What's been going on with your family?" and that type of thing, because that feels for me more authentic and just feels more real. Then I'll wrap up the call by saying…

> And keep in mind that I work in all price ranges, in all areas here in the cities, and I would love to help anybody that you care about. So, just keep me in mind.

That works really good. So, if you need a script, that could be a great script for you, or some variation of that. Have a property or a buyer in mind to call about, and then just enlist their help. Then, on the call, if you get into call and you're talking, you could also ask them…

> Do you have any real estate plans this year? Are you thinking about purchasing an investment home, or are you thinking about purchasing a second home, or even something out of state, because I can help you that way too?

Just to see if they have any real estate plans. And often times they'll say…

> Oh no, we're going to stay here for a long time. We're not going to move until our daughter graduates from high school.
>
> Okay. When is she going to be graduating?

In two years.

Well, that's actually a pretty hot lead. So, we just want to find out where they're at and ask them questions, and then just make sure that we are their resource. But if you wait too long in between calls, then you're probably going to feel embarrassed to make the call.

I'm just looking really quick if we've got anything as far as questions go so far. If you do have questions, go ahead and hit the chat box. Let me make sure I can find it. Alright, next. Let's see here. What to say in calls, what to say in emails – we did that. Okay, next – what to say in mailings.

So here is where it's really, really important to get more business from the people that we know, is to talk about, are you mailing to them? And many of the people that I work with, when I first start coaching with people, they're not doing any direct mail. I want to encourage you to do one mailing a month to your clients – to your past clients, and really, to anybody that if a sign went up in front of their house, you would be really bummed out. We want people to see that we're busy doing business, and there's a couple of easy ways that you can do that.

Number one, obviously you can just do a "Just Sold" postcard. In fact, those are probably one of the most effective things you can do, because again, it's showing people that you're busy. And it doesn't really matter so much where the home is, unless you work the ultra, ultra luxury – then maybe you'd want a little different plan. But if you're like most of us, where we're just working a big spread, a big price range and property span, doesn't matter so much. You just need to get a mailing to them as often as you can – once a month for sure. Personally, I do really large postcards; they're 11 x 6, and on there there'll be a home that I've sold or a buyer need or something like that. Just making sure they see that I'm busy.

Now, another option that you guys have that I think you should really consider, is in the Forward Coaching portal, you have access to a newsletter that Debbie has written for you every single month. Comes out around the 7th of the month and it's called The Real Estate Advisor. Now, The Real Estate Advisor is a newsletter that you can customize. You can put your photo on there, you can change the colors, you can change the name of it, you can take out one of the articles and add something that might be relevant to your market, or you could write a little "Coffee with Connie" or whatever – something on there.

But the thing is, it's really nice. It prints out big – 11 x 17, and then you can fold it in half and you could just put it in a full size envelope. Or you can fold it in three; it's a self-mailer, you can put a little stamp on there and you can just mail it out. And it's great. The thing is that newsletters are huge right now, because there are not a lot of people doing direct mail anymore. Everybody's trying to stick to social media and email marketing. So, I think that there's a real opportunity for us if we use direct mail because there isn't as much noise or garbage in the mailboxes. Especially if you were to use a newsletter, it's going to hang around for a couple of days on people's coffee tables.

In fact, one of the top agents in the US – he's in the top 10 agents in the US – gets all of his business from newsletters. What he does is, on each of his newsletters he hosts a little contest. And then people have to reply to him to be in the contest. In order to be in the contest, they have to get on his mailing list for his newsletters. I was talking to him a couple of weeks ago, and he only works with people that are on his newsletter list. So, if you want to work with him, you have to be on his newsletter list. That's taking it to a whole another extreme, but it has worked for him, and it's because he has those contests on there, which is really cool. So, whatever it is that you want to do, I really feel that you need to have one mailing a month to your past clients.

That brings us to touches – how many touches should you have? In a perfect world, with your past clients, you would talk to them once a quarter, you would mail to them once a month, and I would really love to see you email to them once a week, a short email. If you did that, that would be a huge number of touches. You can do the math on that, and it would be probably a lot more than you're doing right now. And what you would see if you did that would be your referrals would go screaming, as far as the number of referrals you would get, because you would be staying top of mind with people, people would see you as an active, busy agent. And let's face it, people want to refer business to the people that they trust, that they know, that they like, and that they feel are selling a lot of houses. And you can do that by staying in their subconscious mind.

The next thing that I would say would be really important with your past clients and the people that you know, is

events. There are a lot of different ideas for events that you can do, and I know Debbie will be sharing some of these as time goes on – some different event ideas and how to make it work. But my advice is that you decide what your events are going to be now, at the beginning of the year, for the next 12 months, so that you can have time to plan it out and to really maximize the amount of touches that you get from an event.

So, here's an example. Many of my clients will do the Pie event that weekend prior to Thanksgiving. I actually have a few clients that do it on Mother's Day as well. And what they do is, they first of all, a couple of months before will send out an email – just a "save-the-date" email for the event coming up. Then, they will continue to promote the "save-the-date" in their weekly email. But about a month before the event, they send a direct mail invitation to the Pie event. Then, during the next couple of weeks, part of the direct mail piece is that they have to RSVP in order to come to the event, because they have to order their pie flavor. So, this is where they'll have one or two or three – more is better – like three pie flavors that they can choose from – so, apple, pumpkin or whatever. And then they choose the kind of pie that they want to order.

What happens when we do that – when we have them RSVP, is a couple of things. Number one, we can update our database, because we get their most current email address. Number two, they RSVP and they order a pie, so they feel obligated to come, so that's important too. I've had a couple of clients where they didn't make them RSVP… Or they RSVP'd, but they didn't have to order. And they found that in their case, they had lower people show up, and I think it's because people didn't feel that obligated, where when they've actually put in the order for the pie, they feel obligated and they show up.

So, they ordered a pie. Then, the people that we don't hear from, we will follow up with a text message or a phone call to see if they're going to come, and then take their order. And the ones that have RSVP'd, then we'll text them a reminder and we'll email them a reminder. So, out of an event you'll get a "save-the-date", you'll get a mailing, you'll get some email marketing, you'll get some phone calls, you'll update your database, and you're going to be texting your people. So, five to six touches for your database from just one event. Plus, you're going to be able to get to see the people in a two to three-hour window.

So, to make it easy with the Pie event – just finishing up what really makes that one easy – what I recommend you do is you find a place where you can order the pies, and then people can just come there. You certainly could do it at your office, but then you've got to shlep the pies around, and I'm all about, "How do I make this easy?" So, for me, I set up a two-hour window at the pie place, they come, it's a really cute little shop. I have a table, I have the pies from the place, and then they come in, I give them their pies. It's two minutes, I have a photo opportunity that I can put on social media, and then I'm good to go. And so, it's not a huge amount of work for me the day of the event. There's not a lot of setup. It's just come, get your pie, see me, take a picture, and you go. That's the other thing – make sure you take a ton of photos at your event, so you can post them on social media. That's super big too, and you'll get a bigger turnout the next time.

So, some other event ideas – one that I do is a pumpkin giveaway, where they'll come to my office and pick up a pumpkin. For my past clients I do Christmas trees. Now, of course I'm in Minnesota, so trees are inexpensive here. And so, I will give them a Christmas tree, or they can choose between a tree or [33:53 inaudible] poinsettia. And that's a big event. And then photos with Santa.

Another event idea – one client this last year was so cute; she did wristbands at a water park. So, when they came, they met her at the gate, she had like an hour or two window where they could come pick up their wristband. And then she was able to give them the wristband, and had a photo opportunity. And then her loan officer contributed a nice bag with the agent's logo on it, and there was water and some snacks in there for the day. She belongs to the water park, so for her that was a really fun idea. So, you've got to think about what is good for you. I have clients that do happy hours that are really good; wine and cheese thing. I have had clients that have the event at their house. It just depends on what you want to do personally, but I would really encourage you to have one event this year, and maybe even two, if you like it and if that's your thing.

Alright, so the next step for you if you're thinking about how to get the most business or how to get more business from the people that you know, would be to think about, how do I set up a marketing plan for my database? And what we want to do is look at, you can either get a desk calendar… I use a big blotter because I'm visual, and then I'll just sketch out exactly what I want to have happen. Not necessarily what the postcard is going to be, but

"postcard to database", and then I back it up. So, my deadline for my postcard to the database is on the 15th – I've got to have it ordered by the 10th, so I want to have a rough draft for it by the 5th.

That's all in my marketing calendar, and I do that for everything that I'm going to do. So, all of the steps that we talked about with an event – that's all charted out on the calendar. And that gives me my marketing plan for my database. If you do that, what will happen is you're going to be able to be really consistent with the marketing and with making sure that these things happen, like the weekly email or whatever it is that you want to market to your database.

So, things to think about for your marketing plan are, how many times you're going to call them. And again, it's going to be based on whether they're an A, they're a B or they're a C. And that's going to be handled in your CRM. You're going to want to think about how often you're going to mail them. And again, I really want to encourage that you mail once a month. You're going to want to look at how often you should email them, and consistency is really important. I really want to say once a week is really great, but whatever you're comfortable with. And then, are you going to have an event or two? And when are they going to be?

Next would be questions. So, anybody have any questions at all on the things that we covered? And I'll quick look up here. Okay, great. Let me just quick look through my notes and see if there's anything else. I want to make sure that we cover it for you. I just want you to remember that this all has to be a system. The trick to real estate is that consistent effort that we put in and the systems that we put in. So, with your database and getting referrals, we want all these things to become systematic. That's why it's so important for you to set up a marketing plan for the database.

So, just some things that Debbie has in here; some important things to remember when you're making your calls. I know Debbie really wants you to do the 5-5-5-5 – that would be the five emails, the five text messages, the five personal notes, and the five phone calls a day. And so, what she says are some important things to remember when you're making the calls is, when they ask you if you're busy, you want to make sure that you don't tell them how crazy busy and overwhelmed you are, because then they're going to think that you don't need referrals. So, here's a tip on that. When they ask you how the market is, what you can say is…

> It's really great. I am having a great year, but I always have time to work with the people that you care about. And I want you to know that I'm available and I work in all price ranges.

You just want to make sure you say that. And then another thing you can say is…

> In fact, our market is so good right now that in the area that I work in, the average market time is 19 days. So, because of that, there's not enough inventory, there's not enough homes for sale for buyers. And so, if you hear of anybody who's thinking about making a move in Southwest Minneapolis, could you keep me in mind and let me know, because I would love to get a jump on it?

What I did there is I threw out a factoid, I planted in their head where I'm working and where I need help. A lot of times we can say, "I want to work with anybody you care about" or, "Keep me in mind if you have any referrals. "That's great, but when you take it a step further and you say, "I really need listings in Minneapolis" – then what happens is, they are going to remember that and anybody that they run into that lives in Minneapolis, all of a sudden I might pop up in their head and they might say, "You know, my real estate agent is really looking for a house in Minneapolis." Or if they hear of somebody who's thinking about selling. I think that's really important. So, don't say, "Oh, I'm so busy." I mean, we want to say that but you're just shooting yourself in the foot if you do that. What you can instead say, and Debbie says, is…

> Things are good, thanks for asking. And I always have time to help another great customer. Is there anyone in your close circle of friends or family who might need my help?

That's Debbie's verbiage, and it's great. And she says also to remind them of the areas and the price points you cover. So, we don't want to limit the referrals that they give you only to a market niche. It's kind of what I said, she's disagreeing with, and that's cool too. But, where do they think you work? Again, you want to look at that. Also, Debbie's right here, she says…

> Tell them how much you value their referrals and you appreciate their loyalty, and how to get referrals to you.

So, "Who do you know today who might need my help?" instead of, "Keep me in mind." Or another thing – if you're having coffee with somebody…

> Is there anybody that you know that you think I should talk to?

And she says here to ask about their real estate plans for the future, and for their promise that they will call you when the time comes to make a change. I think that's a great one. And then also, ask them what questions they have and how you can be of service to them. A lot of times they don't have questions, but if they do, then you can definitely follow up and help them with that. And then ask them for permission to call them again with other updates or other listings you might have…

> Do you mind if I call you when I have listings like this?

No, of course they don't. And then commit to keeping them informed about the market.

Okay. So, I'm sure if you are like most agents, there might be a few things that you can take immediately from what we talked about today, and put this into place in your business. If you do, you could double or even triple your referrals. Anyway, I'm going to just double check and see if anybody had a question at all. It looks like we're good. So again, if you want to send me a question, you can email me to alyssa@forwardcoaching.com, and I'd be happy to answer those for you. And I really thank you for joining me today. Appreciate you investing this time in your business, and I'll look forward to talking with you again. Thanks so much!