

REALTOR DAILY SUCCESS PLAN

MONDAY - PRIORITY PROSPECTING

9-11: 2 hours of prospecting

TARGET PROSPECTS

- Expired Listings
- FSBO
- Neighbors of new listings
- Internet Leads

Referral Partners

1. Loan Officers
2. Builders
3. Title Companies
4. Photographers
5. Stagers
6. Insurance Agents
7. Home Inspectors
8. Electricians
9. Plumbers
10. CPAs
11. Probate Attorneys
12. Divorce Attorneys



Call and ask for referrals!



Christian Penner, CMA

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Approval HotLine/SMS/efax: 561-316-6800

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www.AmericasMortgageSolutions.com

712 US Highway One, Suite 300-5, North Palm Beach, FL 33408



DAILY SUCCESS PLAN

TUESDAY - UPDATES

9-11: 2 hours providing updates to sellers & buyers

Sellers

- TRANSACTION STATUS
- CONTRACT DEADLINES
- POSSIBLE ADDENDUMS
- INSPECTION REPAIR STATUS
- APPRAISAL UPDATES
- CHECK ON COMMUNICATION WITH CLOSING AGENT

Buyers

- TRANSACTION STATUS
- CONTRACT DEADLINES
- POSSIBLE ADDENDUMS
- INSPECTION UPDATES
- APPRAISAL

Ask For The Referral & Review

"Do you have any friends, family, or co-workers that are looking to buy or sell in the near future?"

"Is there anything that would prevent you from giving me a 5-star review?"



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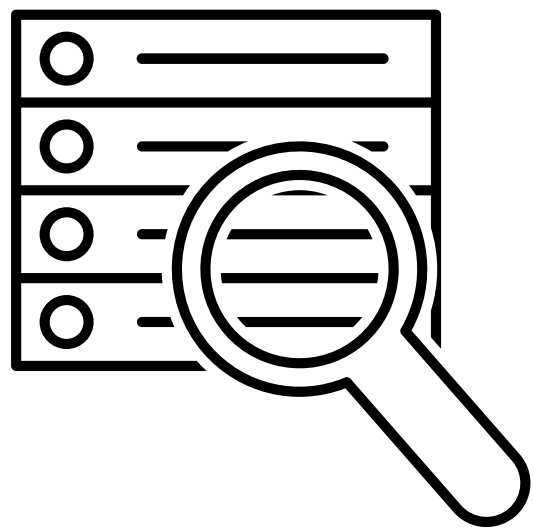


DAILY SUCCESS PLAN

WEDNESDAY - PAST CLIENTS

9-11: 2 hours of prospecting past client database

Take 2 letters of the alphabet to create your list using last names



Example:

Week 1 last name A and B

Week 2 last name C and D

so on...

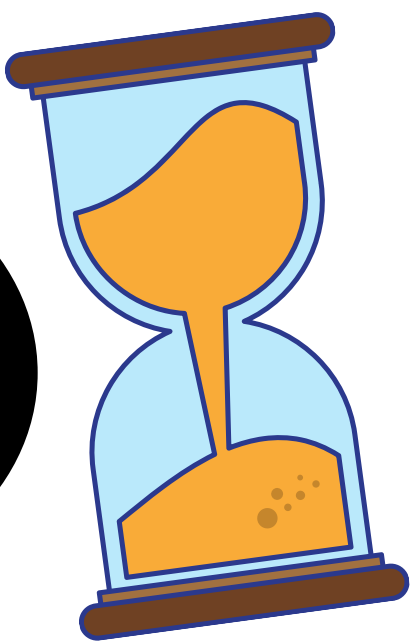
CALL SCRIPT

- ☒ Remind them who you are and what business you did together
- ☒ Ask how they are doing
- ☒ Thank them for being a client and ask how everything is going with their house
- ☒ CTA (Call-To-Action) - Do you have any friends, family, or co-workers that might be looking to buy or sell in the near future?

EXTRA OUTREACH

5 Handwritten Notes Per Week

(birthdays, home anniversaries, etc.)



BE CONSISTENT!

DAILY SUCCESS PLAN

THURSDAY

Pre-Approved and Looking

9-11: 2 Hours of calling your pre-approvals

- **Re-connect with your pre-approved and lookings**
- **Confirm appointments for the weekend**
- **Keep them motivated / Future Cast**

Ask for Referrals

"Do you have any friends, family, or co-workers that are looking to buy or sell in the near future?"



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DAILY SUCCESS PLAN

FRIDAY

SPHERE OF INFLUENCE

9-11: Marketing strategies to your sphere of influence

- Facebook/Instagram Paid Ads
- Weekly Video Tip on Social Media
- Tik-Tok Video



Content Ideas

- Give the most frequently asked question and answer
- Share a checklist for buyers
- Did You Know? (definition of a Real Estate term)
- Current Market Trends
- Share Client Testimonials
- Photos of Home Buyer's Transactions



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DOWN TO BUSINESS

DAILY 13 "Hellos" Per Day

Sellers | Buyers | Past Clients | Referral Partners | Sphere Of Influence | Contract Updates | Prospects

DAILY 5 Personal Notes Per Day

Birthdays | Home Anniversaries | Thank You | Just Because

WEEKLY 3 In Persons/Pop Bys Per Week

Showing Properties | Builder Visits | Past Client Visits | Community Events

WEEKLY 1 Per Week Video Tip Sphere of Influence

MONTHLY 4 Per Month Contracts or Listings Sellers | Buyers

MONTHLY 1 Per Month Event Hosted Happy Hour | Appreciation Dinner | Holiday



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