

EASY 4 STEP ACTION PLAN

- Learn how to read the stats with this super quick video <u>HERE</u> and for listing presentations <u>HERE</u>. The
 referenced Sales Ratio % cheat sheet can be found <u>HERE</u>. It is included monthly with your new stats
 email.
- Share the Infographics, Videos or Maps monthly to your Facebook, Twitter, website and blog easily
 with the links we provide. Don't use social media? Create a printed mailer postcard using the
 infographic for your farm area. You will find these products in the Members Resource Centre (see
 below) and in our monthly Toolkit (newsletter) we email you.
- 3. Communicate with your contacts at least once a month with a <u>quality</u> newsletter. You can create this yourself or enlist a third party to do it for you at an average cost of \$50 to \$80 a month. SnapStats Member Option! We provide a custom designed newsletter template and email it out for only \$22 a month (subject to change) with our 100% automated service. Details <u>HERE</u> and sample template. You can have it up and running within a week and then never think about it again.

TIP for **existing** MailChimp account holders! For detailed instructions on how to create your own MailChimp newsletter and to amplify your marketing efforts see **'33 SMART Touch Marketing System'** in our Member Resource Centre (link below.)

IMPORTANT: If you do not have a MailChimp account it is imperative you contact us first before attempting to open a free account.

4. Use the script HERE for open houses and safer door knocking*. It works and generated one subscriber \$70,000 in income over two years as a direct result of using SnapStats at her open houses. TIP! Wear your REALTOR® pin to attract conversation about the market. Memorize a few key stats and key words of the script for when people engage you about the market. Recommended reading: Smart Open Houses.

*Door knocking: More and more agents today are incorporating this traditional form of prospecting with the onslaught of digital media messages and information. Define a geographic farm area and door knock a couple of hours 3 to 5 hours a week. NOTE: Many strata's have bylaws restricting soliciting so instead host an open house using the tips in step 4 above. Be sure to watch the safety video HERE and/or prospect with a REALTOR® friend.

MEMBER'S RESOURCE CENTRE & BONUS TOOLS:

There are MANY bonuses, free tools and information waiting to be discovered by you in our <u>Members</u> <u>Resource Centre</u>. After you implement the above take some time to go through the Centre in detail and discover all the hidden gems. Contact us if you need your password.