

The Client Connection:

Your Real Estate Roadmap to Capturing Clients for LIFE!



THE CLIENT
CONNECTION



This Handout Belongs to:



September 24, 2017

LET'S GET ORGANIZED

1. _____

2. _____

3. _____

Notes:

Who's in Your Inner Circle?

Name 5 people right now who you feel will sing your praises:

1.

2.

3.

Does Your Community Know YOU?

Name 5 businesses, organizations or groups that you can partner with

1.

2.

3.

Client Appreciation

List 5 things you can get excited about when you think of ways to thank your clients

1.

2.

3.

Create Your Budget

Create a spreadsheet with the following:

- ⇒ Birthday's
- ⇒ Home Anniversary
- ⇒ Thank You gifts
- ⇒ Holiday's
- ⇒ Monthly Gifts
- ⇒ Closing Gifts
- ⇒ Client Events
- ⇒ Marketing Material
- ⇒ Postage
- ⇒ Administrative
- ⇒ Miscellaneous Expenses

The Key To Connecting

Email Marketing Strategy:

Social Media Strategy

Direct Marketing Strategy:

Community Events:

Business 2 Business

Notes:

Boost Your Productivity



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