

Business Tracker

sides	Closed Files					sides	Under Contract					sides	"Hot List"					sides	"Warm" List					
	Name	Buy/Sell	Amount	%	Income		Name	Buy/Sell	Amount	%	Income		Name	Buy/Sell	Amount	%	Income		Name	Buy/Sell	Amount	%	Income	
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EGCI	\$0
ENCI	-\$35,750
Current Actual Net	-\$35,750
Est Total Sales Volume	\$0
GCI Goal 200	\$200,000
% of goal closed	0
% of goal closed/uc	0
% of goal closed/uc/A list	0
% of goal closed/uc/A list/other	0

EGCI is the Sum of all Estimated Commissions (Gross)

ENCI is EGCI less your annual Fairshare Amount

Current Actual Net is the amount of commissions you have CLOSED less annual Fairshare Amount

Est Total Sales Volume is the Sum of all Volume (every category: closed, u/c, A list, and Warm Prospects)

GCI goal is the Gross Commision Income goal you have set for the current year

Tracks the percentage of business you have closed vs. your annual GCI goal

Tracks the percentage of business you have closed and u/c vs. your annual GCI goal

Tracks the percentage of business you have closed, u/c and in A list prospects vs. your annual GCI goal

Tracks the percentage of business you have closed, u/c, in A list, and Warm prospects vs. your annual GCI goal

Building Your Data Base

A Webinar with Larry Kendall

A. Webinar Outline

- Why a data base?
- How to _____.
- How to _____.
- How to _____.

B. Why have a data base?

- _____ versus _____
- Survey of 20,000 Realtors: Less than _____% have a data base. Those who do earn _____% more than those who don't!
- Your data base is the _____ of your business.
- The most valuable asset of your business is _____.

C. Three Rules of Real Estate

- _____, _____, _____
- _____, _____, _____
- _____, _____, _____

D. Your relationships are the cake. Strangers are the icing.

F. Transaction Rate = 15% to 20%

- Mobility Rate = _____% to _____%
- Transaction Rate = _____% to _____%
- National Average = _____%

National Transaction Rate:

120 million households
78 million are owner occupied
6 million residential sales a year (equilibrium)
12 million transactions a year (equilibrium)
 $15.2\% = \text{Transaction Rate } (12 \text{ million} \div 78 \text{ million})$

Transaction Rate – Larimer County Colorado

120,295 households
70,642 are owner occupied
7,600 residential sales last year
15,200 transactions last year
 $21.5\% = \text{Transaction Rate } (15,200 \div 70,642)$

F. The Ninja Mindset:

There are 15 transactions for every 100 owner households who know me. How much business is waiting for me in my own _____?

G. The Challenge: Each person knows _____ Realtors.

How do you become the _____?

H. People prefer to work with people they:

- _____
- _____
- _____
- _____

Hebert Research (Buyers and Sellers take 93 to 21 months)

- They select a Realtor in 1 to 3 days
- Their choice is quick and arbitrary based primarily on _____.

I. Flow:

- Frequency of Interaction
- You are either _____ or you are _____.

J. Ninja Flow System

- _____ Interview per week “live” – F.O.R.D.
- 3 mail/email per month – something valuable

What is valuable?

- _____
- _____

K. Ninja Success Formula:

- Your annual financial goal (\$) ÷ _____ = the size of data base you need to earn this income.
- Build your data base to the right size.
- Become the “Realtor of Choice” via FLOW
- Develop your skills and systems to handle the business

L. Building Your Data Base:

- Your _____ and _____.
- Incremental – 2 to 3 per week
- Connect (FORD) and offer something of value
 - Meetings and events – Lee Cord example
 - Open houses – Jessica Tate example
- Walt Frey – 150 Ways to Build Your Data Base

M. Loading Your Data Base:

- _____ is preferred.
- _____ is better. Relational?

- Hire someone?
- Schedule time to keep it up
- Use data base and _____.
- Wynn Washle example:
 - Fun Facts
 - 15 Post Closing Calls
 - Calendar

N. Formatting Your Data Base (information)

- _____
- _____
- _____
- _____
- _____

O. Formatting Your Data Base (Categorizing):

- _____
- _____
- _____
- _____

P. Formatting Your Data Base (Qualifying):

- _____
- _____

Q. Qualifying Your Data Base:

- A = _____
- B = _____
- C = _____
- D = _____
- Hot List = _____
- Warm List = _____

R. Hot List

- _____
- _____
- _____
- _____

S. Warm List

- _____
- _____
- _____
- _____

These People Probably Want to Buy or Sell
(Your Warm List should = 20% of your data base.)

T. Your Business Tracker

U. Focus Daily on:

- _____
- _____
- _____
- _____

V. Auto-Flow

- 3 mailings or emailings per week
- Set these up on auto-flow
- Auto-flow makes you _____ when you are _____.

W. Personal flow:

- Weekly customer service calls
- _____ Personal notes per week
- _____ Live “Interviews” per week
- Schedule time to do it.
- _____ your FLOW (Be on Purpose)

X. A Simple, Powerful FLOW Tracking System (Dave Trujillo, The Group, Inc.)

April Webinar: Patterns of Excellence: Success Habits of Top Selling Ninjas

- Monday, April 14, 12:00 noon, Mountain Time
- Thursday, April 17, 9:00 a.m., Mountain Time

150 Ways to Build Your Data Base

(Compliments of Walt Frey)

1. What are the names of the members of your family?
2. What are the names of your spouse's family?
3. What are the names of your "extended" family?
4. What is the name of your best friend?
5. What is the name of your spouse's best friend?
6. What are the names of your very close friends?
7. What are the names of your spouse's very close friends?
8. What are the names of your children's friends' parents?
9. What are your children's teachers' names?
10. What are your children's coaches' names?

11. What are the names of the parents of your children's teams and clubs?
12. What are your children's principals' names?
13. What are your children's dentists' names?
14. What are your children's doctors' names?
15. What are your children's optometrists' names?
16. Who cuts your children's hair?
17. Who sells you your children's clothes?
18. Who is your children's school bus driver?
19. Who is your children's Sunday school teacher?
20. Who cuts your hair?

21. Who does your dry cleaning?
22. Who does your pedicures, manicures, facials?
23. Who do you purchase gasoline from?
24. Who services your car(s)?
25. Who do you buy your tires from?
26. Who sold you your current car(s)?
27. Who have you purchased a car from in the past?
28. Who cleans your car(s)?
29. Who is your mailman?
30. Who do you know at your church?

31. Who do you see at the convenience store you most often go to?
32. Who is the checker you usually to to at the grocery store?
33. Who is your pharmacist?
34. Who is your doctor(s)?

35. Who is your spouse's doctor?
36. Who is your Pastor, Minister, Priest, Rabbi?
37. Who owes you money?
38. What is the name of your favorite teller at the bank?
39. Who do you borrow money from at the bank?
40. Who is your stock broker?
41. Who do you play sports with?
42. Who do you attend your children's sporting events with?
43. Who do you go to concerts with?
44. Who do you go to movies, plays, theaters, galleries or museums with?
45. Who do you go travelling with?

46. Who is your attorney?
47. Who would you call if you had an air conditioning or heating problem?
48. Who is your pest control person?
49. Who would you call to fix your roof?
50. Who would you call if you had an electrical problem?
51. Who picks up your trash?
52. Who is your Federal Express person?
53. Who mows your lawn/shovels your snow?
54. Who is your financial planner?
55. Who prepares your taxes?
56. Who does your accounting?

57. Who is your veterinarian?
58. Who grooms your pets?
59. Who takes care of your pets when you're out of town?
60. Who did you get your pets from?
61. Who have you given your pet's babies to?
62. Who owns your favorite restaurant?
63. Who waits on you most frequently at your favorite restaurant?
64. What is the name of your favorite bartender?
65. Who do you routinely see at you favorite bar or nightclub?
66. Who do you know on a first name basis at your country club?

67. Who do you play golf with?
68. Who do you ski with?
69. Who do you talk to at your health club?
70. Who did your landscaping?
71. Who built your house?
72. Who is your landlord?
73. What is the name of the agent who insures your home?

74. What is the name of the agent who sold you your life insurance?
75. What is the name of the agent who handles your car insurance?
76. Who did you get your tattoo from?
77. Who do you buy your clothes from?
78. Who is your tailor/seamstress/dressmaker?
79. Who do you buy make-up and/or cosmetics from?
80. Who did you buy your computer from?
81. Who fixes your computer?
82. Who fixes your other small appliances?
83. Who is your travel agent?
84. Who is your printer?
85. Who did you receive Holiday Cards from last year?
86. How did you send Holiday Cards to last year?
87. Who changes your oil?

88. Who do you buy arts and crafts from?
89. Who do you buy furniture from?
90. Who repairs or upholsters your furniture?
91. Who do you buy office supplies from?
92. Who do you see at your office building?
93. Who are the tenants in your rental properties?
94. Who do you buy your liquor from?
95. Who do you buy your meat from?
96. Who do you buy your seafood from?
97. Who do you buy your hardware from?
98. Who do you know in law enforcement?
99. Who do you know in politics?

100. Who have you done business with in the past?
101. Who do you know at service organizations? (Optimist, Lion's, Rotary, etc.)
102. Who do you know from fraternal organizations?
103. Who do you know from social organizations you're a member of?
104. Who do you know from non-profit organizations you're a member of?
105. Who do you know from committees you are on?
106. Who do you know from trade or industry groups that you belong to?
107. Who are the Realtors you know from other markets?
108. Who do you buy carpets, drapes, appliances from?
109. Who are your old high school classmates who are still around?
110. Who are your old coaches?
111. Who are your old teachers that are still around?
112. Who are your old principals that are still around?
113. Who are your old fraternity/sorority, brothers/sisters who are still around?

114. Who are your old college buddies that are still around?
115. Who are your old military friends that are still around?
116. Who is your florist?
117. Who did you invite to your wedding?
118. Who are your neighbors?
119. Who did you buy your motorcycle from?
120. Who did you buy your motor home/camper from?
121. Who is your jeweler?
122. Who repairs your jewelry?
123. Who is your photographer?
124. Who do you buy your electronics from?
125. Who do you know in your homeowner's association?
126. What are the names of your previous neighbors?
127. Who do you know from the daycare center?
128. What are the names of your spouse's past neighbors?
129. What are the names of your parent's best friends?
130. What are the names of your spouse's co-workers?
131. Who do you buy your advertising from?
132. Who are the suppliers and vendors who come into your workplace?
133. Who is currently trying to sell you something?
134. Who made your will/living trust?
135. Who baptized your children?

136. Who married you?
137. Who do you buy shoes from?
138. Who maintains your safety and security systems?
139. Who are your bowling buddies?
140. Who do you play cards with?
141. Who handles your communication equipment?
142. Who would lend you \$100 with a phone call?
143. Who did you buy your boat from?
144. Who is your furnace repairman?
145. Who is your mover?
146. Who do you know at the tanning salon?
147. Who do you buy your pizza from?
148. Who are your Facebook friends?
149. Who are the students in the classes you take?
150. Who else do you know that we haven't listed?

FUN FACTS

Compliments of Wynn Washle, The Group, Inc.

Names: _____

Birthdates: _____

Children: _____

Children's Birthdates: _____

Wedding Anniversary: _____

E-Mail: _____

Favorite Local Restaurant:

Favorite Sport Team:

15 Post Closing Calls

Compliments of Wynn Washle, The Group, Inc.

1. 2-Day follow-up (Any surprises or unmet expectations in the house?)
2. 2-Week (Are they starting to get unpacked/getting pictures up on the walls?)
3. 1-Month (Have they met their neighbors yet?)
4. 3-Month (How is the home working out?)
5. 6-Month (Annual Call)
6. Anniversary of Closing (Annual Call)
7. Reminder of Her Birthday (3 days prior to her birthday)
8. Wish Her Happy Birthday
9. Reminder of His Birthday (3 days prior to his birthday)
10. Wish Him Happy Birthday
11. Remind him of Wedding Anniversary (3 days prior)
12. Wish her happy Wedding Anniversary
13. Call each child on their Birthday
14. Call for tickets to sporting events, plays, upcoming activities
15. Set up a home visit (3-5 months post close)

These People Probably Want To Buy/Sell Real Estate This Year

Take out your list of people you know. Go through the names one at a time. Bring the person into your consciousness. Think about them and ask yourself these questions regarding their situation. If they fit that particular question, write the number of that question next to their name. After going through your entire list, you should have a clear picture of the potential real estate needs of your customers for next year – and the start of a business plan for yourself. Next, start contacting your customers using the F.O.R.D. system of questions. When they respond to your F.O.R.D. questions, look for changes going on in their lives that may affect their real estate.

How many of the people you know:

- 1. Have had an increase in family size this year?**
- 2. Have children age 10 and under? (Give your kids a chance brochure)**
- 3. Have teenage children?**
- 4. Have children who have left home recently?**
- 5. Are living “below their means”?**
- 6. Have lived in their same house 7 years or more?**
- 7. Have had their company expand in the past year?**
- 8. Have had their company downsize in the past year?**
- 9. Have received a substantial inheritance?**
- 10. Own a building lot?**
- 11. Are getting married?**
- 12. Are getting divorced?**
- 13. Are getting divorced and married?**
- 14. Have a dream for “Wake-up Money”?**
- 15. Have a dream to live “anywhere”?**
- 16. Have a commute of over ____ hours per day.**