



COACH SUPER MIKE TM

Taking Real Estate Agents to Pinnacle Levels TM

Training Topic: Circle Prospecting and Farming TM

Circle prospecting and farming is selecting a very specific area, development, market place, or location where you've sold real estate, where you are well known and/or where you'd like to target. Then, you make calls, send emails, and vigorously target that location to obtain listings and future real estate business. Follow the steps below for best success in circle prospecting and farming.

1. Select the development, building, neighborhood or location where you've sold the most properties and/or where you have the most activity. Try to select a location that is tight in diameter and dense.
2. Utilize companies such as Red X (www.theredx.com) to obtain contact information for all of the owners in that particular targeted location.
3. Set up an Excel document or spreadsheet. Utilize this Excel document as a tracking tool to log all calls and contacts of any kind.
4. When you contact the owner of each property, have a conversation, be yourself and try to keep the person on the phone as long as possible. Below is a sample script:
 - a. Hello, is this first name if possible or Mr./Mrs. _____? Good morning, this is your name from your team/agency. How are you doing? Excellent, I am doing fantastic.....things are great here in name of neighborhood. I am sure you know, but we've listed/sold many properties in name of neighborhood. We just closed a sale at address and it sold for price. It looks like you purchased your home in year for price. I believe that you have build excellent equity. Have you thought about selling your place?
 - i. Then, let the conversation go where it will). Ask questions like:

- ii. Now, did you make any improvements to your unit/home?
 - iii. How is the kitchen/bathrooms? Any updates?
 - iv. If not now, do you think you may want to sell in the future?
 - v. Do you know of anyone that may want to sell in name of neighborhood?
 - vi. Do you have a real estate agent of choice? If not, I'd love to be your connection if you ever need anything.
 - vii. Confirm their contact information and be sure to get their cell and email addresses so you can follow up.
 - viii. Ask permission to stay in touch with market updates.
- 5. The objective is to have everyone in that area think of YOU when they want to sell or buy. You are becoming the face of real estate in the entire neighborhood. When neighbors talk to one another about real estate, they should be mentioning that you spoke to all of them!
- 6. Continue to follow up often and stay in their minds!
- 7. Like any other traditional farming, feel free to back it up with:
 - a. Mailers
 - b. Community events
 - c. Neighbor knocking
 - d. Email newsletters
 - e. Emailed Comparative Market Analysis updates
 - f. Any other form of marketing that you can think of