

SPIDER ADVOCATE SYSTEM EXPLAINED



SPIDER MEDIA



SPIDER ADVOCATE SYSTEM: OVERVIEW

The basic premise of the Spider Advocate System is to have a solid foundational reason to reach out to everyone in your database. If that reason means value to THEM, you will create advocates out of them. A true advocate is someone that feels as though your service and ongoing commitment to them has created within them, a sense of wanting to reciprocate back to you in the form of a referral.

The system leverages two critical elements; which is why the system yields a predictable result and will be your highest payoff prospecting activity: 1. The fact that every American family is aware of a minimum of 3 real estate transactions per year and 2. The Universal Law of Reciprocity.

Most real estate agents (loan originators included):

1. Do nothing
2. Send postcards or direct mail in an effort to stay in touch
3. Attempt to communicate but do so with little to no strategy or purpose; resulting in very little to no referrals

How often do you have to be there?

Spider Media recommends the following for your communication and valuebased schematic:

1. One video email, once per month
2. Quarterly phone conversations (speak to everyone 4x/year)
3. Centers of Influence: you should identify your top 10 individuals that believe in you most and go out of their way to help you grow your business. These individuals you must speak with each month and visit at least once every two months. Some of them naturally will become close friends and you'll see them much more frequently.

Content Strategies (these are the topics everyone is interested in and as a result, will be engaged):

1. **Home Savings:** every family spends thousands of dollars yearly to protect, maintain and enhance their homes. Naturally if you developed a network of home service providers that were willing to offer incentives to your database, the homeowners will look nowhere else for anything they need in and around the home! Don't give them your entire list, as that would strip away your reason to reach out to them proactively and recommend a vendor of the "month". Your goal should be to help them save a minimum of 10% annually on their home spend. The first step then is to negotiate wisely with your home service providers.

2. **Market Updates:** provide them with the most relevant information regarding the state of the real estate market. Make sure to stress how it impacts them (people only react to how they will gain benefit or avoid loss with the info, so state it!)

3. **Travel**

4. **Personal Development**

5. **Fitness/Health/Wellness**

6. **Funny**

7. **Personal Finances**

****We recommend Home Savings Program and Market Updates when you do your phone calls. Biggest goal is building solid rapport and showing sincere interest in their lives.**

SPIDER ADVOCATE SYSTEM: INITIAL PHONE CALL

When you begin to execute the Spider Advocate Program, always start by calling them, then support with video emails and letters. One of the questions you may have is, “When I have abandoned my database for so long, what’s the best way to re-engage an initiate contact with them?”

Sample Script:

“(name)”, this is (your name) calling from (your company), I sold your home last (date)....(or, got you into your home on (address)) do you remember me? Great! (name), I’m sure you’re busy so I’ll be brief with you here. The reason I’m calling is that I’ve put together a program here recently for all of my past clients, family members and friends that’s designed to help them save 20 to 30% annually on their home spending. (name), there’s no cost to the program, it’s just something I’m doing to help the people that I care about and the people that chose me to be their real estate agent save some money when it comes to protecting, maintaining and enhancing your home.... Over the years so many people asked me if I knew of a good roofer, electrician, a handyman, plumbers etc and so what I did was formalize it all into one big network that I’ve created, and was able to negotiate better pricing so I could pass that along to people like you.

The calls no big deal (name) it’s just to let you know that I plan on being there more often for you in the future and that should you need anything at all relative to your home, please reach out to me first and I’ll get you the right person, is that ok with you?

Perfect.... Now sometimes, depending on the season or time of year it is, there are fantastic deals they are willing to run (if you have one now, mention it). In that case, I’ll either call or send out a video email to you making you aware of them...is it ok if I reach out to you once every few months or so (name)?”

SETTING UP YOUR VENDORS & NEGOTATING W/THEM

Steps:

1. Call them, explain what you're doing and see if they are interested. Book an actual appointment with them. Why? Because they will be one of your greatest referral sources and are worthy of your time. Coffee meeting is fine, short sweet 1-hour meeting with workflow follow up using your Spider CRM. You should have no issues securing referrals in the event you don't know anyone in a particular area. Avoid cold methods of finding vendors, you want someone with a solid track record of excellent service and work.
2. Negotiate with them on the first call and get the deal they are willing to offer!
3. Send an email with the deal they agreed upon, asking them to reply. Store that email in a vendor folder so you have the deal in writing
4. Put them in your monthly distribution list! You should have a "flag" group named "my home service providers".

Sample initial call to vendors:

“ Hi (name), my name is (your name), you and I don't know each other but we have a mutual friend (name of referral source) who suggested I reach out to you. (name), are you taking on new customers at this point or are you swamped, or what's your current situation?” Ok perfect. (name) I'm looking for a reputable (name his/her industry) to service my database. The way I grow my business is by engaging and communicating with my database on a regular and consistent basisand part of the value I bring to them is putting them in touch with quality home service providers like yourself. I send out monthly video emails and call each of the once per quarter, typically offering them some sort of deal or promotion on behalf of my home service provider team....there's no monetary exchange (name)..I ask nothing of my home service team but to treat my clients with exceptional service; so there's no cost to you (name) to have me promote your business ...that said the vendors that do quite well with this program are the ones that offer something special, some kind of deal or incentive that gets their attention, does that make sense (name)? Perfect....what kind of incentive, if I were to call all of them today on your behalf and recommend your company...what kind of offer can I tell them you'll provide them with? (shhhhhhh just listen).

Outstanding; that's fantastic and much appreciated. I'm going to send you a quick follow up email stating that deal, can you do me a huge favor to avoid any misunderstanding... can you simply reply, letting me know we are good to go on that deal (name)?”

(offer that you'd like to meet them for coffee, book the appointment and build some more rapport)

SPIDER ADVOCATE SYSTEM: SAMPLE QUARTERLY CALL

“Hi (name) its Pat Fenton how you doing pal? Good to hear...listen, reason I’m reaching out to you, the holidays are around the corner and if you’re like me that means entertainment, hosting parties and family coming to the house... one of my home service providers, her name is xxxx, she runs a home cleaning company and I gave her a call and asked her if she’d be willing to give my clients a good deal on getting my clients and friend’s houses cleaned up for the holiday season....and she agreed to a pretty sweet deal of xxxx off for all first time clients. I’m not sure if that’s something you’d be interested in but I thought I would mention it to you and see if you’d like her contact information; it’s something your spouse will surely appreciate hahaha....you want her info (name)?

Now simply build more rapport.

SPIDER ADVOCATE SYSTEM: SAMPLE VIDEOEMAIL

Topic: Health and Wellness

Intelligent Link: Open House/Video Tour

“ Hey guys, its Pat Fenton here and wow here it is January, the start of a brand new year and my hopes are that this year is your very best and that you accomplish all of your personal goals.....in fact if you’re like most, including myself; your health, looking and most importantly feeling your very best is right up there at the top of your listI thought as part of my monthly video e-newsletter I could share with you some solid tips for having incredible amounts of energy....below is a link to a video that nails it- hydration, nutrients, reducing sugar intake and what’s interesting is he talks about how valuable strength training is for both men and women and what it does for your bone density and how it improves your metabolism are just a few ..it’s a great video, click on it below when you have a few minutes I think you’ll like it because he also talks about how to get out of poor eating habits and how our mindset impacts our approach to health and wellness.....well that’s it for now my friendsreal quick, you’ll also see a link below to one of my newest listings, that link will take you to a video tour of the home and details of an open house I’m doing this weekend for it....its stunning, have a look if you or someone you know is in the market for a new home.... Thanks for watching guys and as always, I’m here to help you with everything real estate...have a great day!