

RE Agents

What to do & When to do it With each part of your business

Monday

Top 50 VIP's (Favorite People)

1. Call 15 every Monday
2. 1 lunch per week
3. Birthday program
 - Cards
 - Food
 - Gifts
4. Categorize as
 - A, B, or C
5. Mail monthly LOTH and EOS
6. 1 Happy hour/month

Tuesday

Status Calls

1. Sellers in process
2. Buyers and sellers under contract

Wednesday

Hot Leads and Old Leads

1. Close for an appointment
2. Send EOS mailer every month
3. Email monthly video about the market and mail EOS

Thursday

Top 50 Past Clients 400 Past Client Database

1. **50 favorite past clients**
 - a. Call 12 per week
 - b. Birthday program
 - c. Invite to monthly happy hour and annual client appreciation event
 - d. Monthly LOTH
2. **400 past clients database**
 - a. Call 1 letter per week= 2 touches per year
 - b. Birthday program
 - c. Invite to annual client appreciation event
 - d. Monthly LOTH

Friday

Cold Calling Day - New Business People & Builders

1. Call 10 business people every Friday and 2 builders
2. Meet 2 per month
3. Add to EOS mail and video email list
4. Invite to Happy Hour
5. Attend 2 business events per month