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the ultimate marketing handbook
for real estate agents who want to close
86 deals or more a year



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ABOUT THE AUTHORS

Verl Workman, CEO & Founder of Workman Success Systems, has a lifetime of experience as a speaker, trainer, motivator, business owner, and coach. Verl's experience runs the gamut from selling hot tubs and satellite dishes to working as a top-producing real estate agent. Verl is the ultimate entrepreneur and loves a challenge. One of his most cherished and oft-used titles is "Freaking Sales Animal," a moniker he wears proudly.



Verl started speaking and coaching almost 20 years ago. He has helped thousands of real estate agents and brokers use technology to increase their profitability and build their unfair competitive advantage. Verl brings a unique sales background and high-tech attitude to the market place and understands the value of technology in a sales environment.

As a coach, business consultant, and past-president of the Top 5 in Real Estate Network, Verl has a unique ability to evaluate and recognize business issues and then help clients put systems and behavior changes in place to overcome those challenges with significant results.

Verl's personal motto is, "If it's not fun, I'm not going!"

Mike Parker has more than 25 years of experience in the real estate industry. Mike has been and still is recognized as one of the top real estate agents in the United States. He has helped his clients buy and sell homes in all price ranges, from the first-time homebuyer, to the CEOs of companies, to the farmer who needs to sell his or her farm. Mike's unique real estate experience and hunger for knowledge has helped him assist more than two thousand families buy and sell real estate in Northern Kentucky!



Mike thinks outside the box and has never been one to just go to work. Mike has always had an extreme love for his career. He has been quoted as saying, "Every day is different in the real estate business," "You got to love this business to be in it," "No two transactions are the same," and "You just have to roll up your sleeves and go to work for your clients."

Evidently, Mike takes his own advice! He is the only agent in North America who is in the Hall of Fame for two different companies: RE/MAX and HUFF Realty. Mike was awarded the "Nate Sanders" Educator of Year Award at the 2009 Kentucky Association of Realtors Convention. Mike is also a member of The Top 5 in Real Estate Network and participates in the Advisory Council as a founding member.

"I would like to personally thank Mike for his ideas, thoughts, and collaboration on this work. Mike and I worked together to develop this system that he has been doing a variation of for almost 25 years. His passion and enthusiasm for the business are unparalleled and appreciated."

— Verl Workman

Terri Murphy, an entrepreneur who has built a successful business over the last 32 years, started out like the rest of us... totally clueless! Early in her career, Terri learned to build a strong customer network, propelling her into the top 10 percent of a national sales organization. Terri took what she learned and began her own sales consulting company.



A consultant to three major associations and CIO of US Learning, LLC in Memphis, Terri understands the critical need to interface online communication strategies that position her clients as the "Celebrity Authority" in their chosen space.

As a professional presenter, Terri is dynamic, fun, humorous, and offers programs that include participation and interaction. She is a best-selling author for Dearborn Financial Publishing, an accomplished columnist, online television producer, and business e-communication consultant. She is also a published author of 5 books.

Terri empowers her audience members and combines education with "edu-tainment" by providing practical sales and marketing strategies that build high-level awareness and customer brand preference.

She has been a featured expert on ABC, NBC, CNBC, and CBS Affiliate WREG-TV, and multiple online radio broadcasting networks.

RELATIONSHIPS ARE EVERYTHING

Top sales people around the world have long understood that relationships are their most important asset. You see, consumers do business with people they like, trust, and respect. The majority of high performers will tell you that the business they generate from their sphere of influence is more profitable than any other lead generation method. These prospects don't shop, the transactions are easier, and they generally have a higher average profit margin.

Most of the time, however, we real estate agents fail to be at the front-of-mind of our friends and associates at the critical moment when they are ready to buy or sell a home. Here is what usually happens:



A family is thinking about moving. They have several friends that are also real estate agents, and the next time they are with any of their real estate agent friends, at a soccer game, or school event, or even in passing at the grocery store, they will mention to that real estate agent friend that they might be moving. Boom! Deal closed! The friend who happened to be in the right place at the right time ends up with their business.

How many times has one of your friends listed or bought with another agent simply because they did not think of you at the critical moment in making that decision?

I remember when my sister started her career in real estate, she was very upset when one of her close friends listed her home with another agent. She couldn't believe her friend had not called her! I asked her if her friend knew that she was in real estate. Then, I asked her when the last time was that she reached out to her friend with the intent of making sure the friend truly knew that she wanted their business. Her answer was typical of what I hear from most agents: "They should just know!"

So, whose fault is it when we lose a transaction with a friend or other relationship? Is it theirs for not remembering you, or is it yours for not making sure that they do?

Without a doubt, the responsibility lies with us. It is our job not only to be at the front of their mind, but also to have a solid enough relationship that they would not even consider using another agent. When you are asked who your doctor, dentist, or accountant is, you don't say, "Well, I have several accountants, here's a list." Of course not; you say, "My accountant is Bob Johnson, and I love working with him! Here's his number." That is how we must train our friends to speak about us: "Mike Parker is my agent, and he is awesome!"

WHAT TO DO

So, why do we spend so much time going after new business with strangers? Why do we focus on lead generation — even purchasing leads — with people who we don't even know, and more importantly, don't know us?

We don't know what to do!

The following is all about what to do. It's about sharing with you a specific plan that includes not only why we should correctly nurture and work our relationships, but how to do so at a level that will yield returns for years to come.

B.R.T.

Let me share with you a concept I learned as a 19-year-old missionary serving in Manchester, England. I remember going into the missionary training center, and the first thing they taught us was that if you're going to have intelligent conversations with people, you have to first learn the process called B.R.T. — **building relationships with trust**. In order to have an intelligent conversation, in order for someone to listen to you, you first have to build the relationship, and it must be based upon trust.

How do you do that? It is as simple as asking questions.

We have to get to know others, and then we find common interests and we build on things we have in common. For example, if you see that people have pictures of the family at the lake on their wall and that's something you're passionate about, you'll want to spend a few moments talking about those activities. If they have children, you have a lot to talk about. Ask what sports their children play or other activities they are interested in. Talk about the challenge of raising teenagers. Finding common interests is easy.

A guy like me from Salt Lake City, Utah, with six kids, can pretty much find a common interest with anybody on the planet. If others have a focus on gardening, sports, traveling, or their children are in plays, or they like to hike, build on those common interests.

Many years ago I heard a quote that quickly became one of my favorites on the process of building relationships: "It's important that you are interested, not interesting." Now I want you to think about that for a minute. What does it mean to be interested? Being interested means learning everything you can about another person or family and learning what is interesting to them. It's all about focusing on the individuals and the family members and not on what is so interesting about you.

Be interested, not interesting.

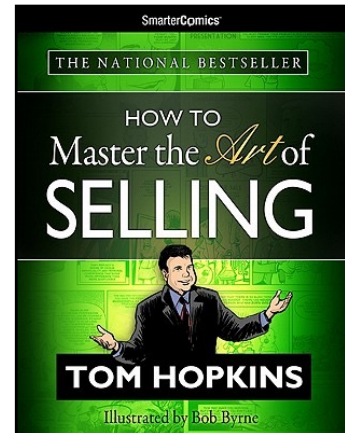
We all have great backgrounds, histories, things that we can talk about, and all the wonderful things we've done. But if you truly want to build a relationship, you've got to get people talking about themselves. Remember people don't care about you, they care about their families and their needs.

WE ARE IN SALES!

I remember reading my first sales book. It is a book I continue to use today in sales training. Written by the sales genius, Tom Hopkins, the book is called *How to Master the Art of Selling*. The book

shows a picture of what looks like two baseballs. Two half circles face each other with a dot in the center. The image actually depicts two bellies touching.

The acronym at the top says STP. That means “See twenty people” belly-to-belly every week. That has stayed with me since the very early stages of my sales career. The key to building relationships is getting out there and seeing people. To be successful in sales, you need to see people belly-to-belly every single day.



The concept is all about personal connection. It's not a new concept, and there are many who preach the gospel of working your sphere of influence (SOI). But the practice is, well, just that,

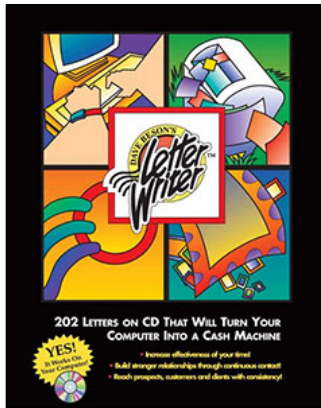


practice. Most of us don't practice what we know we should be doing.

Today, in real estate, there is no difference. Our relationships are our most important assets. The relationships we have generate more business and more profitable income than anything else we do. That's why we spend time, resources, and money buying things like contact management systems.

There are a lot of good contact management systems available, and the goal is to increase the touches we have with our clients but decrease the number of touches it takes to accomplish that. Some of these programs include Top Producer, Realty Juggler, Wise Agent, and IXACT Contact. There are many others. However, the few I have mentioned here include the critical features of a great real estate-specific Contact Relationship Manager (CRM). The important thing with contact management is the functionality to manage people, properties, and plans that allow you to automate high-touch processes.

I remember when I first automated my real estate practice years ago. I was selling new construction, and I wanted to be able to have clients for life. I knew that five to seven years after they bought a home, my clients would buy another one. And I wanted to have them long term. So, I put them in my CRM and launched them on a followup campaign.



I remember getting my first 386 computer and installing Top Producer and Dave Beson's LetterWriter. I launched the 7-year action plan after each successful closing. That single activity of launching a 7-year action plan generated more income — and continues to generate more referrals — than any other single thing I have ever done in my business.

One of my most memorable transactions came as a result of a serious objection. Andy and Diane had decided to purchase a new home. They were getting a VA loan and had been through the approval process.

During the building of the home, they received notice from their lender stating that getting a VA loan would not be an option for them because they were not married.

The VA would not count both their incomes toward their qualifying ratios unless they were married. When they came to see me at my office to tell me the bad news, they were devastated, upset, and emotionally drained. As I sat with this couple, it was obvious that this was not the outcome they had expected or hoped for! There had to be a solution to this problem.

Maybe it's time to get married!

Later, as Andy and I were visiting alone in the office, I simply asked him if he and Diane were planning on marrying at some point. Without hesitation, he said, "Absolutely!" I asked him when, and he stated that they had no set date. Well, at that point my salesman wheels started to spin, and I proposed a plan. "How about this," I said, "Why don't we go down to Las Vegas and get you guys married. Nobody has to know about it and then you can plan the big wedding when you are ready." I also asked him if he really wanted not being married to keep him and Diane from having the home of their dreams and starting their life together in their own place. At first Andy looked puzzled and a little confused. But then the light bulb in his mind went on! With a sly smile, he got up from the chair and went to find Diane. And right there in the sales office in South Mountain, Utah Andrew proposed to Diane.

My wife and I drove to Vegas with them and were their witnesses at the Chapel of the Bells on Las Vegas Boulevard and yes, they got their dream home!



Following the closing, I launched the Dave Beson's LetterWriter 7-Year plan in Top Producer and over the last 10 years, I have sold two of their homes and represented them as a buyer once. I also earned a fee by referring them to an agent in another city when they were transferred. To this day, I am 100 percent certain they refer to me as "Their Realtor."

WHAT IS THE VALUE OF A CLIENT?

Now, let's talk about what a client is really worth to you in real estate. How much is a client worth? What is the value of a relationship? You see, I've learned that if we understand the value of a relationship and we focus on those relationships, we also understand what it costs us when we lose a relationship or a client. So let's talk about the value of a client.



When you go out and do a transaction, what's the average amount of money you make? For simplicity I'm just going to use a low number; let's say the average amount of money you put in your pocket is \$3,000. So you meet a family, you sell them a house, and you make \$3,000. So then, is the value of that client \$3,000?

Well, of course not. What about the lifetime value of the client? How many of you are in real estate as a career? By that I mean do you plan on being in this business for the rest of your career? If you plan on being in real estate as a career, then experienced agents will tell you that every five to seven years your client will move. And if you've done a good job, you're honest and ethical in your business, you do what you say you're going to do, and you keep in touch with clients, when they're ready to sell that first house, they will call you again. You list the property, making another \$3,000. You then represent that family in the purchase of their second home, making another \$3,000. Your client is now worth \$9,000.

Now, if you plan on staying in the real estate business as a career, that means you're going to be here more than five to ten years, so the reality of this happening one more time is very high. One more time you list their home, making another \$3,000, and you sell them their next home, making another \$3,000. This now puts the value of our client at \$15,000. Are you staying with me on the math?

The client is now worth \$15,000. Are we done? Well, hopefully you're saying no. If the answer is no, what else is there? Referrals! That's right! How many people does the average person know well? This number is based on how many people you invite to your wedding and how many show up at your funeral. Does it surprise you that the average person knows more than 200 people well?

Is it realistic to believe that you're going to get more than 200 referrals from every client? Of course not. There's no way you're going to get 200 referrals from every client. But what is realistic?

Remember the formula: if you've done a good job, you're honest and ethical in your business, you do what you say you're going to do, and you keep in touch with clients so that you are at the front of their minds, when real estate comes up, they think of you first.

If you do those things, the critical things of the formula, is it realistic to believe you can get two referrals over the lifetime of a client relationship? The answer is **absolutely!** If each one of those referrals is worth \$15,000, your client is now worth \$45,000. So when I ask you how much your client is worth, with a huge, enthusiastic response, I want to hear you shout out \$45,000!

A client is worth \$45,000

ARE YOU STILL DOING REAL ESTATE?

Are you kidding me? When was the last time you were in a public place or a general gathering and somebody came up to you and they said, "Hey, are you still doing real estate?" Why do they ask this question? They ask because they have no idea that you're still in the business! With the recent downturn of the market, so many agents have gotten out of real estate and gone into other things. They are no longer listing and selling properties. People just don't know that you're still a real estate agent.

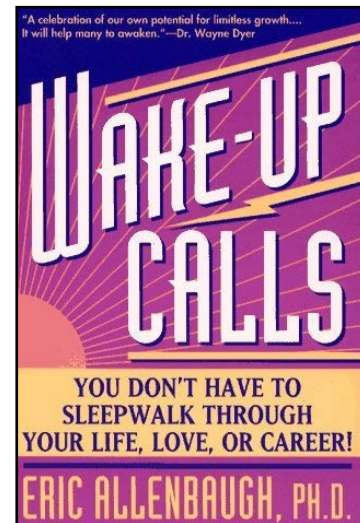
What does it mean if somebody has to ask you if you're still doing real estate? It means that over the last several years, every time real estate has come up, they have not thought of you, nor have they sent you any business.

I want you to remember that acquiring a new client has a value of \$45,000. I also want you to think of what it costs you when you lose a client. When you lose a client it also costs you \$45,000!

How many of you are willing to admit you've lost at least one client? If you are honestly willing to admit each loss has cost you a minimum of \$45,000, then you can get down to the real value you've missed with each client. I hope it's staggering.

You see, I found that the pain of loss is a greater motivator than the anticipation of pleasure. In his great book *Wake Up Calls*, Eric Allenbaugh talks about how, as a society, we are trained to step up in adversity.

He asks questions such as why does it take an event like 9/11 before we really get serious about our homeland security, or Hurricane Katrina before we get serious about disaster relief? Why do we have to go through a divorce before we start taking our relationships seriously or through a bankruptcy before we start managing our resources more effectively? We are trained to step up in adversity.



My goal today is to help you make changes before the pain gets so great that you don't have a choice. You see, if we can learn from the experiences of others, put ourselves in their shoes, and implement strategies that will help us become more successful, then we don't have to experience the pain ourselves.

Pain is a greater motivator than the anticipation of pleasure.

When you get a new client, I want you to think \$45,000. High five! I just got a new client! When you lose a client because you don't have the right processes and systems in place, I want you to feel the pain of that \$45,000. Think about this: how would your family's life be different this year if you hadn't lost those four or five clients, each worth \$45,000? Gulp.

PUT SYSTEMS IN PLACE

Now, let's talk about the importance of having a real estate-specific contact management system. If your client is worth \$45,000 and that's your most valuable asset in real estate, then how you manage your clients is equally important. Having a real estate-specific contact manager is critical.



Whatever you use, whether it's Realvolve, Top Producer, Realty Juggler, Wise Agent, or IXACT Contact (a few of my favorites), the key is learning the program. Step one in choosing a contact manager is to research the different CRMs. Find out which one works best for the way you're used to doing business. For example, is it user friendly? Does it manage data the way your brain works? Top Producer is great for analytic people, but it may be overwhelming if you hate dealing with a lot of data.

Number two, I recommend that whatever contact management system you use, it has to be real estate specific. Third, how easy is it to create action plans and to use them? You have to be able to launch action plans or activity plans which allow you to put a series of activities in order. For example, when I get a new listing, I want to be able to launch the listing plan, put a sign in the yard, put a lockbox on, order the virtual tour, contact a seller after it's been on the market, and so on.

There's a checklist we all have that we use on the inside of a manila folder or an Excel spreadsheet. What I want you to be able to do with your contact management system is create an action plan so when you get a new listing, you put the list date, expiration date, and reminder date. Then all of those activities associated with that plan get scheduled, put in the calendar, and have reminders for you or your assistant to do those tasks. That way nothing falls through the cracks.

The fourth thing you want to do with your contact management system is be able to categorize every client in relationship to you. Is it a first-time homebuyer, a past client, someone in your geographic farm or in your sphere of influence? Are they an "A" lead, a "B" lead, or a "C" lead? You need to be able to categorize every person this way. Keep in mind that people in your contact management system can be in more than one category.

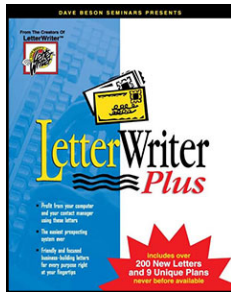
Besides tracking the ABC lead types, you should identify what that lead or contact is to you. I could have someone in my sphere of influence who is in my church group and who is also an attorney, a carpet layer, or a contractor. I can have multiple contact types for one individual. Why is this important? Let's say I want to do a mailer to everyone in my database who is a contractor. By having each contact who is a contractor listed this way, I can easily separate out the contractors and send them a mailer that is relevant to them. I can also send a mailer to everyone in my contacts who is in my church group and make the content relevant to that group. I want to be able to use my database and customize the communication by the type of individual that I'm communicating with.

The fifth thing that I believe is critical in using your contact management system is to be able to import third-party content so you can have action plans in place for keeping in touch with these people. I'm a big fan (as I mentioned earlier) of Dave Beson's letters. When we talk about high-touch systems, we want to be able to launch processes that keep us at the front of the mind of our clients for the life of the client. Utilizing a program like Dave Beson's letters allows me to be able to do that.

Dave Beson's LetterWriter was the first program I used. The letters automatically install in Top Producer, Realty Juggler, and Wise Agent. And they install with their action plans. When you set up your Dave Beson's series of letters, it sets up an action plan as well. This gives you the ability to communicate with a client on an ongoing basis. Let me just share with you some of the letters that are in Dave Beson's Letter Series.

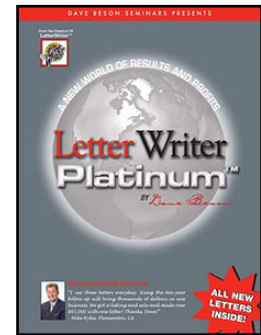
For example, LetterWriter features a series of letters that include a "Seven-Year Followup Plan" for clients once you put them under contract. There is a PR campaign that includes holidays and a series of letters for prospecting with FSBOs. There are buyer- and seller-followup and expired listings letters. It has referral tracking plans and letters to tenants.

The key is when you have a transaction close, you activate the seven-year plan. I can go to a client, close a transaction, launch the plan, and then LetterWriter reaches out and sends the client a letter or an email every month for the next seven years. It's just like the with infomercial celebrity Ron Popeil's chicken roaster, you simply, "Set it and forget it!"



The next program is called LetterWriter Plus. LetterWriter Plus includes some significant programs, Gold Mine Referrals, builder marketing specialists, and letters for going after new construction. Another phenomenal campaign is called, “I have a buyer looking for a house like yours.” LetterWriter Plus also includes forms for holiday and special occasions, open house followup, going after and working with investors, relocation, and lead development.

In the new series called LetterWriter Platinum, Dave Beson has created a series of letters that go even beyond LetterWriter and LetterWriter Plus. He has a new series of letters called the “Ten-Year Followup Plan.” Another action campaign is called “Why choose me as your agent?” There are letters for marketing as teams, keeping in touch with your sphere of influence, and specialty letters for unique markets (such as vacation, seniors, or rentals). There is a campaign that allows you to promote your designation and special request letters for your individual brands such as Keller Williams or Re/Max, and so much more.



The key is to be able to install third-party content into your contact management system so you don’t have to think about what to send when you want to launch a followup campaign. Dave Beson’s LetterWriter, in my opinion, is one of the strongest, most well-written series of letters. And yes, I would get them all.

There are a few other things to consider when choosing a CRM:

- How robust is the mobile platform and how easy is it to use?
- What type of marketing plug-ins does it have (Market Snapshot, Facebook & Twitter integration)?
- How is the integration with various lead sources?
- How does it help keep buyers and sellers happy with the service they receive and “in-the-loop” during the transaction?
- Ease-of-use for communication with clients (email, phone, text, etc.).
- Does it integrate business financials (GCI, commission splits, etc.)?
- Can it help with business tracking (lead flow, conversion)?
- Can it integrate with a document management software?

YOUR TOP 50

Now that we've got the program set up, it's time to talk about how we can literally generate 86 referrals a year working with only 50 people and focusing on it one hour a day. That's right, I said **86 referrals a year**. If your business would benefit and your lifestyle would change by increasing your business by 86 transactions this year, then you should pay special attention to the next several sections in this book. Because I'm going to share with you a system that has been paying my coaching clients huge dividends year after year.

I have to tell you that I didn't invent this system. As a matter of fact, I can't even tell you who did. All I can tell you is that over the years, it's evolved into something that's become very special. It may seem simple, but the execution of the process is not that easy. The hard part is going to be to commit to following this plan. So here's where I want you to begin.

I want you to go through your entire database, and I want you to identify the 50 people who are most likely to give you at least one referral this year. These could be friends who you go out with on weekends. They could be the people you play golf with. They could be in your book club, in your church group, in networking groups, people you've stayed in touch with from high school, or past clients that became raving fans. It doesn't matter where these people come from, but you have to identify **50**. It's really simple.

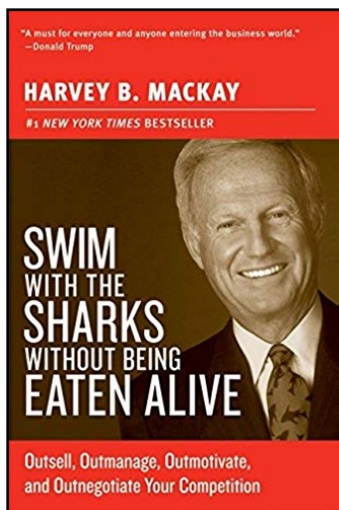
You will notice, I did not say identify around 50, I didn't say identify 40, and I didn't say identify 65. I said identify **50**. Fifty real people that you like and you believe like you back. These are the 50 people that are most likely to give you at least one referral this year.

Now here's where the work begins. Once you have identified your Top 50, you have to schedule a personal touch once a month for the next 12 months with all 50 people. That's right, you heard me. A personal touch every month for the next 12 months. Now the good news is I'm going to make this easy for you. You don't have to call them up and pump them for referrals or sell them anything. I want this to be a personal touch. A friendly "Hey, how are you doing?" call. To clarify, *a personal touch has to be where they hear your voice or see you in person*. Either they're



talking to you on the phone, going to lunch, or you're going out as couples on the weekend. It has to be a personal touch. A Facebook message or an email does not count as a personal touch. It's not that I don't like social media; on the contrary, I feel it is a critical part of our technology arsenal. However, for this strategy to work, we have to take the relationship to an entirely different level.

Every time you have a personal touch, it's important that you open up the contact record in your contact management system and update it. You should know *everything* possible about your Top 50 relationships. Simple things like the names and birthdates of all their family members, and their anniversary, where they went to college, what sports they are into, what their favorite restaurant is, hobbies, and so forth.



In Harvey Mackay's book, *Swim with the Sharks Without Being Eaten Alive*, he talks about a 66-question client profile — 66 things you should know about everyone you do business with or would like to do business with.

As you're talking to your Top 50, you should focus on filling in answers to more of the 66 questions from Harvey McKay's book. Ask about their job, ask about their business, and ask about things you have in common. Do they have a pet? What degrees do they have? What is their favorite drink? Where do they like to vacation? And then ask about what they do to provide exceptional experience for their

clients as well. The more you know about them, the easier it is to find things in common, and — more importantly — focus on what is important to them.

Once you've had a couple of touches, I want you to ask your contact if you can count on them for at least one referral for this year. "More would be great, but I know that you have lots of people you know in real estate. But I'm sure I'm going to blow your friend away with the job that I do. Is that cool with you?" Have a great dialogue. The purpose of them being on your Top 50 is they're already friends and they're automatically going to be thinking about sending you business. The key here is for you to be



a present, personal, consistent reminder of the commitment they made to you when you asked for their referrals.

Have fun with this: "Hey Sally, you know I'm counting on you for one referral this year right?"

Next I want you to launch Dave Beson's Gold Mine Referral series. The purpose of launching your contact on the Gold Mine Referrals series is so you're talking to them once a month and they're getting a letter from you on a scheduled basis that teaches them how to give you referrals.

(Order LetterWriter Plus for the Gold Mine Referrals for your CRM at <http://davebesonseminars.com/letterwriter-products/>. It's only \$99.)



Let's talk for just a minute about the types of personal touches you can have with your clients. I'm going to use a program called NEA. NEA is an acronym I never want you to forget. It stands for, **"Never eat alone."** If you've got to grab something quick to eat, open up your Top 50, see who you haven't seen in a while. Give them a call. See if they'll meet you for a quick bite. Always invite someone to go to lunch with you. **Never eat alone.** Always eat with somebody on your Top 50 list.

Other types of personal touches are date nights. Maybe you have people on your Top 50 list that you'd like to develop even stronger relationships with. Invite them to go out to dinner or a movie with you, to ballgames, for tailgating before or after your favorite teams play. Stop by their home or drop by their office with something of value to give them. Give them an invitation, a couple movie tickets, or just let them know you wanted to see how things were going. There are hundreds of reasons for stopping by: "I was just in the area, and I wanted to see how your family and the home are changing since you moved in." I have clients who have become famous for bringing by a jar of homemade jam just when the berries are fresh and coming off the vine. The reality is that you don't need a reason or a gift to drop by; simply staying friends and chatting about what is important to them will help you achieve your goal in gaining more referral business.

Pick up the phone and call them to see how their family is doing. My favorite call is, "How are you doing, how's your family, how's your work, how are your kids?" It's that personal, sincere reality where you are just keeping in touch.

Identify Your Top 50 List:

Set them up in your contact manager with a new contact type: "Top 50".



Personal Touch:

You should have a personal touch with each one of them every month.



Schedule:

When you have a touch you need to schedule your next touch.



Launch:

Start the Dave Beson's LetterWriter Plus "Gold Mine Referrals."

There are many different kinds of touches to consider. One of my clients holds a wine and cheese tasting party every single month. They have wineries and chefs that come in, and they'll do wine/food pairings, and every single month they invite their Top 50 to this party. What happens when you do something like this with your Top 50? They not only develop great relationships with you, but they create great relationships with each other.

Other agents have done business book clubs where they've developed a book club around their Top 50. They've created a networking group where every month or every quarter they'll get together and they just network with each other. The key is that you have scheduled activities where you're having personal communications with the people on your Top 50 list.

The next step is to track all of your referrals in your contact management system. You want to track where every referral comes from because you are going to quantify the value of this list at the end of the year (I'll tell you more about that later). Make sure when someone sends you a referral, you personally pick up the phone and thank them. Even more importantly, send them a "thank you" card with a personal note. Mark Seiden likes to send Cutco bagel spreaders engraved with, "Thanks for spreading the news." But you can do something simple as well. I like to send cards — as my friend Terri Murphy calls it, "sending a happy." You



send them a "thank you" that lets them know you really appreciate the referral.

Connect on social media sites, such as Facebook, LinkedIn, Twitter, and Instagram. On all sites where your Top 50 are active, listen to the conversations they have, like their posts, contribute to things they are interested in, and remember to be interested not interesting. Post

things on social media that have real value and position you as an expert in real estate.

I like to follow the FORD method of posting. I try to make 25 percent of my posts about **family**, 25 percent about **occupation** (real estate), 25 percent on **recreation**, and 25 percent about **dreams** or things I simply find interesting. I have found that with social media, people want to connect with you on a personal level and know you are like them and have things in common. You don't want to

be that agent who posts all your listings, showings, and open houses constantly because you become noise instead of a friend.

THE BIG EVENT

At the end of the year, you're going to look through your list of Top 50 and you are going to see who did and who did not send you business. You are going to host a "thank you" party for all of those who sent you business. And those who did not send you business are going to be replaced in your Top 50 list with new people you think will give you at least one referral. It's okay to combine this event with your client appreciation event where you invite your past clients. These events can be as simple as hosting a backyard barbecue or renting a movie theater and inviting families to see the latest Disney movie. Just the marketing of these events will generate enough new business to pay for them. Our clients who do appreciation events will tell you they are huge profit centers and that they do them as often as two times a year. The key is be consistent and deliver great value. Don't ever forget the value of a client.

The goal is, every year, to replace those who don't send you business until the number of people you replace is zero. I want everyone in your Top 50 to be focused on helping drive business to your real estate practice.

An important note: when you identify your Top 50 list, identify the business people who *you* could send business to. You see, I believe it's a life principle that you get by giving. The more business you give, the more referrals you give, the more business will come back to your real estate business.

YOU GET BY GIVING

I'm going to challenge you to give one outbound referral to somebody in your Top 50 group every single week for the entire year. Think about that. If 52 referrals go out, 52 referrals could come back in. Even if only half of them refer someone back to you, that's more than 25 referrals back into your business.



When you give a referral, pick up the phone and call your friend or the business to which you gave the referral and let them know you sent someone their way. Give the name of the client so they know it is a real person and can look out for them. This call counts as a touch and creates a sense of obligation. You give business to them; they give business to you. That's just how it works. If they don't reciprocate, it is perfectly acceptable to have a conversation with them. Mine would go something like this:

Me: “Hi, John; I wanted to let you know I sent another client, the Jones family, to your dry cleaning business. I am sure they are going to come by soon.”

John: “Thanks Verl, I appreciate the referral.”

Me: “No problem! You know I love the work you do, and I don't send business anywhere else. Hey, while I have you on the phone, I know from time to time real estate probably comes up in your conversations with your friends and customers. I'm sure you have sent me some business as well, right?”

John: “You bet!”

Me: “Great, thanks! Hey, would you mind doing me a favor? When you give my name and contact info to someone, would you please give me a quick call and let me know their name and number? That way I can follow up with them and give them the same level of service you have come to expect.”

John: “Okay, no problem.”

Me: “Can you think of anyone who you may have given my name to recently?”

This dialog sets the standard for how to give and receive referrals. You first show them by giving a referral, then you ask them to simply do what you have shown them is the best way to take care of each other. Everyone wins, and both of your businesses will grow. Now, multiply that by the 52 referrals you give out this year (one per week), and what do you think the referral business coming back to you looks like? At least one from each, and possibly a lot more.

The key to being successful with the Top 50 is being committed. You have to set it as a goal. You have to block time when you're going to actually make those calls. You're going to have to schedule the appointments with your Top 50 so you have a personal touch. And you're going to

have to get into the habit of doing it religiously. This has to become what I call a **NNA** or a **non-negotiable activity**. It has to be non-negotiable or it flat won't work.

When you schedule your time to meet with your Top 50, it's just as important as going on a listing presentation because it is going to generate more listings. When you schedule a date night, don't cancel because something better came up. Take them with you and include them. Make sure you're including your Top 50, you're never eating alone, you are having personal touches, you have scheduled contact times, and your team or your assistant know not to schedule other appointments over these critical relationship activities.

Peter Vidmar, the great Olympian, is the highest scoring American gymnast in Olympic history. At the 1984 Olympic Games, he led his teammates to America's first team gold medal. He went on to win the silver medal in the individual all-around competition (the first American to have ever won an Olympic all-around medal), and with a perfect score of 10, he captured the gold medal on the pommel horse. Peter has since gone on to become a successful motivational speaker and Chairman of the Board of USA Gymnastics, the national governing body of gymnastics in the United States. He remains a leader in the Olympic movement today.



I heard Peter speak for the first time about 10 years ago and was mesmerized by the way he captivated the audience! I will never forget him bringing a pommel horse on stage and thinking, he can't still do that, can he? But yes he can. Twenty years after he won his gold medal, he performed that routine — on stage, in front of the audience — to a standing ovation. I loved the way Peter talked about the principles that he applied in order to achieve a gold medal-level of success. This system I am sharing with you in this book will help you achieve gold medal-level success in your own life and in your business if you follow these same principles.

Peter talked about the principles called **ROV**.

The **R** is for **risk**. In attempting to achieve a perfect 10, he knew that one-tenth of the score was based on doing a risky maneuver. You know, flaring your legs, releasing the pommel horse just as

you did a 360 or flip and then catching it again. Doing something crazy-risky resulted in one-tenth of your score.

The **O** stands for **originality**. And that meant incorporating something into your routine that was unique, different from what anybody else had ever done. That original maneuver would sometimes get your name attached to it if you were the first person to do it.

But the last part, for a full *eight-tenths* of your score, is based on **V**, a principle called **virtuosity**. Virtuosity stands for the perfect execution of the basic fundamentals any gymnast should be able to do at that level. Think about it, eight-tenths of your score was based on perfect execution. Perfect execution of the basic fundamentals.

The system that I'm teaching you right now around your Top 50 is a virtuosity principle that requires perfect execution. It's not rocket science to create a list of your Top 50. And it certainly isn't a new concept to reach out and have a personal contact with them once a month and launch them on a series of letters that teach them how to give you referrals. We have all heard this before, but how many of us actually have perfect execution of this principle? That's what it's all about. Perfect execution of a basic fundamental will result in extraordinary results and income.

THE RESULTS

So let's talk about your results. You have 50 people, and you give each a high-quality touch once a month for 12 consecutive months. In addition, you also give one outbound referral each week to your Top 50 list for 52 weeks. You've also launched Dave Beson's Gold Mine Referral Program to each person in your Top 50, teaching them how to give you referrals. And you track your results.

Here's what happens: as a result of your ongoing relationship with your Top 50, 40 percent of them, or 20 people, will give you three referrals or more. That's 60 referrals. Half of your Top 50 will give you at least one referral, that's another 25 referrals. Add to that just one referral from a local business, and the total transactions at the end of the year will be a minimum of 86 transaction sides from just 50 people. The other five contacts will give you no referrals at all and should be replaced with other contacts.

ONE QUESTION I HAVE FOR YOU IS...

ARE YOU READY?

And I'm serious about that. Do you have the systems and processes in place to be able to handle 86 transaction sides this year? Can you handle the volume and stay in contact with your clients that are coming in from other lead sources? Can you list all those properties and show all those homes?

The next question is if someone gives you a referral, are you ready to provide exceptional — even legendary — service that exceeds your clients' expectations? If the answer is yes, then launch this program. If the answer is no, then you need to get a coach, a mentor, someone who can help you set up your processes and systems in order to be able to launch this program.

"Try" is an unacceptable word to use!

The difference between the average and the exceptional is simply this: the exceptional execute with perfection on the basic fundamentals that everyone knows they should do but simply don't. The questions is are you ready to be exceptional?

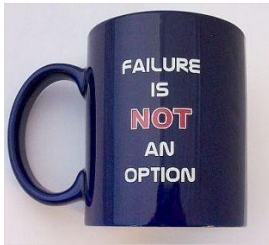
But, but, but...

I challenge you right now, as you are reading this book, to execute on your Top 50 list and to have a personal touch with each one of these every single month all year. And don't "try" it, just do it!

Quit making excuses! It's time to eliminate your excuses for failure! We all have them, and unfortunately, we actually even believe most of them. Let me list a few for you in advance so you can eliminate them going in:

- **I'm too busy.** Well, we are all busy. You will have to decide that this activity is more important than the other things you have going on. I know you feel they are all important or you wouldn't do them. The reality is that if you are too busy to take care of your most valuable clients, then you need an assistant to take some of the other tasks off your list.
- **I don't have a database.** Get one! Use a temp or a virtual assistant to set it up quickly. Refer to the section on building your database and get started today. It's your most important technology. Start today and do a little bit each day until you are starting to run your business like a business.
- **I don't know if they will give me business.** Okay, that is true, but I can guarantee that many of your friends will not give business if you *don't* ask. I know that you and I have both lost business in the past because we were not at the front-of-mind of our most important friends. How long do you want to give away that business? Remember the value of a client and the real cost of not launching this program. Feel the pain, then change the behavior. Think of it this way, you have nothing to lose and everything to gain. Right now your friends are not thinking about you enough to guarantee referrals, but after you execute on this play, I guarantee they will.
- **I don't want that much new business.** This is actually one of the most consistent, self-sabotaging phrases in real estate. Agents use this negative self-talk all the time; they say it often enough to themselves they actually start believing it. But I call bull! The reality is we do want the business, we just feel like if we have too much we will either let our other clients or our families down because we are working too much. That is why it is so important to create systems for everything in your business, including systems for prospecting, systems for lead conversion, systems for listings and closings, and systems for contracts. Once you have your systems in place a great assistant can execute on those systems and allow you freedom to continue to grow your business without sacrificing your most important relationships at home.





Want more? My broker won't do it for me. It costs too much to take them a jar of jam. I started doing it, but I got so busy that I quit. I don't know what to say when I call. I don't like it when people call me. I don't believe it will work. The excuses can go on and on, but you just have to do what it takes to *eliminate your excuses for failure*.

As you do this, your business will not only be affected from a perspective of increased business, but you'll be able to enjoy life at a higher level. You'll love the people you're doing business with because they've been referred to you and your relationships will improve. And the people with whom you build these relationships with will become lifelong friends. And their children, neighbors and relatives will know *you* as their real estate agent, because you truly *are* the **best in the business!**

Most people need accountability and coaching to achieve their next level. If you are ready for your next level and simply need the discipline, systems, and accountability to change your behavior, visit: www.workmansuccess.com and sign up for a free business consultation... we can and want to help you succeed!

Here is a check-list of exactly what to do with your Top 50 list:

- ☐ Create a list of the 50 people most likely to give you one referral this year.
- ☐ Enter them into your contact management system.
- ☐ Schedule one personal touch each month with all 50 .
- ☐ Connect with your Top 50 on social media sites like Facebook, LinkedIn, Instagram, and Twitter.
- ☐ Get their important dates — birthdays, anniversaries, and family members' birthdays. Be sure to send them a card or give them a call.
- ☐ Launch a referral letter program (sample Dave Beson's).
- ☐ Send them business.
- ☐ Teach them how to send you referrals.
- ☐ Hold a client appreciation event annually.
- ☐ Reward positive behavior. When they send you a referral, whether or not the client buys or sells, send them a "thank you" gift.
- ☐ Delete those who did not send you business and add new people to your Top 50 until you have 50 people sending you 1 or more referrals a year.
- ☐ Repeat!

Thanks for taking the time to read this eBook. If you want to learn more about how to generate 86 referrals a year with just 50 people only working one hour a day, just follow this program. It will actually happen for you. The greatest teacher is action. **Take action!** Learn the program then modify it to make it yours. The bottom line is that *everything* works, but *nothing* doesn't. Are you ready?

TOP 50 TOUCH MONTHLY INITIATIVE STRATEGIES

FIRST STEP

ACTIVITY 1:

- Start a Facebook Top 50 Page.

ACTIVITY 2:

- Post pictures/resources, announce events, etc.

ADDITIONAL OPTIONS:

- Call each and ask them to look for the invite to join the group — sell the upcoming events, etc.

NOTE: Remember to include photos, videos, etc., in Facebook and online channels (when appropriate).

EVERY MONTH

ACTIVITY 1:

- Take one or two of your Top 50 to lunch — every week or every other week.

ACTIVITY 2:

- Find out what has been interesting, changing, etc. Use the FORD Script.

ADDITIONAL OPTIONS:

- Update notes on family, business, new email addresses, etc.

JANUARY

ACTIVITY 1:

- INITIAL CALL: “Happy New Year,” “Updating my contact list,” catch up = FORD or apology script.

ACTIVITY 2:

- Offer a complimentary “Annual Mortgage Fitness Review” with agent and invite mortgage loan professional partners to reach out to your database.

ADDITIONAL OPTIONS:

- Send a personal “thank you” note with complimentary coupon for “Annual Mortgage Fitness Review” (brand between the realtor and loan professional partner for Home Valuation Report Update). Followup with a call in 30-45 days to pull the offer (urgency). Option: record birthday or new family event in calendar and followup on their birthday and/or event (wedding, etc.).

NOTE: Remember to include photos, videos, etc., in Facebook and online channels (when appropriate).

FEBRUARY

ACTIVITY 1:

- TOUCH: “Valentine Promotion” — Card with a coupon or a cookie from a local pastry shop: “We love referrals — how can we help?” HAND DELIVER (face-to-face).

ACTIVITY 2:

- “We value your opinion and would be honored to serve anyone you refer us to.” — Note

ADDITIONAL OPTIONS:

- Contact local bakery or cookie group and get cookies with your logo on them for bigger branding.

MARCH

ACTIVITY 1:

- Call SOL/referral partners, strategic partners for a phone interview to secure 9/10s recommendations; survey to compile a list of the top local vendor services in the area based on the recommendation of your Top 50 group (Collecting 9/10s Script).

ACTIVITY 2:

- Send an intro letter to 9/10 referral from contact to their recommended business service partner to set up short call/meeting — CC the referring contact.

ADDITIONAL OPTIONS:

- Host a short wine/cheese-type meeting event.
- Identify wine sponsors for tastings — for future sponsorships.

APRIL

ACTIVITY 1:

- CALL/TOUCH: Offer an ID Theft Review as lender partner and contact realtor partners as a value-added offer to their SOL/past clients, prospects, etc. (Risk of identity theft is high at tax time.)

ACTIVITY 2:

- Lender provides a FAQ report/video/etc. and offers a no-obligation ID Theft Screening at no cost. Agent sets up the meeting with their contacts.

MAY

ACTIVITY 1:

- Spring Breakfast Club or Lunch Date

ACTIVITY 2:

- Arrange to invite 10 of your Top 50 (at one time) to a Saturday breakfast get-together at a local restaurant. About 40 percent generally show up. Repeat throughout the year to rotate through a balance of your Top 50 (if they are local). If they are not local, send them breakfast (via online services). If they can't make it. (Starbucks Gift cards work, too. Make sure to include a letter/note — "Sorry you missed breakfast, but have one on me/us.")

ADDITIONAL OPTIONS:

- Panera Bread (or similar breakfast restaurant) is a great resource here — they often have a separate dining room.
- Decorate the tables with some premium or fun giveaway for high visibility in the restaurant.

JUNE

ACTIVITY 1:

- "Face-to-face Summer Kickoff," Door drop — summer bucket of fun with sunblock, beach toys, sippy cup, sunglasses. Contact agent partner for co-branding and sharing of expenses.

ACTIVITY 2:

- Invite client/contact to pick up at office, or drop off at client's door. Both agent and lender must "see" them face-to-face mid-year.

ADDITIONAL OPTIONS:

- Go to a dollar store — everything is only \$1, and you can buy a colorful plastic bucket and include sand toys, water pistols, etc.

JULY

ACTIVITY 1:

- Plant flag on their lawn with donation made in their name to a local veterans' group/hospital/etc.

ACTIVITY 2:

- If residence is a condo, sponsor a "4th of July Pet Parade." Coordinate with local pet adoption group events — have a contest and get online voting — get pet sponsors to offer small donations for prizes — best outfit, coolest look, ugliest dog, smallest dog, biggest dog, etc.

ADDITIONAL OPTIONS:

- Order flags in April/May. Get a videographer to document the activity with your real estate team on the street and lots of pictures and videos for Pinterest, Instagram, and Business Facebook Page. Include in Newsletter, if applicable. Get media coverage by posting to YouTube.

AUGUST

ACTIVITY 1:

- “Dog Days of Summer” — Send their pet a small gift. If no pet, send their kids a small back-to-school package, or rent a theatre (and supply popcorn) to get out of the heat.

ACTIVITY 2:

- Include a call-to-action: getting close to the end of the year — looking for someone who wants to be your neighbor — school kit: pencils, highlighters, small note pads
- Send invites to Top 50 only (with their families, and, perhaps, one new referral partner); address the group before the movie and thank them for their referrals and support. Sponsor with realtor partners for their SOI/past clients.

ADDITIONAL OPTIONS:

- Take lots of pictures — ask for a picture of their dog and post on Facebook.

SEPTEMBER

ACTIVITY 1:

- “Annual Client Appreciation Event”
- Invite Top 50 — wine and cheese, local park picnic.
- Restaurant partner private room — hot dogs/hamburgers, kids events, competitions, munchies. (Invite any referral resources. It is a great opportunity to invite your strategic partners, local vendors, and loan professional partners as well.)

ACTIVITY 2:

- Sponsor with realtor partners and local restaurant or catering service.
- Hire a photographer to take pictures. Post on Facebook event page.
- Obtain park permit and/or coordinate with restaurant on their “off” day (Sunday afternoon?).

ADDITIONAL OPTIONS:

- Post photos to Business Facebook Page.

OCTOBER

ACTIVITY 1:

- Halloween Promotion to Top 50: “Don’t be scared — we’ll handle your referrals right!” Or, plan a fall promotion — secure a discount coupon from your HVAC partner for a fall tuneup. Call and send “HVAC Filter Reminder” sticker branding you and your HVAC strategic partner. Co-branding with realtor and/or loan professional and HVAC partner (with a coupon of some value to get tuned up for winter) often results in HVAC partner sharing past client list with lender/realtor. All 3 parties benefit.

ADDITIONAL OPTIONS:

- “HVAC Filter Reminder” stickers are inexpensive, printed on gummed stock, in color, and costs can be shared with HVAC partner and mailed to your database and all strategic partners’ customer lists.

NOVEMBER

ACTIVITY 1:

- Face-To-Face: “Pic Pick Up Promotion” — Top 50 get first crack at apple or pumpkin — Promote both realtor and loan professional with logos and stickers on each pie. Both partner(s) can share branding and costs — pies average \$10 total, or for \$5 each partner. Put branded stickers on the boxes (of loan professional, agent, and any source of referrals to the pie program and past clients, etc.); must pick up at your office.
- We recommend doing a “Thanksgiving vs Christmas” and combining the two. (Use one of those “options” as the 12th personal touch to avoid holiday issues/conflicts, etc.) But, have a benefit to the pie program — like, include a charity. Always thank your customers, clients, resource partners, referral partners, and past clients every year for their business in some way.

ACTIVITY 2:

- Include any referral contact received from Top 50.

DECEMBER

ACTIVITY 1:

- “Charity/Community Effort” — Set up a donation program to Top 50 preferred charity.
- Call to get the name of their charity and invite them to make a small donation, or offer the charity you are sponsoring — vets, pets, kids, seniors, food banks, etc.

ACTIVITY 2:

- “Food Bank Drop-off” at your office, or agent pickup; set up a Toys4Tots (they’re FREE). Make your office or agent office the destination for drop off; approach your SOI and local vendors. Use free public radio announcements.

ADDITIONAL OPTIONS:

- Take photos and video at the pickup; interview realtors and big donors. Display a tree in your office with gift certificates for kids/seniors showing checks collected.

OTHER OPTIONS

ACTIVITY 1:

- Birthdays — agents' or clients; agents can hold a birthday bash, invite Top 50, and promote a local charity contribution.
- Anniversary of house or marriage
- Job promotions
- First grandchild — baby Gifts.
- New dog
- Child's wedding
- Retirement
- New baby

For more information about this and other topics of interest to real estate agents, please visit www.WorkmanSuccess.com. To book Verl to speak at one of your events, please send an email to Verl@WorkmanSuccessSystems.com or visit www.VerlWorkman.com/speaking.