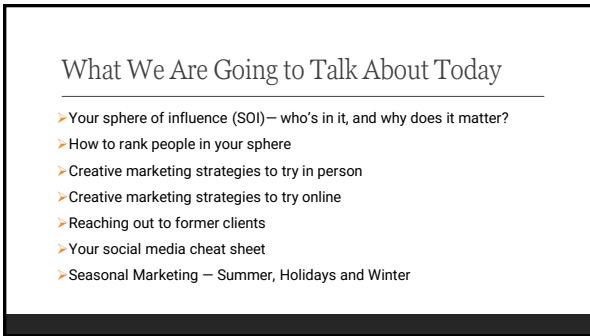
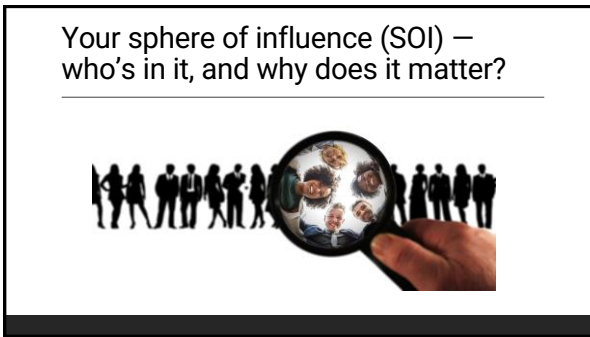




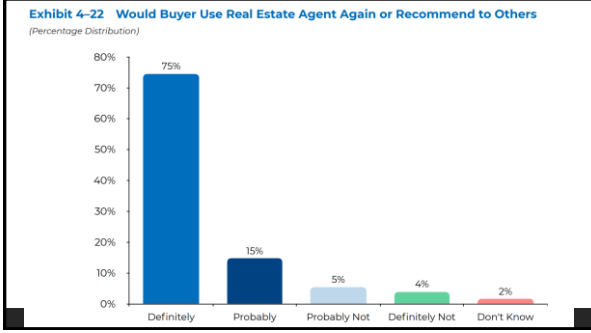
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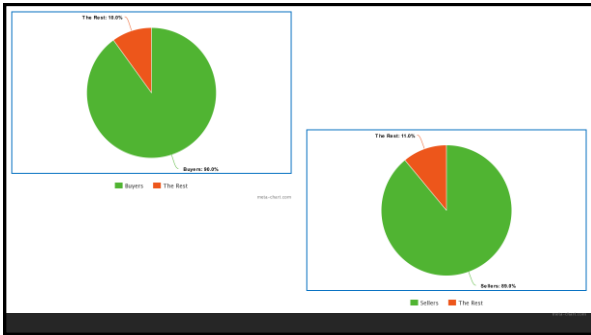
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Exhibit 7-12 Would Seller Use Real Estate Agent Again or Recommend to Others
(Percentage Distribution)

	ALL SELLERS	10 MILES OR LESS	11 TO 20 MILES	20 TO 50 MILES	51 TO 100 MILES	101 TO 500 MILES	501 MILES OR MORE
Definitely	74%	77%	75%	74%	69%	71%	72%
Probably	15%	14%	14%	14%	11%	17%	16%
Probably Not	6%	5%	7%	5%	11%	7%	5%
Definitely Not	5%	4%	4%	6%	7%	4%	6%
Don't Know/Not Sure	1%	1%	*	1%	2%	1%	*

* Less than 1 percent

5



6



7

	A	B	C	D	E	F	G
1	First Name	Last Name	Phone	Email	Address	Birthday	Anniversary
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
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19							
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22							
23							
24							
25							
26							
27							
28							
29							

8

	LEVEL 1	LEVEL 2	LEVEL 3
Y curre Y idea	Realty Juggler Easy-to-use platform allows you to quickly add contacts, setup automatic campaigns, send marketing pieces and get automatic reminders. You can test drive this CRM for a 90-day free trial. The annual cost is \$179.	Follow-Up Boss From solo agents to teams, system designed to manage the lifecycle of the relationship from new lead to past client. Team pricing starts at \$149/month.	Revolv Software complete with contact and transaction management and connectivity with other apps. Pricing starts at \$49 monthly up to \$233 a month.
	Wise Agent Provides features without added layers of complexity. 30-day free trial. \$29/month, per user.	Freshsales/Freshworks Track leads, monitor progress of sales funnels, sale reporting and customization options. Pricing from \$12-\$79 per month	Contactually Contactually helps to manage your online relationship for you. Contact buckets remind you when it's time to connect with your database. Pricing starts at \$99 a month.

9

How to rank people in your sphere

- Hot Leads
 - How did you meet the person?
 - Does the person live in your community?
- Warm Leads
 - Has the person bought or sold real estate recently?
 - Has the person worked with you previously?
- Cold Leads
 - In the case of previous clients, did they enjoy working with you?
 - When did you last engage with the person?

10

Ranking Your SOI

- If a lead is cold..
- If a lead is warm...
- HOT LEADS..



11

Creative Marketing Strategies

- In Person
 - Advertise in fun and unusual places
 - Offer employee discounts at your favorite places
 - Go to parks and outdoor festivals
 - Turn open houses into events
 - Mail or drop off Memorable items (pop-bys)



12

Creative Marketing Strategies, cont.

- Online
 - Host a Facebook giveaway in exchange for contact information
 - Trade content for email addresses
 - Have a squeeze page on your website
 - Segment your email list to get the most out of it
 - When you get responses..reach out



13

Reaching Out to Former Clients



- Mail a monthly postcard, letter, newsletter or magazine
- Send postcards, cards or letters for special events
 - Birthdays, Anniversary, Houseaversary - recognize big events in their lives
- Call and have a conversation
- Break bread over coffee or a meal - host a dinner party
- Give them a gift

14

Pop-Bys



15

Social Media – Your Cheat Sheet



16

Seasonal Marketing



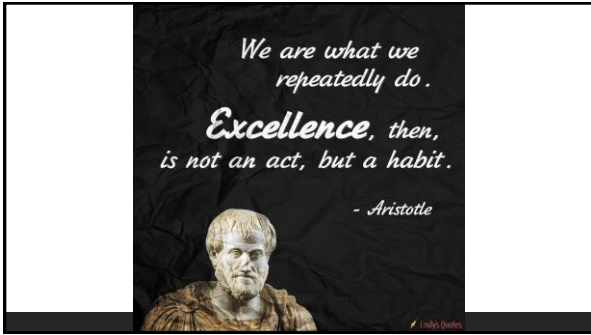
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**JUST
DO
IT.**

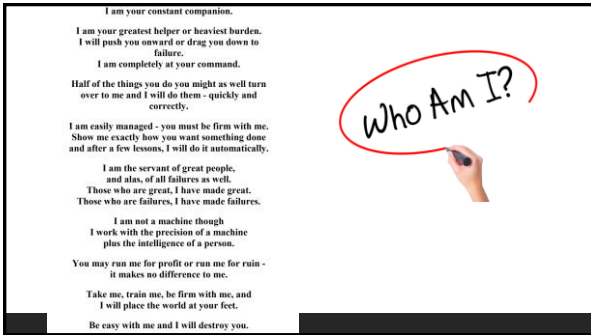



Be Consistent

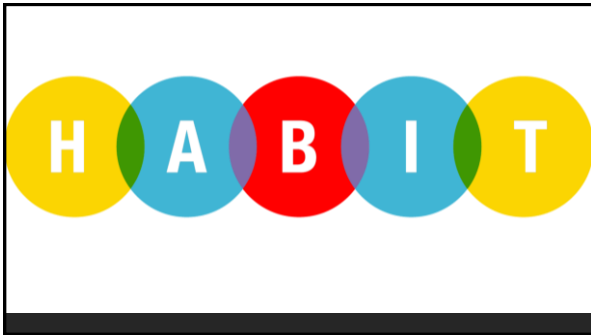
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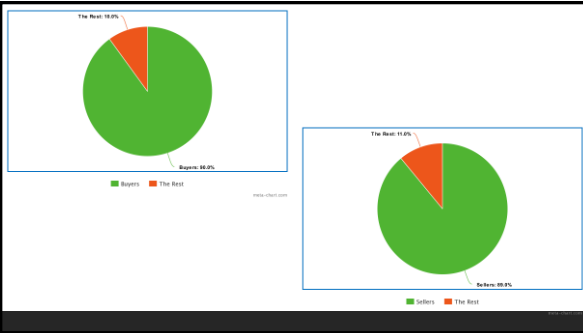
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Time Study

1. Do Not change what you do. Keep doing what you always do.
2. Write down everything you do and how much time it took you to do it.
3. Examine the things you have done/written down and categorize
 1. Income Producing
 2. Non-Income Producing
4. Evaluate
 1. Did you "touch" your SOI daily?



22



23

CREATING YOUR SOI

Your past customers and clients.

What are the names of the members of your family?

What are the names of your spouse's family?

What are the names of your "extended" family?

What is the name of your best friend?

What is the name of your spouse's best friend?

What are the names of your very close friends?

What are the names of your spouse's very close friends?

What are the names of your children's friends' parents?

What are your children's teachers' names?

What are your children's coaches' names?

What are your children's principals' names?

What are your children's dentists' names?

What are your children's doctors' names?

What are your children's optometrists' names?

Who cuts your children's hair?

Who sells you your children's clothes?

Who is on the PTA Board at your children's school?

Who is your children's Sunday school teacher?

Who cuts your hair?

Who does your dry cleaning?

Who does your pedicures, manicures, facials?

Who do you purchase gasoline from?

Who services your car(s)?

Who do you buy tires from?

Who sold you your current car(s)?

Who have you purchased cars from in the past?

Who cleans your car(s)?

Who is your mailman?

Who do you know at your church?

Who do you see at the convenience store you most often go to

FUN FACTS TO KNOW ABOUT YOUR SOI

Name: _____

Birthdate: _____

Name: _____

Birthdate: _____

Wedding Anniversary: _____

Children:

Name: _____ Birthdate: _____

Name: _____ Birthdate: _____

Name: _____ Birthdate: _____

Name: _____ Birthdate: _____

Favorite Local Restaurant: _____

Favorite Ball Team: _____

Favorite Movie(s): _____

If you sold them the current house:

Closing Date (Houseaversary): _____

Seasonal Marketing Ideas

Here are some ideas for Summer:

1. Send out an Independence Day postcard.

The Fourth of July is the perfect opportunity to connect with past clients for referrals and reach out to new prospects. Sending an Independence Day postcard or any type of themed mail for the holiday is a fun way to stay in front of your sphere and wish them a happy holiday.

2. Pop by your old clients' homes with a summer gift.

Stop by an old customer's house with a summery gift and plant yourself in their mind for a while. (Pun intended, since a plant can make a great summer gift!)

A s'more-making kit, small pool or beach toys, seed packets for flowers or a gift card to an ice cream shop are also good ideas — or you can refer back to the list I mentioned earlier in this guide.

3. Host a client-appreciation outdoor party.

A fun summer party could take place during one of your open houses — but it doesn't have to be. The event will show them you still care about them and their new home. When you send these invitations, make them as personal as possible. Write out the address on the envelope and sign the card.

4. Summer is the best time to host more open houses than usual.

You can make each open house a different summer theme. Doing so will lead more eyes to your signs, flyers or online posts, and bring in more people.

This is also the best time to show off curb appeal.

Make sure any listings you have look incredible from the street. The point is to show sellers and buyers how great your listings look during these crucial months. Furthermore, the better your current listings look and perform, the more marketing materials you'll have for listing presentations.

5. Host a home-staging seminar.

Invite leads and any clients you are currently listing.

It's a convenient time, since homeowners are looking to knock out outdoor and indoor projects all summer.

6. Send out a summer-themed newsletter.

You can do this by mail, but it usually works best by email or on social media. Summer is usually packed with different types of events and attractions in the community. Share information about these events to reach out to people and garner social media traction.

This participation shows you're part of the local community and care about what goes on. Things like local festivals, concerts, fairs, summer camps and bar crawls are some ideas to post.

Some winter ideas...

1. Host an open house holiday party.

Most homeowners don't like opening their homes to strangers during the holidays, especially with so many family events going on. These parties are best hosted in vacant homes.

Stage the home to create a festive holiday environment. Provide holiday cookies, goodies and finger foods with non-alcoholic beverages, like eggnog and hot chocolate. Include a raffle offering up to \$25 (maximum tax deduction per item) in prizes or gift cards. Holding a drawing also allows you to collect names and contact information for future leads.

2. Show goodwill.

Perform Community Service. It is the "Season of Giving," after all! Collect items for a community angel tree, start a toy and/or food drive for a local shelter, or simply volunteer your time at a local nursing home, hospital or soup kitchen.

Advertise community service events in your blog, newsletter, website, online forums, and social media pages. Contact local community newspapers to see if they'll publish a story about your event.

Hire a photographer to take high-quality photos and videos from your event, which you can later share online.

3. Sponsor a fun holiday event.

Sponsoring a local holiday event puts you at the forefront of all the publicity it generates. You can sponsor a local holiday market event, where booths offer holiday goodies and gifts for sale, along with your real estate booth. Team up with a local school or church to offer a holiday fundraising bazaar with booths.

Holiday running or biking events are very popular. Find a local bike path or jogging trail in a park or private property. Then, coordinate with local running, biking, and sports groups to sponsor and obtain the required permits or owner permissions for the event.

4. Send holiday cards or gifts to former clients and potential leads.

Think of your holiday cards or gifts as subtle promotions disguised as thoughtful gestures.

Consider including a small handwritten note on any cards or gifts you send out, along with your book.

Cards to former clients should remind them you're always available for referrals and to meet any of their future real estate leads.

Your holiday card can include an offer like a free home warranty plan for purchasing a home through you, or you can offer a free CMA.

5. Post-holiday classes and workshops.

After the holidays, everyone is ready to go back to work. This is the best time to offer classes for home buyers and sellers.

Schedule classes in early January after the holiday rush ends. Promote your upcoming class during the holidays, and offer gift cards to anyone who attends the class. Certificates make great holiday presents.

Social Media Cheat Sheet

Connect with seller leads.

- Home-staging tips — Sending these tips to FSBOs or expireds works well. Repost content with your own caption, or write your own list.
- Home upgrades that improve value — Help homeowners who want to sell in the future but feel hampered by run-down parts of their homes.
- Home repair or improvement tips — This is the same concept as the last tip, but with less extreme measures than full upgrades.
- Gardening and lawn tips — If you can find statistics about home sale prices with great-looking yards compared to average-looking ones, that would be the perfect info to pair with these tips.
- Recent sales in your city — The more in-depth information you can provide, the more you can appeal to your audience. Homeowners will be interested in sales prices for homes in their area.
- Market predictions for upcoming quarters — This would inform readers how a sale could look for them when if and when they decide to sell.
- Offer free home valuations — Be sure to point out why estimates from sites like Zillow are often inaccurate and why your valuation holds much more weight.
- Content that shows why now is the best time to sell — If you write it yourself, you can spin it any way you'd like, though you can probably find content already written on this.
- How you make a difference selling homes — You can include information from your listing presentation. You can include your listing photos or anything that separates you from other agents.
- A rundown of the inspection process — A lot of homeowners don't know the ins and outs of home inspections and will take interest in reading what you have to share.

Connect on a hyper local level. Discuss hyper local level...

- A weekly or monthly event calendar — If any of your followers get their plans or know what's going on locally because of you, they'll trust you and your brand even more. Staying on top of what's happening at least monthly will be a big step in showing your local knowledge.
- Local restaurants with deals or where kids eat free — This could be a good opportunity to partner with a local business owner for some cross-promotion. Either way, passing deals and specials on to your audience is a great way to connect with a lot of people.
- Things to do with the kids around town — Parents are always looking for fun and enriching things to do with their children. Those same parents might be looking to buy or sell in the near future.

- Holiday guides or lists for your area — Talk about the best places to buy a tree, pick out a pumpkin or see light displays during the festive season. This is another good opportunity for cross-promotion.
- Lists of your favorite or the best restaurants and bars — Use your own list or someone else's. People love rankings.
- Free things to do over the weekend — Everyone loves having fun for free.
- Restaurants with patio dining — People love to eat outside when the weather's nice, so tell them where the best views are.
- Summer camps for kids — When school gets out, parents are going to be looking for activities to send their kids to over the summer.
- Day trip ideas near your city — Either find a list or come up with a few ideas for a quick and adventurous day trip in your city. If you live in a populated area, chances are a lot of these lists exist already.
- A list of dog parks or things to do with pets — Pets are family members, so come up with lists of how to show them love.

Connect with everyone.

- National housing market news — This is relevant to anyone who owns a home, not just the ones in your area.
- Kitchen and bathroom trends — There are plenty of websites out there to help!
- Posts about random holidays — For example, on national pet day, ask your followers to comment with a picture of their pets. There are an almost endless number of these "holidays."
- Funny homeownership or real estate memes — Everyone loves memes, especially when they can relate to some of the hassles of homeownership.
- Mother's and Father's Day gift ideas — Everyone is looking for unique gift ideas for their loved ones on these holidays.
- Payment assistance programs in your city — This could help people thinking of a move, who were previously uninformed of these programs.
- Credit score tips — Give tips for how to raise scores and keep them high. Bad credit is a major roadblock for people who want to buy and sell.
- Before and after fixer upper photos — People love seeing a massive change in a run-down home before it is sold. Bonus points if you were personally involved in the upgrades. You can also provide recommendations on local contractors in exchange for them referring clients to you.
- Real estate of the rich and famous — People love reading about celebrities. Post a list of the most lavish celebrity homes and mansions, along with their prices.
- Real estate trends — Another idea that is applicable to anyone who owns a home.