Ignite

skills to *spark* a great career

Power Session 2: Your Database

The Key to Your Business

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KWU KELLER WILLIAMS UNIVERSITY

Table of Contents

Power Session 2: Your Database

You are here!

Ignite Power Session Training Calendar

Monday	Tuesday	Wednesday	Thursday	Friday
1. Rev Up	2. Your Database	3. Open Houses	4. Prospecting	5. Accountability – Check in on Your Goals and Big Why
6. Prepare to Work with Buyers	7. The Buyer Consultation	8. Find and Show Homes	9. Make and Receive Offers	10. Accountability – Check in on Time Blocking
Market Center Topics	Market Center Topics	11. Negotiate Win-Win Agreements	12. Find Seller Leads	13. Accountability – Check in on the 4-1-1
14. Your Prelisting Packet and Listing Consultation	15. Price Right and Present Your CMA	16. Market and Service Your Listings	17. Contract-to-Close and Postclose Systems	18. Accountability – Check in on Your Numbers and What's Next

Checkpoint

Report on Your Results

STOP *and* DO

Your Daily 10/4

Four Habits	Daily Goal	Results/ Rating	Wins and Opportunities
Build and Manage Your Database	Add 10 people to your database.		
Prospect	Connect with 10 people.		
Follow Up	Write 10 notes.		
Know Your Market	Preview 10 homes/week.		

Rating: (✓) Met the goals of 10 (✭) Exceeded the goals of 10 (–) Didn't quite meet the goals of 10

Time: 1 minute

STOP *and* DO

Your Milestones

Milestones	
	Results
Appointments	
Agreements Signed	
Contracts Written	
Contracts Closed	

Time: 1 minute

Get Your Head in the Game

Your database is your most valuable business asset. It is the engine that drives your business. To use an analogy, think about your car. If your car's engine stops working, your car stops working—and you don't go anywhere! To prevent a breakdown, you must keep that engine in good condition. You give it fuel and follow a maintenance schedule.

Likewise, you need to keep your database in good condition so that you keep your business moving forward. You keep your database fueled with new leads, and you follow a schedule to keep it current.

A database is much more than just a list of contacts: It's a living record of all your business relationships—current and potential. It's also a tool to nurture and manage those relationships—to schedule and track every interaction you have with each person in it.

A powerful database produces leads. A powerful database managed by a powerful schedule produces a predictable flow of leads. Only with a predictable flow of leads can you expect a predictable flow of business.

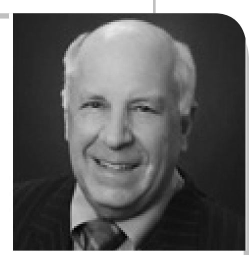
Win for ...

You:

Build a database that will produce leads.

Your Customers:

The personal and informative communications you send them will make them feel they are among your most valued clients.



Just how valuable is a database? For Tony DiCello, director of KW MAPS Coaching, Austin, Texas, it's worth millions of dollars.

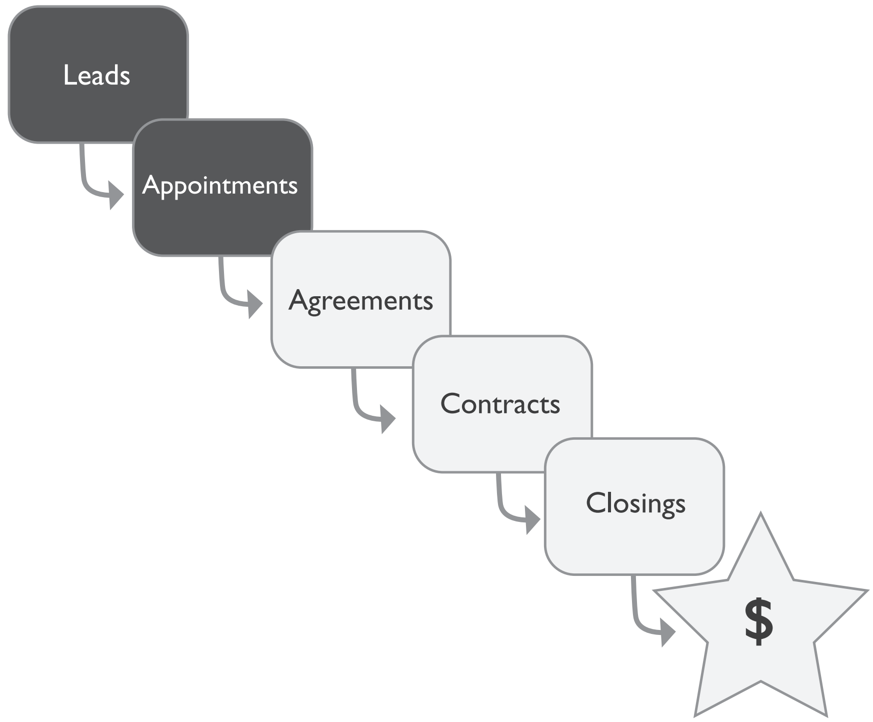
For seven years in a row, Tony closed 100 contracts that originated from his database of 1,100 names. He communicated with his database 30–35 times each year, which consisted of two mailings and one phone call every month. At an average of $5,000 per closing, he received about $500,000 in annual commissions each year, totaling approximately $3,500,000 over seven years.

Tony continues to be perplexed by the number of agents who do not have a database. The top two excuses he hears is that it takes too much time to get organized and it is too expensive.

He explains, "When you really work your database well, it's the foundation of your business. You don't even need money. You can email everything—newsletters, video. There are no excuses and nothing should get in your way of using this powerful and essential money-making tool."

Countdown to Payday

Building and working a database brings you leads and appointments, and gets you closer to payday.



Today's Plan of Action

In this Power Session, you will do the following:

1. Learn the power of the Four Laws of Lead Generation and put them into action.
2. Feed your database with Mets and Haven't Mets.
   - **Real-Play**: Call and send handwritten notes to people in your database.
3. Set up touch campaigns for systematic communication.
   - **Real-Play**: Start a discussion using social media.
4. Classify and qualify your leads.

Gear Up

For this session

You'll be growing your database as part of today's Power Session, and you'll need to have these items readily available:

Your database	
Cell phone	
Ten note cards, envelopes, and stamps	
Ten business cards	
Your Value Proposition (from *Power Session 1: Rev Up*)	

For your business

Building and managing your database is something you will do for the entirety of your real estate career—and it doesn't have to be complicated. In fact, Gary Keller's first database took the form of a box of index cards and a systematic, organized approach to managing them.

Today, you have eEdge: a complete lead-to-close business system built with the Four Laws of Lead Generation in mind, and available exclusively to Keller Williams associates. You manage your leads, contacts, marketing, and transactions all in one place. eEdge gives you the leverage you need to stay focused on your lead generation activities without bogging you down in computer-related tasks.

Affirmation of the Day

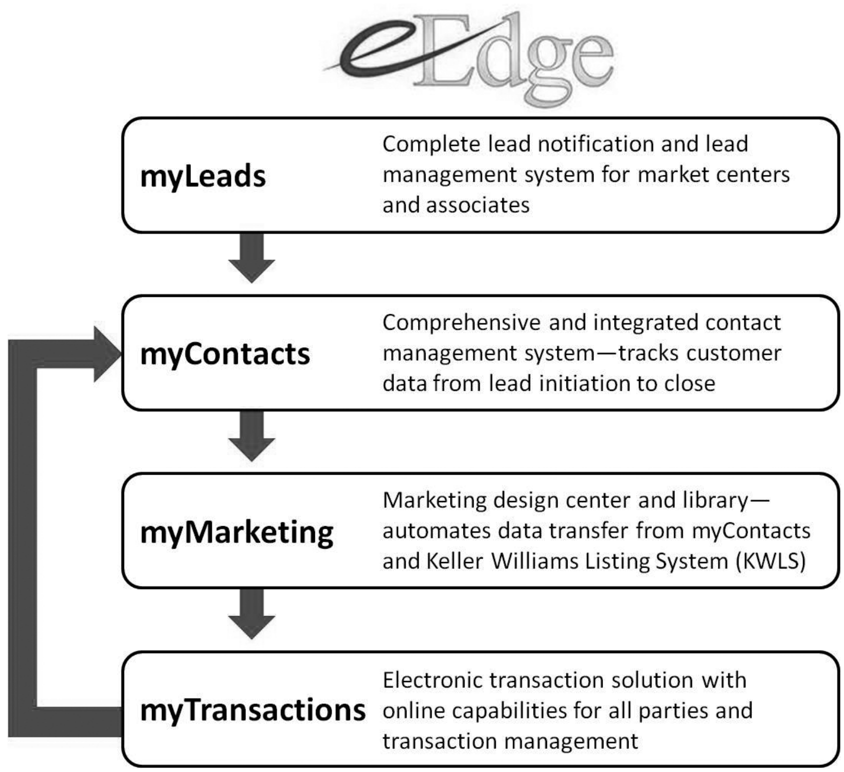
I add ten people to my database every day
and I do it with ease!

Leverage eEdge

Have you activated your eEdge account yet? If not, start today!

☐ I have activated eEdge

If not, who will you get to help you do this?



Make It Happen

The following four laws will help you keep your business's engine—your database—in optimal condition, so it can power your career forward and get you where you want to go!

Four Laws of Lead Generation
1. Build a database.
2. Feed it every day.
3. Communicate with it in a systematic way.
4. Service all leads that come your way.

Law 1 – Build a Database

Mets and referrals

Your database already has a solid foundation. You built it in *Power Session 1: Rev Up* by adding everyone in your Sphere of Influence—everyone you know. These are your *Mets*.

My Database				
Name	Phone	Email	Mailing address	Connected on social media*
1. Franny Friend	555.1234		123 Main Street	FB
2. Allie Resource	555.5678	allie@resource.com		
3. Nick Neighbor		nick@neighbor.com	1212 Maple Lane	FB LI
4.				

You've learned how critical it is that every one of your Mets knows—and continues to be reminded—that you are a real estate agent. Your goal is for your Mets to have you top of mind when they or anyone they know has a real estate need. This is why every time you're in contact with your Mets, you give them a quick reminder and instructions on how to refer business to you. When someone you know refers potential business to you, that potential client is a *referral*.

You'll learn more about the successful techniques for working with referrals in the upcoming Power Session on prospecting.

Haven't Mets

Haven't Mets include the general public, as well as target groups of people with whom you'd specifically like to do business. You just need to meet them!

In upcoming Power Sessions, you will learn how to put yourself in opportunity's way and turn Haven't Mets into Mets. You will learn and practice proven methods, such as open houses and prospecting to a geographic farm.

Law 2 – Feed It Every Day

Every time you get a new name—either a referral from a Met or someone new you meet—you add them to your database immediately. This is the reason for the Daily 10/4 goal of adding ten new contacts to your database: to keep it well-fed! Your database thrives when it's fed daily with new—and quality—contacts.

Think of the car analogy again. Certain high-performance cars run best on premium gas. So, think of your database as a high-performance engine that needs premium contacts! If you feed your database with low-grade, incomplete, inaccurate contact information, your business will slow down and eventually stop running.

The more contact information you have that is accurate and correct, the easier it will be to move on to Laws 2 and 3. Your engine will also run more smoothly.

Feed your database with your Mets

Call Your Mets

Real Play

Feed your database by filling in as many blanks as possible in your database and—if appropriate—asking for referral business.

Using the script that follows or one that better suits your status from *Power Session 1: Rev Up*, call contacts in your database. Call as many as you can in the time allotted. Use the call as an opportunity to confirm or acquire any missing contact information so you can update your database.

A note on messages: *If you leave a message, does that call count as a contact in the business of real estate? No, it does not! A contact is actual dialogue between two or more people that addresses real estate business. You goal in leaving messages is to generate a response. When you get a call back, you've made a contact and have the opportunity to ask for business and referrals.*

(Use message script in *Power Session 1: Rev Up,* page 1-19.)

Time: 15 minutes

New to Real Estate

Hello, this is _______ and this is a business call. Do you have a moment? I'd like to share some exciting news with you. I have become a real estate agent and have joined as a partner with Keller Williams Realty. Now, you may be thinking, "Wow, he's/she's brand-new and I may not want to work with someone so new." Yet with Keller Williams and our partnership, I have all their knowledge helping and supporting me. Plus, my clients get all my enthusiasm and hard work. And as you already know, I'll do whatever it takes to help people.

So of all the people I thought about connecting with, I knew you would be someone to help me get my career started. May I count on you?

Great! So I wanted to ask who you might know from work, your neighborhood, or a group you belong to who's interested in buying a home, selling a home, or investing in real estate. Can you think of anyone right now? (pause)

If they respond "yes," ask for the name and contact information and ask for permission to make the connection with the referral. And thank them!

Thanks for taking a moment to think about it.

Also, I have a wealth of interesting and timely information about the real estate market in your area. May I go ahead and send you something about the market from time to time? (pause)

Can I have your mailing address? Email address? Are you on Facebook or Google+?

Thank you for your time, and please let me know if there is anything I can ever do for you or anyone you know.

TIP

- Keep track of the number of calls you make versus the number of contacts you actually achieve. Find your ratio for calls vs. contacts, and then strive to improve that number. The fewer calls you have to make before actual contact, the more efficient your lead generation will be. Experiment to find the best time of day, the best days of the week, or the most responsive people in your sphere, and adjust your routine accordingly.
- In general, when contacting your database, always take advantage of the call to fill in any missing contact information. You can also use DexOnline, WhitePages.com, or Pipl.com to find missing contact information.
- If you're contacting someone for the first time, it's more important to establish rapport than it is to ask for a referral. Save that for the follow-up call.

Call Sheet

Date ____________

Name and Number	Referral Name and Number	Result and Follow-Up*
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		
9.		
10.		
11.		
12.		
13.		
14.		
15.		

**For example, left message, no answer, added to next-day call list, etc.*

Real-Play Results
I made __________ calls.
I made __________ connections.
I got __________ referrals.
I got __________ appointments.

What went right?

What were the challenges?

How can you power through the challenges next time?

Leverage eEdge

A contact is never an isolated event. Each time you complete a call, set a reminder in eEdge to schedule the next one with that person.

Send Note to Your Mets

Real Play

1. Write a note to each of the people you called to thank them for their time.

   Thank you for taking the time to discuss my new career in real estate. Having joined the company that has the best training and education in the industry, I am armed with all that I will need to be an asset and resource to you, your family, and your friends. Please call whenever a question or need comes up. I'll stay in touch.

2. Enclose a business card in each note, stamp, and mail from your Market Center.

Time: 5 minutes

STOP *and* DO

Calling a Referral

Schedule – Block time in your calendar to do the following:

a. Add the new contact information you collected to your database in eEdge.

b. After class, call any referrals you received using the script below.

c. Add referrals to eEdge.

d. In eEdge, use the Comments field to record the outcome of your calls and to note that you sent cards.

Time: 1 minute

Call a Referral

> Hi, ______, my name is ______________. You don't know me; your name was given to me by a close friend of both of ours, (your Met's name). And he/she said that I should be giving you a call. Is right now a good time to talk for a couple of minutes? Excellent.
>
> So how do you know (your Met), just out of curiosity? Well, he/she said that I am to take great care of you with all of your real estate needs. He/she said you were thinking about (buying/selling) a property in (time frame for buying/selling) and asked if I would please give you a call, because at a weak moment you might end up with a weak agent. He/she and I both want to make certain that you are in great hands and that you have the very best, so that's why I'm calling.

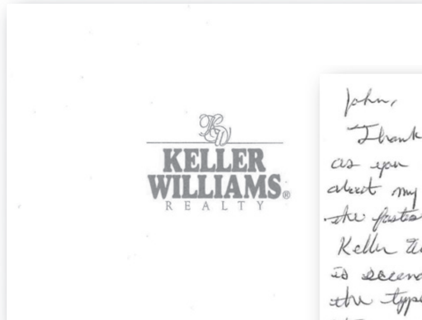
If they are buying

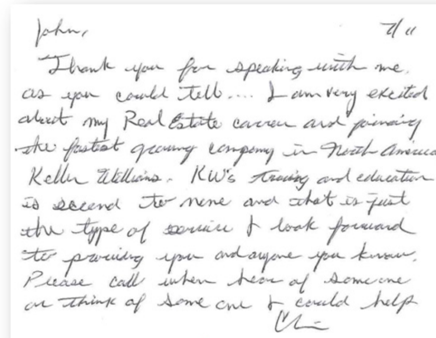
> Have you seen anything you like thus far?

If they are selling

> When are you planning to move?
>
> Have you signed anything with another agent? Excellent.
>
> The best thing we can do is get together and have you come to my office. That way we can start from there and I can tell you the way that I work, the expectations you can have of me, how the entire process works, and all that will take us about 20 minutes.

Chris Heller, mega agent and president of KW Worldwide from San Diego, California, understands the power of a handwritten note. To this day, Chris communicates systematically with his entire database using a 33 Touch campaign. Each of his 2,400 contacts receives between two and three handwritten notes a year, which means Chris sends an average of twenty-five notes a day!




John,
7/11
Thank you for speaking with me, as you could tell.... I am very excited about my Real Estate career and joining the fastest growing company in North America, Keller Williams. KW's training and education is second to none and that is just the type of service I look forward to providing you and anyone you know. Please call when hear of someone or think of someone I could help
Ch

Feed your database with Haven't Mets

A press release is a simple, low- to no-cost way to get some free publicity and get your name in front of Haven't Mets.

STOP *and* DO

Write a Press Release

1. Locate the Value Proposition that you wrote in the Rev Up session and have it handy.
2. Complete the following activities:
   a. Using the example on the next page as a guide, write your own press release, inserting your personal information, your Market Center's information, and portions of your Value Proposition, where appropriate. Use the blank form on page 2-15 to write your release.
   b. Find out how to submit the press release to the editor of your local news media, or search online for free press release distribution services.
   c. Attach a professional headshot to increase the visibility of your release.
   d. Submit your press release.
   e. Post the link to your press release on social media.

Time: 20 minutes

News Release

MEDIA CONTACT: Your name
Your office number
Your email address

AUSTIN, TX — Jolene Jones, a real estate sales professional in Austin, has joined the Keller Williams Realty Austin Southwest Market Center. Originally from Pennsylvania, Jones has a bachelor's degree in education and taught elementary school for six years. Her passions include interior design, gardening and helping people.

"We are truly lucky to have Jolene Jones join us here at Austin Southwest," says Team Leader Melanie Kennemann. "Keller Williams Realty offers its associates unparalleled career growth and lifelong learning opportunities in the real estate industry. We know that Jolene will be a great fit and that it is our customers who will truly benefit from her joining us."

"I chose Keller Williams Realty because of its reputation for integrity and its agent-centric business model," says Jones. "I want to continue to grow my real estate business, and Keller Williams provides the training and technology that will help me reach my goals."

For all your real estate needs, contact Jolene Jones at jolene.jones@kw.com.

The Austin Southwest market center, located at 1801 South Mo-Pac Expressway, Suite 100, was established in 1990 and has 550 associates.

For more information about the fastest-growing real estate company in the United States, contact Melanie Kennemann at 512-448-4111, or email her at melaniek@kw.com. Learn more about Keller Williams Realty by visiting our Website at www.kw.com.


News Release

TOUCH CAMPAIGN

A systematic communication plan for your contact database. A touch campaign delivers useful information to your contacts through a variety of methods—emails, phone calls, handwritten notes, and face-to-face visits—and keeps ***you*** top of mind.

Law 3 – Communicate in a Systematic Way

Now that you know how to feed your database, your goal is to keep in touch with everyone in it systematically and consistently. This ensures that your database provides a steady quantity of leads. Remember, only with a predictable flow of leads can you expect a predictable flow of business.

Ben Kinney's Home4Investment Real Estate Team in Bellingham, Washington, developed and follows the *10 Days of Pain Conversion Method* for their Internet leads. This is an aggressive touch campaign that includes a variety of contact methods including text message, email, video email, social media, and phone calls over a two-week time period. Ben says, "In our experience, if you can combine speed of response with consistent contact, your odds of converting a lead to an appointment increase exponentially."

Be systematic about making regular contact with everyone in your database—all of your Mets—so that you are the first person they think of when they think of real estate. This means more potential leads for you!

Stay top of mind with touch campaigns

Fortunately, Keller Williams Realty has developed contact systems for you. We provide you with two communication plans for your Mets that allow you to contact or "touch" your entire database in a systematic manner. We call these touch campaigns "8 x 8" and "33 Touch."

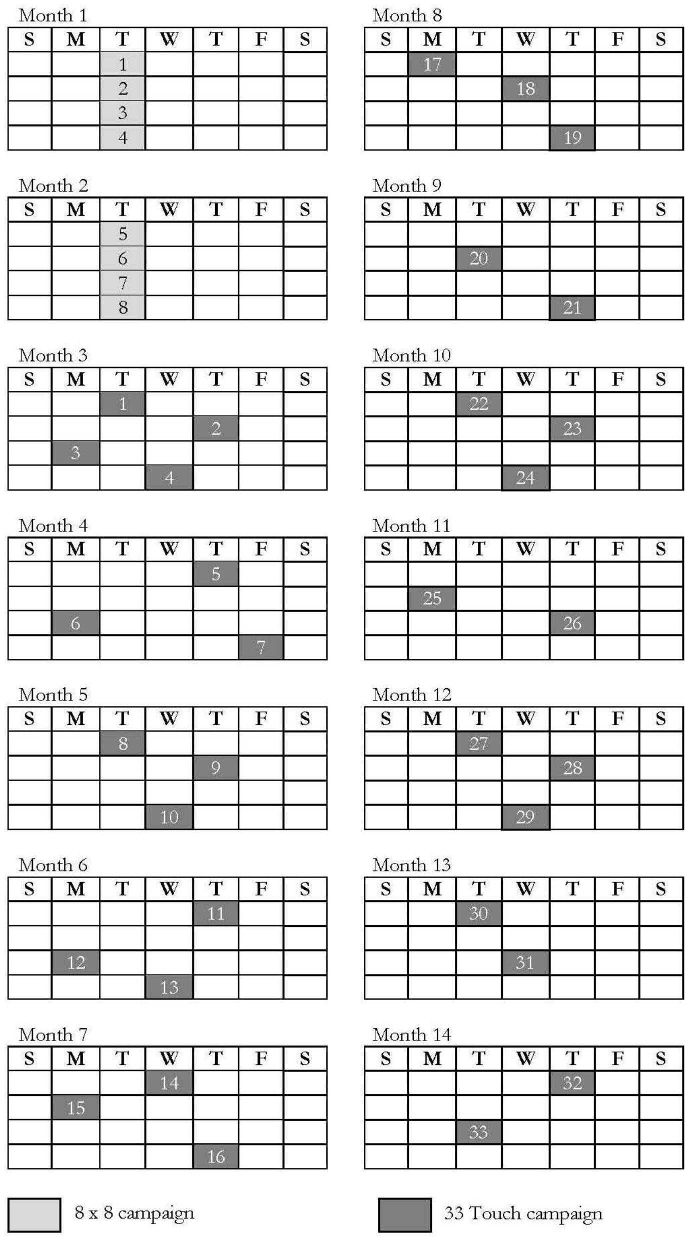
Two Touch Campaigns	
8 x 8	33 Touch

Every new contact starts on an 8 x 8 campaign and then moves to a 33 Touch.

Both campaigns contain a variety of ways to stay in touch with your Mets on a consistent basis through emails, and reminders for you to call, visit, or write them.

	What it is	When to use it
8 x 8	A series of eight touches in eight weeks. It includes a combination of personal visits, phone calls, items of value (dropped off or sent), and a handwritten note.	To connect with someone for the first time in your role as a Keller Williams associate. Everyone you know or meet should go into an 8 x 8 first.
33 Touch	A series of thirty-three touches in a year. It includes the following: • A combination of 14 mailings, letters, cards, emails, or drop-offs • 8 thank-you or thinking-of-you cards • 3 phone calls • 4 personal observance cards (e.g., birthdays, anniversaries, Mother's or Father's Day, home purchase anniversary, etc.) • 4 holiday cards	To nurture your relationships with Mets who have finished an 8 x 8 campaign.

The goal for these touch campaigns is for all contacts in your database to think of you as their go-to person for all things real estate. By putting your Mets on an 8 x 8 campaign and immediately following with a 33 Touch, you'll be reminding them of your value—and sending them relevant, useful information—41 times in 14 months. This is how you'll stay top of mind!



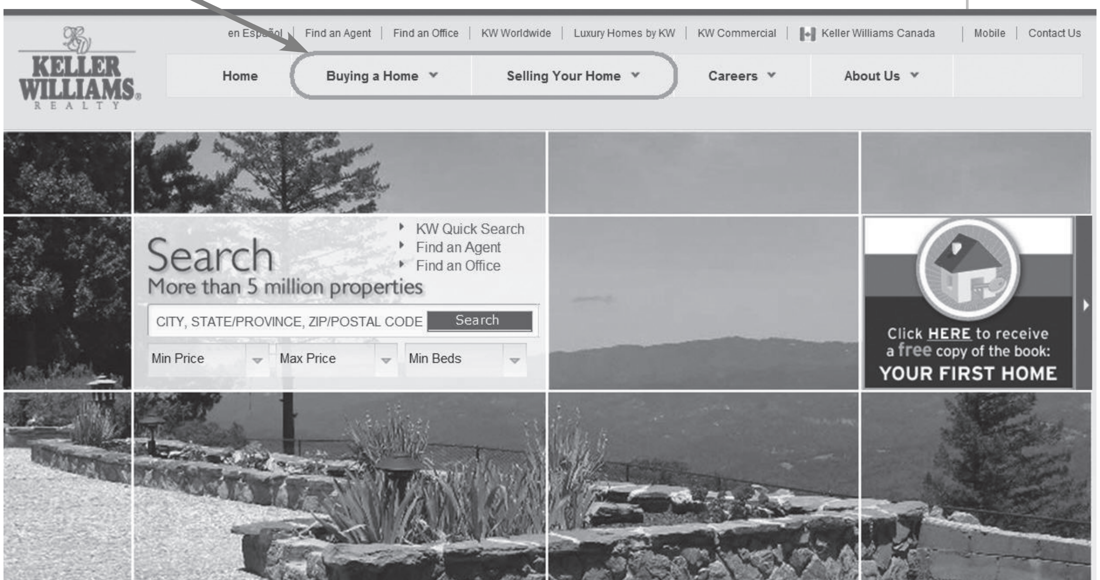
KW MAPS Coaches Corner with Dianna Kokoszka

When running a touch campaign, many agents are tempted to skip the phone calls. Do not make the same mistake! The key to the success of any touch campaign is the personal touch that comes only from a phone call or face-to-face visit.

Offer items of value

Great customer service dictates that you provide items of value to potential clients. These items must have meaning and be important to potential buyers or sellers. Many items of value, such as news articles, consumer tips, and videos are available for you right now at www.kw.com, in the "Buying a Home" and "Selling Your Home" sections of the website.

KWConnect



STOP *and* **DO**

Uncover Market Information to Use as Items of Value

With your instructor's help, complete the table below with data from your local MLS. You'll use this information in upcoming class activities.

Median Home Price	
Average Home Price	
Properties Sold	
Average Days on Market	
Homes in Inventory	
Months Inventory	

Time: 10 minutes

KW RESOURCE

Refer to the current *KW Market Navigator* for quick information/stats you can share with your contacts.

Real Play

Put Your Mets on an 8 x 8

1. In your planner, block one hour of the next six Fridays for your 8 x 8 activities.
2. In eEdge, identify the people that you have called and sent thank you notes to. Add these people to a group called "8 x 8."
3. In eEdge, set a reminder for the next six Fridays to complete your 8 x 8 activities. Include the details of each touch in its corresponding reminder.

8 x 8 Touch Campaign		
Week	Touch	Details
1		Call to announce your role as a real estate agent. *You completed this in* Power Sesion 1: Rev Up!
2		Send a handwritten note with your business card to thank them for speaking with you by phone. *You completed this earlier in today's session!*
3		Send the following email: *Did you know that the median home price in (your area) is (median price for your market)? Today's market might be the right time for you to think about buying, selling, or investing in a piece of real estate. Even if you're not ready to make a move right now, you probably know someone who is.* *As your community economic and real estate expert, I look forward to helping you or someone you care about explore these opportunities. Please call me or pass along my name to a friend.*
4		Use this script: *Hello, this is (agent name) with Keller Williams Realty. This is a business call, do you have a moment? I won't take much of your time. How are you? Did you receive the email that I sent you? That's great. Did you have any questions? As you can tell, I really hope that you will allow me to be your real estate agent for life. Also, who do you know that is interested in buying or selling a house soon?*

continued

Put Your Mets on an 8 x 8 (continued)

5		Send the following email: *Your house is likely the biggest investment you will ever make in your life. As your local economist and real estate resource, I am committed to helping you protect that investment by providing you with timely, valuable information that keeps you on top of the market conditions.* *If you would like to know what your property is worth in today's market, please let me know. And please let me know if I can help anyone you know who might be buying or selling a home soon.*
6		Use this script: *Hello, this is (agent name) with Keller Williams Realty. This is a business call, do you have a moment? I won't take much of your time. How are you? Did you receive the email that I sent you? That's great. Did you have any questions? As you can tell, I really hope that you will allow me to be your real estate agent for life. Also, has anyone come to mind who might be buying or selling a house soon?*
7		Send the following email: *There always seems to be that one person in the community that knows everyone. That is me! In my business of studying the real estate market, I get to meet new people every day. I meet dentists, contractors, business owners, servicepeople, nannies, restaurant owners, and executives. As someone who meets new people, one of my favorite things is to connect people that I know.* *If you are ever in need of a great recommendation for a contractor, restaurant, babysitter, or anything in between, please give me a call! We live in such a great community, let's help connect each other!*
8		Use this script: *Hello, this is (agent name) with Keller Williams Realty. This is a business call, do you have a moment? I won't take much of your time. How are you? Did you receive the email that I sent you? That's great. Did you have any questions? As you can tell, I really hope that you will allow me to be your real estate agent for life. Also, has anyone come to mind who might be buying or selling a house soon?*
Be sure that with every single touch you include a quick reminder and instructions on how to give you referral business!		

Time: 10 minutes

Leverage eEdge

Automating your touch campaigns in eEdge means less time stuck at your computer and more time out building your business!

Automate with eEdge

In eEdge, myContacts is integrated with myMarketing. This means you can design and send high-end touch campaign pieces that are prefilled with your contacts' information—similar to a mail merge process.

Additionally, myMarketing automates these campaigns for you in a true "set it and forget it" manner. Here is how it works:

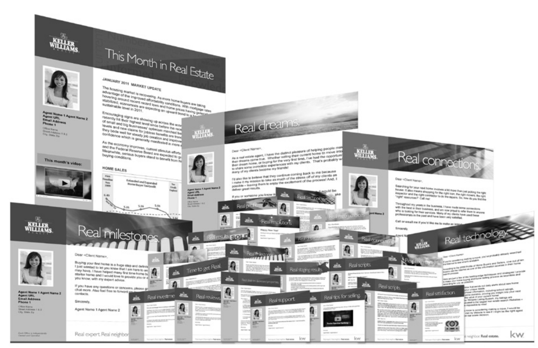
1. You choose a design template for your touch campaign.
2. You select the group(s) of contacts to receive the campaign.
3. If you wish, you customize the campaign pieces to reflect your brand.
4. You launch the campaign.

After a campaign is launched, it will automatically do the following:

- Send your contacts an e-newsletter on the dates that email touches are scheduled.
- Send you a notification that it is time to call your contacts on the dates that phone calls are scheduled. Each notification will include a call script.

8 x 8 e-newsletter

33 Touch e-newsletter



STOP *and* DO

Experience a 33 Touch Campaign in eEdge

1. For help in completing this exercise, refer to the myMarketing lessons in the *eEdge 101 Training Guide* on mykw.kw.com/eEdge.
2. In eEdge, create a contact record for yourself using your personal email address.
3. Add yourself and your instructor to a 33 Touch campaign and launch it.
4. For the duration of the campaign, monitor the notifications you receive as the agent and the emails you receive as a client. Note which areas you want to customize for use with potential clients.

Time: 10 minutes

A note on social media

The best way to engage with a quality database is through social media. When you are active in your online networks, you are in touch with your Sphere. If you're like most people and use social media every day, you can think of it as a 365-touch system. Here are some ways you can interact with your Sphere and position yourself at the top of their minds:

- Scan your news feeds daily. Is there a friend who would appreciate you reaching out to them right now, based on their update?
- Post your own updates that are a mix of professional and personal news, and actively encourage thoughtful responses. The more provocative your update, the richer the discussion.

FURTHER STUDY

- Internet Lead Generation class
- *Soci@l*
- mykw.com > Marketing > Social Media 101 guides
- KWConnect video series on social media

Real

Play

Start a Discussion on Social Media (Facebook, LinkedIn, Google+, Twitter)

1. Using the data from your local MLS, post a statement followed by a question as your status update. For example:
    - Homes stay on the market for an average of forty days in Denver. Are homes in your neighborhood selling faster? Slower?
    - Who says no one is buying or selling in this economy? Last month, 563 homes sold in Boise.
    - The average home price in Springfield is $168,240. What do you think? Too high? Too low?
2. Be prepared to respond immediately to all comments, likes—any kind of response—with a direct personal message. Use the opportunity to engage the person in a conversation and to see if there is a real estate need.

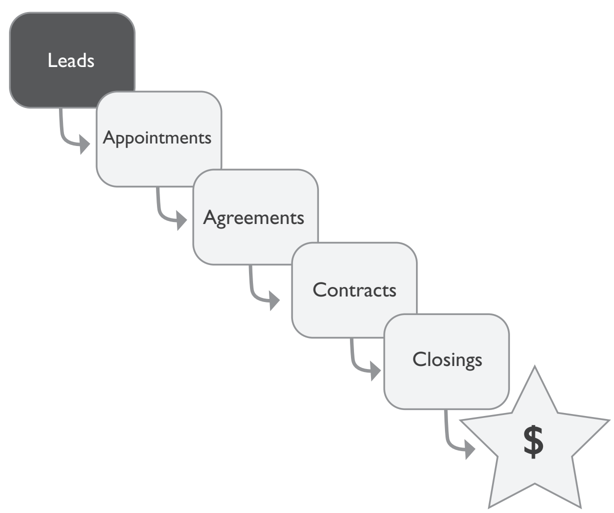
Time: 10 minutes

"If you are highly engaged with your database, it can be a powerful kicker for 50 percent of your business."

Ben Kinney
Vice President of
KW MAPS Technology

Law 4 – Service All Leads

What's meant by "service all leads"? It means act on them now! And to act means to respond immediately, learn about their needs, and set an appointment. Remember that you're on your way to payday!



When you receive a lead, take these three action steps immediately:

1. Contact
2. Classify and qualify
3. Campaign

1. Contact

Time is of the essence, especially for leads with an immediate need. Be the early bird! This is especially true with leads you receive through your website. They will quickly "go cold" and seek help elsewhere if you don't make your initial contact quickly. You want to be the first person to respond and show up in their path of need.

The first time you contact someone, it should be by phone if they provided you with their phone number. If they did not, use the same method they used to contact you. Then, ask them how they prefer to stay in touch.

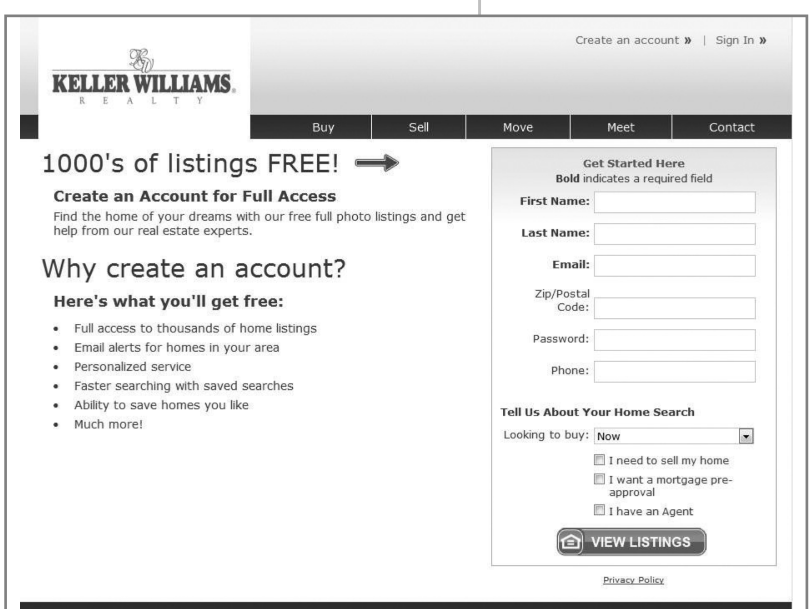
- Phone
- Email
- Text
- Social media

If you receive a lead that you are unable to immediately respond to, for any reason, do not leave that person hanging. Instead, refer them to a colleague whom you trust will be in touch with them right away. The potential customer will appreciate your honesty and professionalism, your colleague will appreciate the business, and you may even receive a referral check.

Act fast with website leads

When you have listings on your website—whether they are your own or your Market Center's—be prepared to get leads. Most consumers begin their property search online, and if their search leads them to your site, they'll be asked to register—provide contact information—so they can continue to browse properties.

Time is especially precious for any leads that you receive through your websites. According to the National Association of Realtors, there is a 72 percent success rate of turning a web contact into a client if live contact is made *within the first hour* after the contact's visit. After four hours, the chance drops to 29 percent. That's a lot of potential business to lose, so you need to move quickly with web leads.



Further Study

- Internet Lead Generation class
- *Soci@l*
- KWConnect video series on social media

Leverage eEdge

eEdge instantly notifies you in your preferred format—email, text, or both—when someone registers on your website. This notification includes a link to the lead's contact information in eEdge's myLeads.

2. *Classify and qualify*

Classify

After contacting a lead, the next step is to classify them according to their needs. Are they a buyer, seller, or both? Are they a first-time home buyer, out-of-town buyer, or investor? Are they in financial distress?

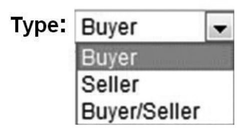
TRUTH

Success in 90 days will require you to work with only serious buyers and sellers.

Leverage eEdge – Classify Your Leads

Classify your leads using ***Type*** and ***Group*** fields respectively.

- **Type** – Allows you to categorize your contacts as "***Buyer,***" "***Seller,***" or "***Buyer/Seller***."



- **Group** – Lets you create custom categories for your leads—whatever makes sense for your business. You might create an "8 x 8 for Buyers" group to indicate all of the contacts receiving the 8 x 8 campaign for buyers. You might also have a group for first-time home buyers, short sale clients, or investors. A contact may belong to more than one group.

Create group names that make sense for your business.

Qualify

Your next priority is to assess how ready and motivated this lead is—in other words, qualify them. The following are some sample questions you may ask to quickly determine their readiness and motivation for acting now.

> So you're looking to buy a home?
>
> When are you wanting to make a move?
>
> Have you been preapproved by a lender?

You don't want to waste time or spend too much energy on leads that have no motivation to buy or sell real estate in the near future. Some leads have more pressing needs than others, so by qualifying them right away, you can clearly see which ones require your immediate attention.

Leverage eEdge – Qualify Your Leads

eEdge makes it easy to organize and manage your leads and focus on the ones with the most potential for your business. Qualify your leads using the ***Status*** field.

- **Status** gives you a way to indicate the "temperature" of the lead. Are they motivated and likely to do business in the next thirty days? If so, you'll want to follow up with them more aggressively than you would a lead who indicated they are not planning to buy or sell until next year.

* ***Hot** – ready to buy or sell now*

* ***Active** – just looking, but interactive*

* ***Inactive** – not currently looking to buy or sell*

Anyone who registers on your website will automatically be assigned a status of "Lead." You will change the status once you have qualified them.

STOP
***and* DO**

Classify and Qualify Your Contacts

1. Time block for the steps that follow and complete after class. Look at the list of people that you have called so far in Ignite and classify and qualify them in eEdge.

2. Add the names of people that you have called so far in Ignite to the form below.

3. Assign a type to each contact: "Buyer," "Seller," or "Buyer/Seller."

4. Give each name a group that best describes their current or future type of real estate need.

5. Qualify each contact by selecting a status: "Hot," "Active," or "Inactive."

6. Block time in your calendar to update the status, type, and group values in eEdge for these contacts to match what you wrote in the form below.

Name	Type *Buyer, Seller, or Buyer/Seller*	Group (s)	Status *Hot, Active, or Inactive*
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			

Time: 3 minutes

TIP

Many buyers have "life issues" they must resolve before they can buy (e.g., repair credit, save for down payment, get prequalified). Enter these notes into the contact's record in your database, schedule the day/ time you will follow up with them, and refer to your notes when you do. It will make you look much "smarter" to your potential client!

3. Campaign

Every contact gets one! After you make initial contact with a lead, ensure that you stay in touch by assigning them to an 8 x 8 campaign. When that eight-week campaign ends, you move them to a 33 Touch. Do the same for all contacts in your database.

Aim High

The best way to ensure that your business enjoys consistent growth is to routinely apply the Four Laws of Lead Generation and become a database master.

Become a Database Master

Your Daily 10/4 lead generation activities, paired with systematic touch systems, will yield results when implemented purposefully and consistently. Keller Williams Realty's goal is to "out-touch" all other agents. Therefore, the 8 x 8 and 33 Touch campaigns are designed to keep you at the top of your Mets' minds and generate business. These systems also make it easy to schedule, budget, and track your lead generation activities. By following the models you're learning in this course, you'll be miles ahead of your competitors.

Get into the habit of immediately adding all new contacts and their comments to your database, so you remember what you talked about, and assign them to an appropriate touch campaign. Use eEdge's "set it and forget it" capability to ensure that your communications are purposeful, regular, and consistent. Then, get back out there and generate more new leads!

Again, your Mets will be your richest source of referral leads, so focus the majority of your lead-generating energies on this group.

KW MAPS Coaches Corner with Dianna Kokoszka

Several new Keller Williams top associates regretted not choosing their clients more carefully during their first three months, because they wasted a lot of time with buyers or sellers who weren't committed to buying or selling.

Ben Kinney, mega agent and vice president of KW MAPS Technology, Bellingham, Washington, is a database master. One thing he has learned is that not all leads are equal. So, when your database grows to a large size, it becomes even more critical to organize that database so that it can continue to be managed easily. Ben recommends that after you add names to your database, you rate them according to the following scale:

- **A+** (aim for 25 people) – These are people with whom you socialize in small settings and consider friends. You can always count on them to refer business your way.
- **A** (aim for 100 people) – These are people from whom you've received referrals and done business with, and with whom you are in frequent communication.
- **B** (100–200) – People that know you by name, those with whom you are comfortable communicating, and those with whom you may have lost touch.
- **C** (unlimited) – These are leads from sign calls, open houses, your website, and other sources. You have no relationship with these people yet. For the Cs, apply the 33 Touch and pay attention on social media if they indicate any interest in real estate.

Your goal is to move people from C to B, from B to A, from A to A+, and to grow those numbers. If you don't rate your contacts, then you might end up spending the same energy doing the same activities with all of them when it isn't warranted. You want to pay special attention to your A and A+ leads—send these people gift cards, and handwritten notes. Spend little or no money on the Bs and Cs—communicate with emails and phone calls.

Mets + Touch Campaigns = Success

"We aim above the mark to hit the mark."

Emerson

You may be wondering how many Mets you need in your database in order to generate the number of leads needed to reach your Ignite goal.

In *The Millionaire Real Estate Agent*, we learn that top agents who lead generate with their database on a systematic and consistent basis expect to receive **2 sales for every 12 Mets**—one sale from repeat clients and another from referral business.

Their key to success is not just a large database—it's the systematic and consistent communication with the contacts in that database. These agents get these results from Mets who go through both an 8 x 8 and 33 Touch campaign, and it may take over a year to reach these levels.

Note the return on the number of Mets:

Number of Mets on an 8 x 8 and 33 Touch for a year	Number of sales	Gross income assumes 3% commission from $172,900 median sales price*
10	1.7	$8,818
50	8.3	$43,052
96	**16**	**$82,992** Achieve your Ignite goal and this could be you!
150	25	$129,675
200	33.2	$172,208
300	50	$259,350

* *Source: National Association of Realtors, 2010*

If you are not achieving the 2:12 ratio with your existing database, you don't necessarily need a bigger database, you need a better one. Fix it—find the contacts that are working and focus on them. From 300 you might go down to just 50 or 60, and then carefully work your way back up with only quality contacts.

STOP
and **DO**

How Does Your Database Stack Up?

1. How many Mets are in your database right now?________
2. Using the 2 for 12 ratio, divide the number of Mets in your database by 6. Write the result here:_______
3. This represents the approximate number of sales you may possibly achieve when you apply the 33 Touch consistently with phone calls over time!
4. Write the number of Mets you want in your database and your target date for getting there:

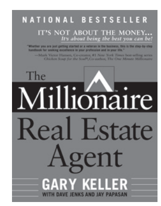
Number of Mets in my database__________:

By:_____________ (what time frame)

Time: 5 minutes

"Big real estate sales destinations need a big number of leads."

From *The Millionaire Real Estate Agent*



Lead Generation Focus

These are the actions that will keep your database growing, well-fed, and keep you at the top of everyone's mind when they think of real estate.

YOUR DATABASE: LEAD GENERATION FOCUS

WHEN	ACTION
As soon as you meet someone new	1. Get their contact information. 2. Add them to your database. 3. Follow up with a handwritten note. 4. Put them on a touch system. 5. Follow the touch schedule, both 8 x 8 and 33 Touch.
As soon as you get a referral	1. Thank the referral source and reward the action! 2. Get their contact information. 3. Add them to your database. 4. Call, classify, and qualify them. 5. Put them on a touch system. 6. Follow the touch schedule.

Recap What You've Done

Not only have you learned the Four Laws of Lead Generation, you have started to apply them to your own business. You have:

✓	Completed Lessons and Tasks
✓	Built a database and fed it with Mets and Haven't Mets.
✓	Put Mets on an 8 x 8 campaign for systematic communication.
✓	Classified and qualified your leads.

Get to Work

Your Action Plan

Using your planner, time block and then complete the following activities before the next Power Session:

Done	My Action Plan	By When
	Select an open house, if you haven't already. Select four, if you can, for the month.	
	Communicate systematically with your database. Put each new contact on an 8 x 8 campaign.	
	Come to *Power Session 3: Open Houses* with the following items: • Open house property address • Map of the area (aim for 5-mile radius of the property) • Listing agent's and homeowner's contact information	

Your Job Aids

- **eEdge 101 Training Guide** for detailed instructions on managing your contact database and launching touch campaigns. Available for download at mykw.kw.com/eEdge.
- **Press Release template** to use as a prototype when creating your own. Several templates are available for download at mykw.kw.com > Marketing > Press Releases
- **Scripts**. Practice them regularly with your scripts partner.

Your Daily 10/4 Assignment

Using your planner, time block and then complete the following activities before the next Power Session.

Four Habits	Daily Goal	Done
Build and Manage Your Database	Add 10 people to your database.	
Prospect	Connect with 10 people.	
Follow Up	Write 10 notes.	
Know Your Market	Preview 10 homes this week.	

Aha's

STOP *and* DO

My Aha's

1. Write down your three most powerful aha's from this Power Session.

1.
2.
3.

2. Share one aha with the class.

Time: 5 minutes

Ignite Correction and Suggestion Log

Instructor Name: ____________________ **Date:** ____________

Market Center: ____________________ **Power Session #:** ______

Content Type (instructor manual, student manual, job aid)	Page Number	Type of Correction (misspelling, wrong reference to resource, etc.)	Description of Correction or Suggestion

Suggestions for this Power Session:

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