

**BUILDING A
MASSIVE PILLAR
OF BUSINESS
THROUGH THE
GOLDEN LETTER**



WWW

VAN WICKLER REAL ESTATE
KELLER WILLIAMS REALTY

ABOUT ME

- Location: Portland, Maine
- Age: 24
- \$1,395,000 in GCI 2024
- **Early Career**
 - Obtained Real Estate license shortly after turning 19 (Dec 2020).
 - Started selling real estate part time in college.
 - Dropped out and went full time May 2022.
- **Recognition**
 - Will has had the privilege of speaking to thousands at national real estate conferences.
 - Proud to be one of the youngest millionaire real estate agents within Keller Williams Realty.



INTRODUCING THE GOLDEN LETTER AND WHY IT WORKS

The golden letter is a one-page letter that asks homeowners if they would be interested in selling their house. The Golden Letter is not just a concept but a powerful tool for real estate professionals to generate immediate responses from homeowners. Its simplicity, personalization, and direct addressing are key elements contributing to its high conversion rates.

Will Van Wickler
Keller Williams Realty

Dear {{ Owner First Name }},

Would you be interested in selling your property
at {{ Address }} to a client of mine?

If so, please call me on my cell phone at
207-232-8877

Thank you,

Will Van Wickler

If your property is presently listed with another
Realtor, please do not consider this to be a
solicitation.

PREPPING FOR YOUR GOLDEN LETTER SEND-OUTS - WHAT MATERIALS YOU NEED

1

Stamps

Go to your local post office and support the government.

2

Envelopes

We buy self-sealing for obvious reasons....

3

Labels

Avery style 5160 or equivalent. These look best and work with our printer.

DIVING INTO THE SOFTWARE YOU USE TO FIND ADDRESSES

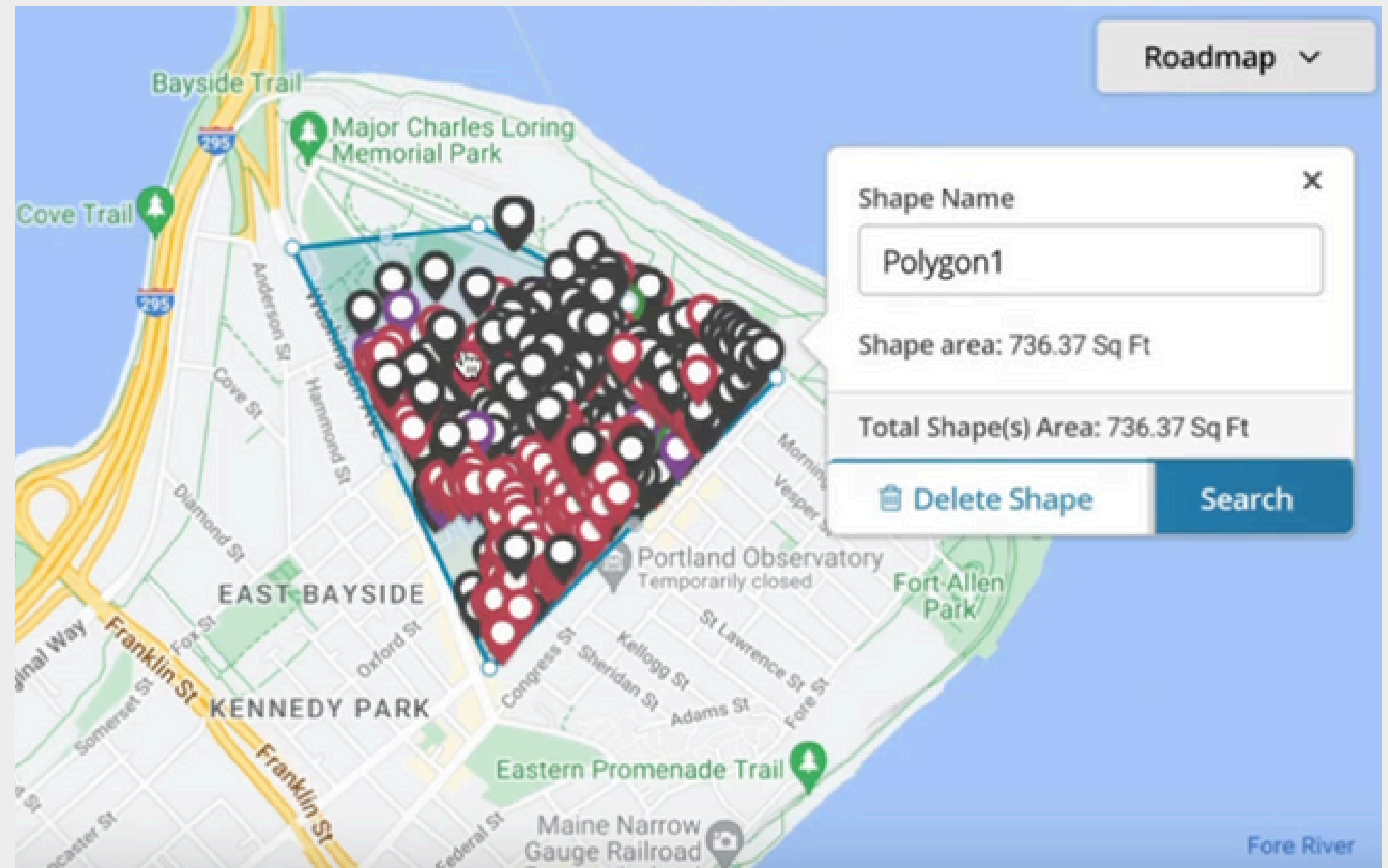
You will need:

- Owner first name
- Owner Last Name
- Address (123 Main St)
- Town/City
- State
- Zip

AND/OR

- Tax Billing address:
- Tax Billing Address (123 Main St)
- Tax Billing Town/City
- Tax Billing State
- Tax Billing Zip

EXPORT TO SPREADSHEET FORM!



CALL SYSTEM GAME CHANGER FOR MANAGING CALLS



- **Introduction**

- Importance of Call Management Efficiency
 - Introducing: A Technology Program
-



- **Personal Experience**

- Being Caught Off-guard by Calls
 - How software Solves This Problem
-



- **Key Features of CallRail**

- Generating Phone Numbers for Different Areas
 - Transcribing Voicemail Messages
 - Providing Email Notifications
-



- **Benefits for Real Estate Agents**

- Streamlining Call Management for Golden Letters
 - Improving Response Time and Effectiveness
-



- **Recommendation**

- Implementing CallRail for Better Call Management
- No Action Requested, but Highly Recommended

MAIL MERGE - THE BASICS

Will Van Wickler
Keller Williams Realty

Dear **{{ Owner First Name }}**,

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If so, please call me on my cell phone at 207-232-
8877

Carly

How mail merge works



Personalization data comes from spreadsheets or databases



Email template comes from HTML, word or other document file

Mail Merge

Mail merge puts it all together



SafeMailer

HOW TO CREATE YOUR MAILING LABELS

Sarah Keller-Likins
124 OCEAN ST #3B
Lynn, MA
01902

Brooks Ladd
19 LOWELL RD
Gorham, ME
04038

Brooks Ladd
19 LOWELL RD
Gorham, ME
04038

Jeffrey Ladd
572 MANCHESTER RD
Belgrade, ME
04917

Elizabeth Medema
961 4TH ST
Mukilteo, WA
98275

Kristin Cronkite
6 WINDING WAY
Rockport, ME
04856

Patrick Phair
111 E SIDE TRL
Oakland, ME
04963

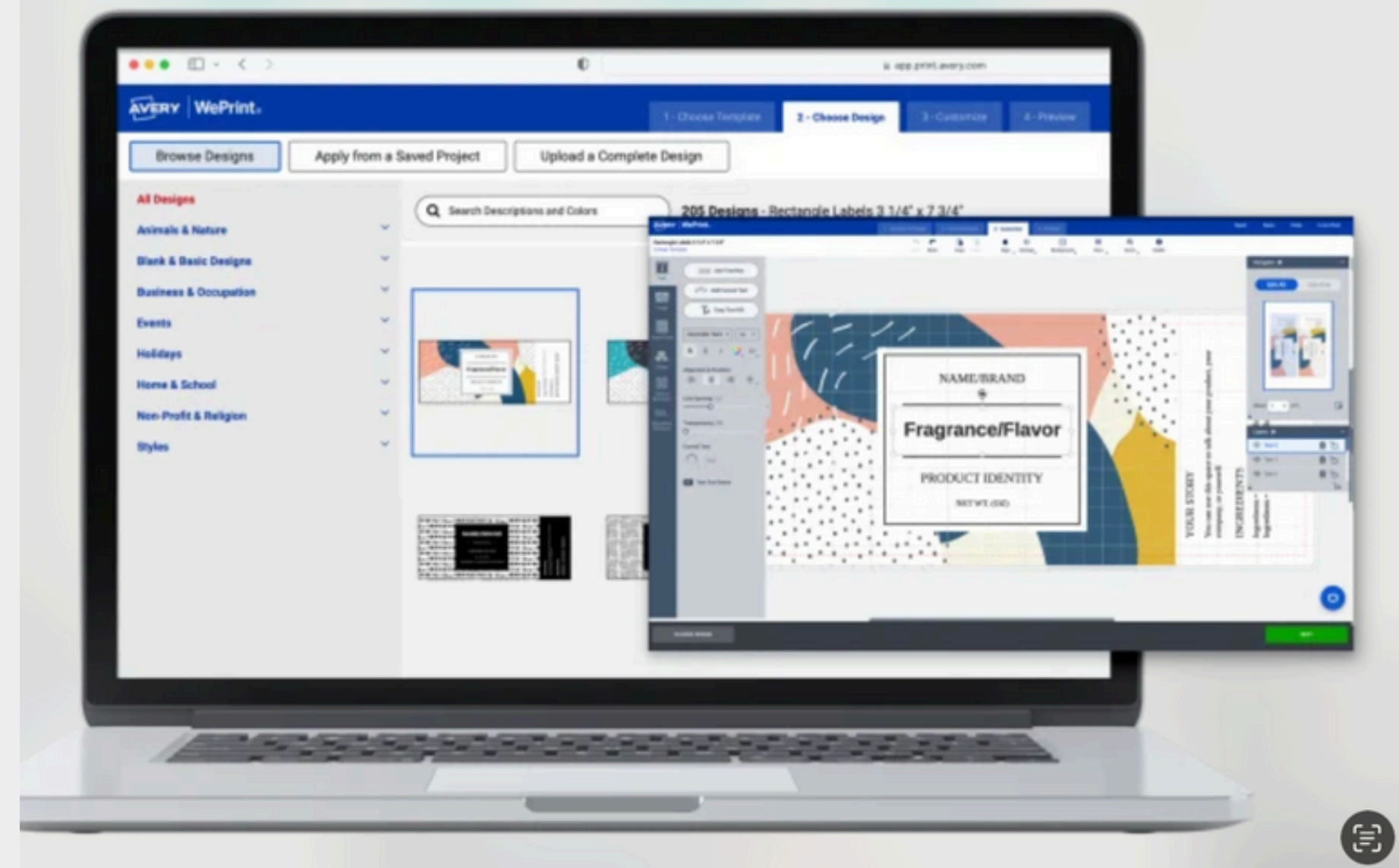
William Ridley
PO BOX 712
Oakland, ME
04963

Patrick Phair
111 E SIDE TRL
Oakland, ME
04963

Laura Nelsen
105 E SIDE TRL
Oakland, ME
04963

Jonathan Moody
96 E SIDE TRL
Oakland, ME
04963

Robert Lester
406 E SIDE TRL
Oakland, ME
04963



STRATEGY FOR HOW MANY TO SEND, WHEN TO SEND, ETC

- A Straightforward Strategy for Letter Campaign Optimization
- Determining Quantity of Letters to Send
- Identifying Optimal Timing for Sending Letters
- Leveraging AI and MLS for Data Extraction
- Factors Influencing Quantity and Timing of Letter Campaigns
- Utilizing AI and MLS Data for Identifying Motivated Sellers



ANALYZING YOUR RESULTS

- What to track:
- Letters sent
- Location sent
- Calls received
- Appointments set
- Appointments run
- Listings Signed
- Listings Sold

Name: _____

One Day—20 Contacts

Week Beginning: _____

day	Tithing	Taxes	Taxes	Taxes	Living Exp	Living Exp	Living Exp	Living Exp	Living Exp	Living Exp
	Living Exp	Living Exp	Bus Exp	Bus Exp	Bus Exp	Bus Exp	Bus Exp	Fun	Fun	Fun

Contacts Made

	Type*	Name	Ask for Appt?	Appt?	Ask for Referral?	Referral?	Follow up/Notes
1							
2							
3							
4							
5							
6							
7							
8							
9							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							
TOTALS							

*Type: Met, FSBO, Expired Listing, etc.

Total Contacts Made: _____

Total Appointments Made: _____

STOP CHANGING STUFF

Nobody cares about the house you just sold, how great the market is, how great you are.

We don't need any of that.

APPOINTMENT SETTING, SCRIPTS AND MORE

John, thank you for sharing with me. You probably aren't surprised by how many people are looking to capitalize on this market by downsizing or even capitalizing on upsizing. It's an exact reason I'd like to stop by. I can do some due diligence for our buyer families and share what's going on with the market, fair enough?

**THANK YOU
FOR
ATTENDING!**

FOLLOW ME



@wvanwickler

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