

1. Attract New Sellers

Farm area marketing plan

-  Regular letterbox drops.
-  Quarterly marketplace reports.
-  Auction invites.
-  Open home invites.
-  Regular competitions to capture & engage your marketplace.
-  Local community sponsor program.



7. Get Referrals ★

-  Ring and thank referrer.
-  Send a referral gift.
-  Ring referrer and give update on progress of client sale.
-  On exchange, send client survey results to referrer.
-  On settlement, send client testimonial to referrer.

6. Working with Buyers

Getting to Sold

-  Weekly buyer email.
-  'Coming Soon' notification.
-  'Just Listed' buyer match notification.
-  Property marketing brochures.
-  Buyer action plan.
-  Refer to finance - Call, sms or email.
-  Signature negotiation process.
-  Offer & acceptance documentation.

5. Vendor Management

Deliver

-  Weekly vendor reports.
-  Weekly vendor marketplace update video.
-  SMS/ email feedback after buyer inspection.
-  Two weekly feedback calls.
-  External market evidence information.
-  Market review meeting - week 4.
-  Vendor expectation strategy.

2. Capture Leads

-  Capture all buyer enquiries from real estate portals.
-  Capture online buyer & seller enquiries with your lead magnets and web forms.
-  Enter buyers who inspect the property.
-  Enter all potential sellers into the database.

3. Nurture Prospects

30 calls/ day to warm clients

-  Past appraisal follow up.
-  Past seller anniversary calls.
-  Past buyer anniversary calls.
-  Appraisal 'Just Sold' notification results.

Regular touch points

-  One direct mail letter/ quarter.
-  5 broadcast SMS/ year.
-  Weekly open home invites.
-  Regular good news videos.
-  Regular 'Just Sold' alert emails.

Communication to landlords

-  Marketplace reports.
-  'Just Sold' alerts.
-  'Just Listed' alerts.
-  Active agent reports.
-  Property snapshot flyer.

4. Convert to Listings

Pre-listing procedure

-  Listing appointment confirmation SMS.
-  SMS link to agent profile video/ website.
-  Pre-listing confirmation letter.
-  Pre-listing kit.

During the listing

-  Industry leading listing presentation.
-  Home seller blue-print doc.
-  Client marketing pack visuals.
-  VPA scripts.
-  Fees scripts.
-  Closing scripts.

Post listing follow up

-  Post appraisal 'Thank you' letter.
-  10 reasons why people choose me.
-  Selling above market value book.
-  Selling roadmap document.
-  Listing appointment 'Thank you' letter.

Key

-  Jiggler
-  LockedOn
-  Action plan item

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