

# WEDNESDAYS with WAYNE

LIVE AGENT TRAINING

*Maximizing Your SOI...*  
*Be Good, Be Nice, Stay in Touch*

*Begins in:*

**10:00**  
Stop

WEDNESDAYS  
with  
WAYNE   
L I V E   A G E N T   T R A I N I N G

*Maximizing Your SOI...*  
*Be Good, Be Nice, Stay in Touch*

“Most people go through their whole life and never get leverage, and that’s sad...but what’s worse is when people have leverage and don’t use it.”

-Colin Cowherd

## Truth #1

*You can be “NICE” and never build a referral business!!*

## Truth #2

*You can be “GOOD” and never build a referral business!!*

*As a result, the 3 legs of the stool are...*

*BE GOOD, BE NICE, and STAY IN TOUCH*

Why don't the  
VAST majority of  
agents have a  
VIBRANT past  
client system?

Because it takes CONSISTENCY,  
and as Salespeople we are not  
wired to do routine/mundane  
tasks, which are the key to  
Vibrant SOI systems!

*You will only take **CONSISTENT** action on what you believe in, and are equipped to do!*

*Given that fact...Do you believe in having a great past client system? Are you equipped to consistently implement it?*





**SEE THE FIELD**  
CONSULTING  
— Find **Your** Path —

What Trend  
Had The Most  
Impact on Real  
Estate in the  
Last 10 Years?

*Online  
Portals!!*

 realtor.com

 Lands of America™

 FastExpert

 OPCITY

 trulia®

 Zillow  
ZillowNet™

 HomeLight



 kv CORE  
PLATFORM

 Zillow  
Zillow.com™

 IDEAL AGENT®  
THE BEST AGENTS AT AN IDEAL COMMISSION®

Google

 CoStar Group™

Opendoor

 SEE THE FIELD  
CONSULTING  
— Find Your Path —

They have the consumers attention!



## The Big Question:

If I am one of your past clients/referral sources, how often do I hear from you and in what manner?

>24 times?

>18 times?

>12 times?

>6 times? (The vast majority of agents are here)

Fact: 12 times per year won't even keep your people your people!

If you don't have the time or resources to **effectively** contact your database **AT LEAST** 24 times, your database is too large!



For years, top agents have suffered from  
“database creep”

*Your goal is to Build and Fortify  
Relationships*

# The relationship model is about three issues:

1. *SMALLER databases*
2. *INCREASED contacts*
3. *HIGHER QUALITY contacts*

Moving forward, the marketplace will belong to those agents who:

1. Have the *capacity* to have great conversations with their clients
2. Have the *willingness* to have those conversations
3. Have *massive* past client/client care systems

You MUST invoke the “Law of Reciprocity”



The Law of Reciprocity is simply this... when someone does something for you, you feel obligated to reciprocate or do something in return for them.

Would you use your agent again?  
Definitely! Sellers 73% Buyers 75%

-2023 NAR Profile of Buyers and Sellers

SELLERS:

Actually used agent previously to buy or sell a home 26%

BUYERS:

Actually used agent previously to buy or sell a home 13%

What is the disconnect?

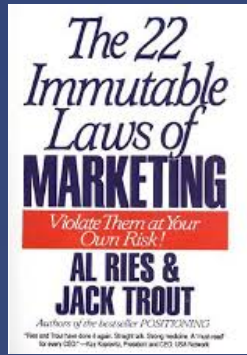


What are you consistently doing for your SOI and past clients?

Does it make them feel special and “part of the club”?







# The Law of Category

“If you can’t be #1 in a category,  
create a category you can be #1 in!”

Who was the first person to fly solo across the Atlantic?



Who was second?



Who was third?



# The "Business Bullseye"



Know/Like  
Will Use You  
May Refer /  
May Not

Average  
Level  
Value-  
Relationship

Know/Like  
Given Opportunity To  
Use You - Maybe  
Low Level Value-  
Relationship

## Advocates

Know/Like  
Always Use  
Always Refer

Very High Level  
Value  
Relationship

GENERAL PUBLIC  
Don't Know You/Don't Like You  
Value is One Created  
By Marketing & RESPONSE TIME

# The Program

# Database Update Schedule

## **Week 1:**

*Reduce your database only to those people who YOU know, like and want to deal with again.*

## Week 2: Send first communication, survey, and SASE (self - addressed – stamped envelope) if MAILING

Dear \_\_\_\_\_ :

I just wanted to drop you a note and let you know about a recent career change. I am very excited to tell you that I am now a Realtor with (Company name), here in (city).

I've been told that the best way to build a real estate career is through great friends like you. This is the reason for my letter. If you would allow me, I would love to be able to keep in contact with you on a regular basis regarding your potential real estate needs.

Here's all you need to do. Enclosed in this envelope, you will find a survey, along with a self-addressed stamped envelope. Please fill out the survey and mail it back to me.

Now I know that this may not be top on your priority list, so here's a little incentive. I will be drawing out 2 names from those who respond. The winners will receive a \$50 gift certificate for dinner at (insert restaurant name). Don't wait too long to respond. **I will be drawing the names on October 15!**

At the end of the form, we have included a section for you to add any business you own, or with which you are associated, that you would like to have promoted. We often come in contact with people who are new to the community that may require a service or product you offer. It would be my pleasure to be able to help your business in that way.

By the way, if you know of someone needing to buy or sell a property, please give me a call at (Insert telephone #).

Thank you in advance for your consideration.

Your NAME

### CLIENT SURVEY

NAME: \_\_\_\_\_ NAME: \_\_\_\_\_

BIRTHDAY: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_

ANNIVERSARY: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

#### PHONE NUMBERS

HOME: \_\_\_\_\_ OFFICE: \_\_\_\_\_

MOBILE: \_\_\_\_\_ DIRECT: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

Facebook YES or NO If yes: \_\_\_\_\_

LinkedIn: YES or NO If yes: \_\_\_\_\_

Instagram: YES or NO If yes: \_\_\_\_\_

#### CHILDREN LIVING AT HOME:

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_

PETS: \_\_\_\_\_

HOBBIES: \_\_\_\_\_

#### BUSINESS THAT YOU WOULD LIKE PROMOTED:

NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

BUSINESS TYPE: \_\_\_\_\_

**Week 4: Send thank you note to those who returned first mailing.**

Dear:

Thank you so much for responding to my survey and mailing back the information. The winner of the \$50 gift certificates were: \_\_\_\_\_ . Please tell them congratulations, when you see them.

I'm sorry that you weren't a winner, but thank you again for your response, and I'll be in touch!

Best,

Your Name

## Week 4: Send communication with Letter #2, survey, and SASE (if MAILING)

Dear \_\_\_\_\_ :

I have good news for you. The offer for the \_\_\_\_\_ gift certificates is still on the table and your odds of winning have improved.

I have already given away A \$50 certificate to those who responded to the first mailing. The winners were \_\_\_\_\_ . Congratulations!

Please take a few minutes to complete the survey. Please remember to include any businesses that you would like us to promote to people who are new to the area.

Now it's your chance. Another lucky person will be receiving a \$50 gift certificate to \_\_\_\_\_. Send in your information today with the enclosed stamped envelope.

Best,

Your Name

### CLIENT SURVEY

NAME: \_\_\_\_\_ NAME: \_\_\_\_\_

BIRTHDAY: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_

ANNIVERSARY: \_\_\_\_\_

MAILING ADDRESS: \_\_\_\_\_

#### PHONE NUMBERS

HOME: \_\_\_\_\_ OFFICE: \_\_\_\_\_

MOBILE: \_\_\_\_\_ DIRECT: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

Facebook YES or NO If yes: \_\_\_\_\_

LinkedIn: YES or NO If yes: \_\_\_\_\_

Instagram: YES or NO If yes: \_\_\_\_\_

#### CHILDREN LIVING AT HOME:

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_

NAME: \_\_\_\_\_ AGE: \_\_\_\_\_ BIRTHDAY: \_\_\_\_\_

PETS: \_\_\_\_\_

HOBBIES: \_\_\_\_\_

#### BUSINESS THAT YOU WOULD LIKE PROMOTED:

NAME: \_\_\_\_\_ PHONE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

BUSINESS TYPE: \_\_\_\_\_



***Week 6: Send thank you note to those who returned second mailing.***

Dear:

Thank you so much for responding to my survey and mailing back the information. The winner of the \$50 gift certificates were: \_\_\_\_\_ . Please tell them congratulations, when you see them.

I'm sorry that you weren't a winner, but thank you again for your response, and I'll be in touch!

Best,

Your Name

**NOW YOU KNOW WHO YOUR NETWORK REALLY IS!**  
**THE CLIENT SURVEY SHOULD BE A PART OF ALL CONTRACT AND LISTING**  
**PACKETS FROM THIS DAY FORWARD!!!**

Your mailouts/emails must be consistent and provide VALUE!!! In other words, you must become a “student of the game” and provide your clients with information that they would not otherwise have access to.

Information sources:

Inman News

[www.inmannews.com](http://www.inmannews.com)

National Real Estate Post

[nrep.com](http://nrep.com)

Wall Street Journal

[www.wsj.com](http://www.wsj.com)

National Association of Realtors

[www.realtor.org](http://www.realtor.org)

Keeping Current Matters

[www.keepingcurrentmatters.com](http://www.keepingcurrentmatters.com)



# Consistent Mail-Out (12 Touches)

The mailer must:

- be professional in appearance.
- add value.
- be delivered every 30 days.

**Proven mail-outs are as follows:**

Inspirational stories/quotes

Just listed/sold; avg. sales price; avg. DOM; sales price to list

price ratio

Book of the month

Quote of the month

inspirational story

Real estate related story

Clients of the month (most referrals)

Tip of the month

Personal information (information about your family)

# Birthday Relating

## 2 to 6 Touches

- Birthday card to both husband and wife
- Buy generic cards (masculine and feminine)
- Birthday cards for all the children at the home under 18.
- Buy generic children birthday cards.
- Include a small gift certificate or money for children

# Holiday Relating

## 1 Touch

- Pick a holiday OTHER THAN CHRISTMAS and mail a card and/or small gift.
- Buy generic card

# Thinking of You Cards & Calls (8 Touches)

## THANK YOU OR THINKING-OF-YOU CARDS 4 TOUCHES

- Network 100 = Mail 1.5/Day ( $100 \times 8 = 800 / 50 \text{ weeks} = 16 / 5 \text{ days} = 3 / \text{day}$ )
- Network 150 = Mail 2.5/Day
- Network 200 = Mail 3.2/Day
- Network 300 = Mail 4.8/Day
- Send “Thank You” card for referral and any personal contact with network or advocate (phone or in-person)
- Send “Thinking-of-You” card when no referral has been received or no personal contact has been made with network or advocate.

# TELEPHONE CALLS

## 4 TOUCHES

- Network 100 = Call 2/Day ( $100 \times 4 = 400 / 50 \text{ weeks} = 8 / 5 \text{ days} = 2 / \text{day}$ )
- Network 150 = Call 3/Day
- Network 200 = Call 4/Day
- Network 300 = Call 5/Day
- Call each person in network or advocate 4 times per year.
- Always have a reason for calling. (Thinking of you call, thank you call, home anniversary call)

Really “Knocking it out of the Park”



**SEE THE FIELD**  
CONSULTING

— Find **Your** Path —



Start a “closed” Facebook group for your past clients and referral sources.

# The ISA CONNECTION

The screenshot shows a Facebook group page for 'The Isa Connection'. The group is a private group with 220 members. The page includes a navigation bar with tabs for Discussion, Members, Events, Media, and Files. Below the navigation bar is a text input field for posting, with options for adding photos/videos and polls. A 'Featured' section shows 1 new post. The 'About' section describes the group as a place for Tony's past and future clients to experience giveaways and have fun. The group is set to 'Private' and 'Hidden'.

**The Isa Connection**  
Private group · 220 members

+ Invite   Joined ▾

Discussion   Members   Events   Media   Files

Write something...  
Photo/video   Poll

**Featured** 1 new ● ▾

**About**  
This is a group for Tony's past and future clients to experience some giveaways and have fun!

🔒 **Private**  
Only members can see who's in the group and what they post.

👁️ **Hidden**  
Only members can find this group.





The Isa Connection



Tony Isa

Admin

Top contributor

June 24 at 10:25 AM · 🌐

🍕🌟 Monday Giveaway! 🎁🌟

Get ready to make your Monday extra cheesy with a giveaway from Pizza King, a great place for delicious pizza in town! 🍕🍕

We're giving away FOUR \$10 gift cards to treat you to your favorite slices! 🍕🎁

To enter, comment with your favorite pizza topping! 🍕🌟

**IT'S A**  
**MONDAY GIVEAWAY**

MONDAY GIVEAWAY  
MONDAY GIVEAWAY  
MONDAY GIVEAWAY  
MONDAY GIVEAWAY



**ENTER TO WIN A \$10 PIZZA KING  
GIFT CARD BY COMMENTING BELOW!**

👍 3

20 comments Seen by 144



**SEE THE FIELD**  
CONSULTING

— Find **Your** Path —

Tony Isa  
Admin Top contributor · May 20 · 🌐

🎉👉 Monday Giveaway! 🎁🎟  
It's time to light up your Monday with a giveaway from Brokaw Movie House, the best place to catch the latest flicks in Angola! 🌟🎬  
We're giving away FOUR \$10 gift cards to treat you to a movie night! 🎟🎁  
To enter, comment with your all-time favorite movie! 🎉👉

# MONDAY GIVEAWAY



**BROKAW**  
MOVIE HOUSE

**Comment below to be entered to win a \$10 gift card to Brokaw Movie Theater!**

👍❤️ 7

11 comments Seen by 124

Tony Isa  
Admin Top contributor · May 13 · 🌐

🎉👉 Monday Giveaway! 🎁🎟  
It's time to add some flavor to your Monday with a giveaway from El Guadalajara, the newest Mexican restaurant in Angola! 🌶️🎬  
We're giving away FOUR \$10 gift cards to treat you to a taste of authentic Mexican cuisine! 🎟🎁  
To enter: comment with the name of your favorite locally-owned business that you'd love to see featured in our next giveaway! 🎉👉

# MONDAY GIVEAWAY

---

**\$10** EL GUADALAJARA  
GIFTCARD

---

COMMENT BELOW TO BE ENTERED TO WIN!

👍❤️ 3

18 comments Seen by 155



**SEE THE FIELD**  
CONSULTING

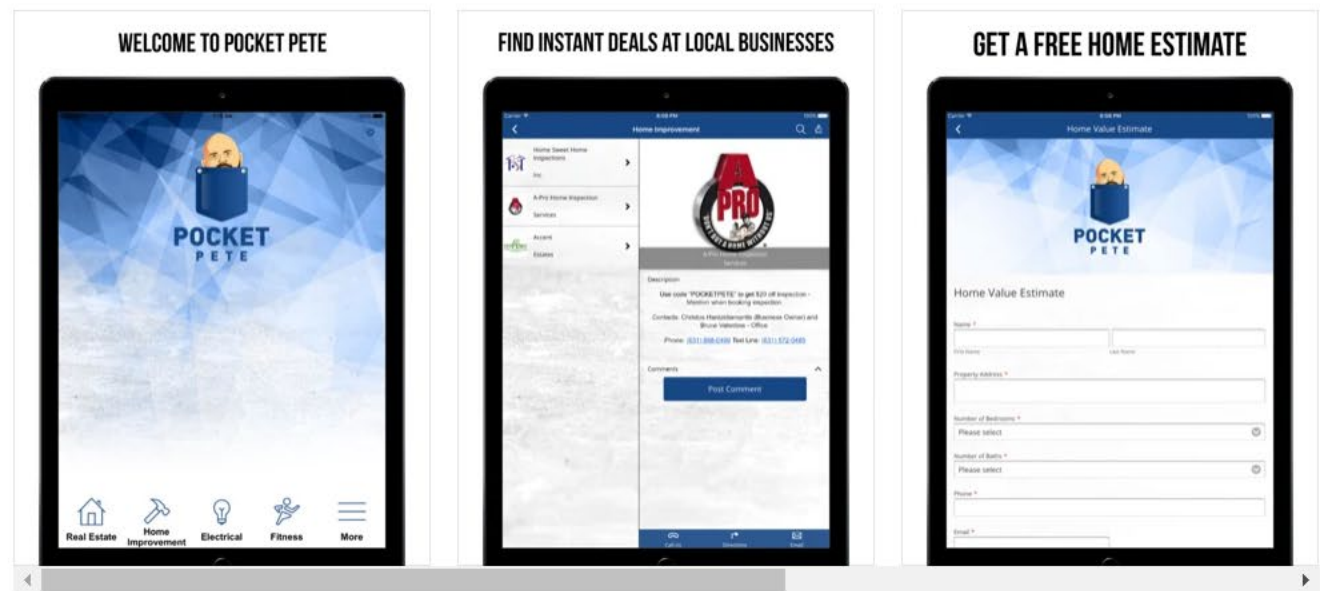
— Find **Your** Path —

### App Store Preview



**Pocket Pete** 4+  
Appnector LLC  
Designed for iPad  
★★★★★ 5.0 • 7 Ratings  
Free

### Screenshots iPad iPhone



Here at Pocket Pete, we try to do digitally what our founder does personally. That is trying to connect good people and good business to each other, giving access to that good old "friend of Pete" service and/or discounts. We strive to make sure you have access to people you can trust in almost any field and ask that they give you special treatment.

## Reward Action!

Every time you receive a referral, send a thank you note with a restaurant certificate enclosed. Strike a deal with a LOCAL restaurant that you only want to pay for gift certificates actually redeemed.

\$\$ is not the important issue here, the surprise factor is!!

Keep a spreadsheet of all referrals you receive, by referring person.

In October, have a client party!



## Strategy:

Schedule party (2-3 hours) on a weeknight (this will allow you to limit attendance)

Invite everyone in your database.

Each invitation has a slip of paper for each referral the person has sent during the year. (Everyone has at least one slip).

Collect all slips at the door, and have drawings for prizes during the night.

Every 15 /30 minutes, (depending on # of drawings) draw out a name for a prize.

Start small, with prizes getting larger during the night.

Oil Changes/Car Washes

Small Restaurant GC's

Movie Tickets

Dinner and a movie

IPAD

Flatscreen TV



## GRAND PRIZE

30 minutes before the end of the party, draw out 5 names, and have the clients come up on stage. Place their names back in a hat, and now they DON'T want their name drawn . As you draw names, the participants have to sit down. Last person standing wins! (A really big prize) A trip to Vegas? Cruise?

Budget:

Venue	\$750
Food/Beverage @ \$20 per X 150	\$3000
Band	\$500
Prizes	\$2000
GRAND PRIZE	\$2500
Total Cost	\$8750

Monthly budget: \$729.17



# Need to Grow your Database?

## Leverage FACEBOOK!

### How many FB friends do you have?

Identify the FB friends you have that are not already in your SOI, but you feel could be referral sources





# Direct Message...

“Hi \_\_\_\_\_, I was wondering if you have a Realtor you use or refer business to. If not, would you consider me?”

IF THEY ANSWER IN THE AFFIRMATIVE, THEN SEND THIS:

“Great! Could you send me your email address and home address? I have some great events coming up this year for my clients and want to make sure you get invited as well!”



# Leverage your PHONE!

Hey Brian! Wayne Fredrick here. Just wanted to let you know about an exciting initiative I am launching in my business, and would like to know if you would be a part of it? I am launching a series of client events this year and would like to know if I could put you on the invite list.

If you already have a strong relationship with a Realtor, I completely understand, but if not, would you allow me to include you on the list?

If yes...

Great! Could you do me a favor and send me your email and home address? The next event is coming up quickly, and I want to make sure you are on invite list. Thanks!



IF THEY GIVE YOU THE INFORMATION,  
THEY HAVE NOW RAISED THEIR HAND  
TWICE!

ENROLL THEM IN YOUR PROCESS!

The goal is to become the “hub of the wheel”  
for all real estate information!



# BE CONSISTENT!!!

IMPLEMENT YOUR SYSTEM AND STICK TO IT!

CONSISTENT MAIL OUTS = 12 TOUCHES

OCCASION CARDS = 3-7 TOUCHES

THINKING OF YOU CARDS AND CALLS = 8 TOUCHES

CLIENT EVENTS = 4-6 TOUCHES

=

24-36 TOUCHES A YEAR

=

MORE ADVOCATES

=

MORE REFERRALS

=

MORE INCOME!!!!!!!



**SEE THE FIELD**  
CONSULTING

— Find **Your** Path —

Final Thought:

Disruption **ALWAYS** Creates Opportunity!



**SEE THE FIELD**  
CONSULTING

— Find **Your** Path —



*See You July 17<sup>th</sup>*

*For*

*“Controlling Your Controlables”*

*The Power of Focus*

# Thank You!

For more information please visit  
[waynefredrick.com](http://waynefredrick.com)

Contact us directly:

Madeline

[Admin@stfconsult.com](mailto:Admin@stfconsult.com)

417-860-4903

Wayne

[Wayne@stfconsult.com](mailto:Wayne@stfconsult.com)

417-838-9944

