

START WITH CLEAN DATA

Fix the database you already have.

Google Form → Google Sheet → Zapier → Command + ClickUp

Complete data enters the ecosystem is the standard

AUTOMATE THE BEGINNING OF THE RELATIONSHIP

New contracts are added to 3 SmartPlans

- Call/text follow up for 8 days until they responde
- Thank you communication for complete it the form + explanation of next steps
- One of two email campaigns
- Monthly Neighborhood Nurture

The transaction is the beginning - 12 step buyer and seller journey designed to create a lasting relationship beyond the transaction

After closing client moves to 63 touch relationship program

HOW DO I BUILD A RELATIONSHIP AND COMMUNITY
THAT NATURALLY CREATES REFERRALS

HOUSEWARMING PARTY STRATEGY

4 weeks prior

1. The client receives a scheduling link
2. The team creates a personalized invitation/form
3. The buyer sends it to their guests
4. Guests RSVP through the form.
5. Those relationships can enter Flor's database.
6. Guests receive a save-the-date, email reminder, and day-of text.

Minimum guest count: 10 - no maximum

MAINTAINING THE RELATIONSHIP DOESN'T HAVE TO BE COMPLICATED

Everyone get's one intentional call every year.

Upfront investment in building the relationship makes the long term maintenance easier.

EVENTS: FACE TO FACE - 3 TIMES A YEAR

Food + Easy Attendance + Memorable Experience

Examples:

- Pool Events
- Fall Photos
- Santa/Holiday Experience
- Summer Parties
- Food Trucks

STOP ASKING FOR
REFERRALS AND BUILD A
COMMUNITY.

AVOID THE 2 EXTREMES

Anonymous: they barely remember who you are.

Annoying: they hear from you constantly without receiving anything useful.

Database Lead Generation

PANELISTS: HONEY WEIDMAN, REBECCA DUFFEY, AMANDA FURMAN, AMANDA POHLMAN

OPEN HOUSES AS LEAD GENERATION

- Thursday: Broker/co-op event
- Friday: Private showings begin
- Saturday + Sunday: Public open houses

Stay connected with information people actually want after the open house.

- What's on the market?
- What's coming?
- What is my home worth?
- What's happening in this neighborhood?

THE CONNECTION IS
MORE IMPORTANT THAN
THE REGISTRATION.

NEWSLETTERS → CONSISTENCY + CONNECTION + CREDIBILITY

Consistency: Show up reliably

Connection: Let people hear from you - not a generic email

Credibility: Demonstrate that you understand what's happening in the market

Three newsletters per month, each with a different purpose

Light blue hoarded content

Personal video/something interesting

Market analysis

SMALL BUSINESS IS NOT A SMALL DATABASE

Build around one zip code and create community around the stage of life you are actually living in.

52 touches: Passive Touches, Community Touches, Personal Touches

TEACH WHAT YOU ARE LEARNING

Seminars - read the chapter before you teach the chapter.