

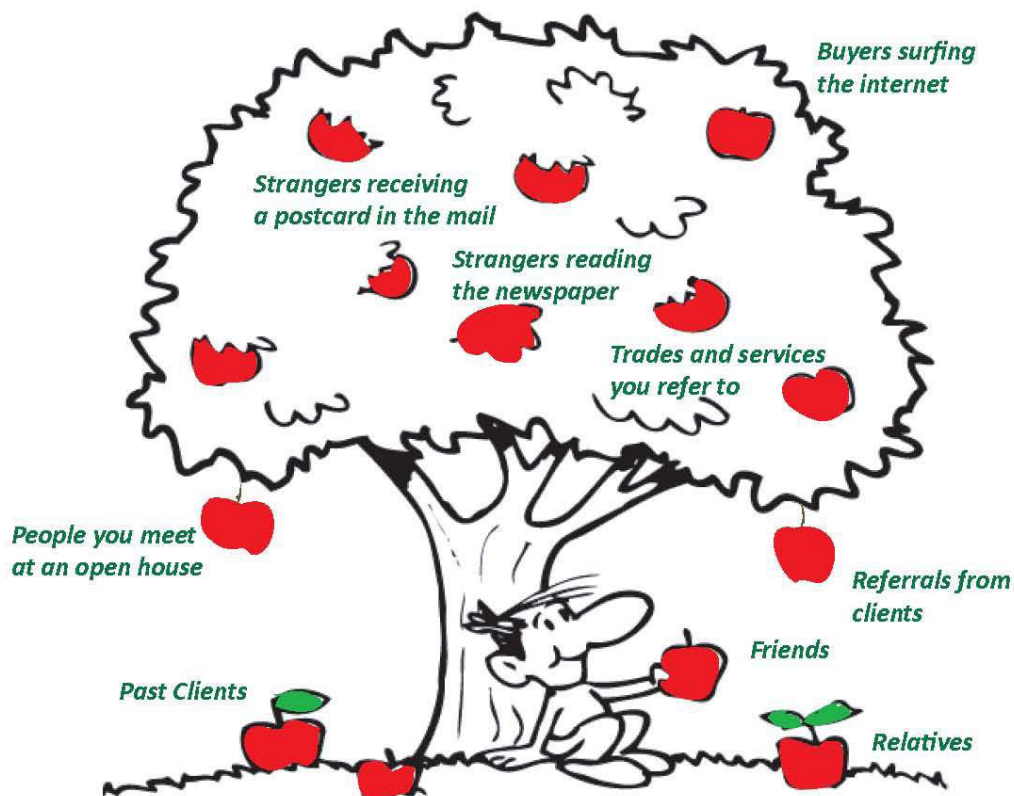
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Marketing For Realtors

How to Use Your Sphere of Influence

***Pick the Low Hanging Fruit...
Before You Climb The Tree***



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Marketing For Realtors – How to Use Your Sphere of Influence

Your sphere of influence can be the greatest source of referrals and repeat business. Why are avoiding marketing to your raving fans?

We refer to it as marketing to the low hanging fruit. These are past clients, friends, relatives, suppliers, neighbours, local merchants and people you meet at open houses.

Start by making a list of the ten people you consider to be your core sphere of influence. Then add additional names to this list as they come to mind.

1) Take a look at your list and revisit why they are on the list.

Reflect on where you met them and why they are on the list. Then grade them:

A= Likely to refer to you
B= Needs a little more contact with you and then they would refer to you
C= Questionable
D= Delete

2) “Touch” Your Sphere Each Month or On a Regular Basis

There are many ways to “touch” your sphere depending on your business and your budget.

- Mail a letter
- Phone them
- Email a newsletter
- Mail a note card
- Mail a newsletter

12 Reasons to Visit Your Sphere of Influence

1. Follow up after a recent transaction
2. Deliver an annual gift – Calendar, Marketing Items...
3. Provide an annual equity analysis
4. Wish the clients a happy one-year home anniversary
5. Personally thank them for a referral
6. Invite them to your open house that is nearby for a cup of coffee
7. Ask them an opinion about their area of expertise
8. Stop by after listing a home in their neighborhood
9. Wish them a happy holiday



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- 10. Ask for a testimonial and permission to use it
- 11. Ask for referrals and any neighborhood activity
- 12. Introduce them to a new neighbor or new professional

3) Keeping in Touch Does Not Make You a Bad Person

There is a natural barrier to keeping in touch. We feel like we are imposing on them or wasting their time, but that is the wrong way to think. Successful sales people are givers. We are not imposing we are giving them information. It is often referred to as "Give to Get" marketing. If you send market information or call a past client you are giving them something. Maybe you are just listening to their problems, but they appreciate you are giving your time.

Your sphere of influence sees your "touches" as giving something to them and it makes them open to giving back to you. As long as you have a good reason to call, they will be happy to hear from you.

It is a good idea to have a script that you adapt for each person you call.



4) Relax. No One is Keeping Score

Don't create an unrealistic timetable that will stress you out. Whatever you do should be sustainable. A Christmas card once a year may be all you can do. If you can add in a quarterly newsletter that would be great. If you could call 2 past clients a week even better. Create a keep in touch program that fits your budget, your personality and your schedule.

5) Spend a Proportional Amount of Time to the Business You Receive

Look at your sales this past year and determine how much business comes from people you know and people who are referred to you. If it is 80% of your business, spend 80% of your time, effort and marketing budget accordingly. It is fun to attract new clients and necessary to build your business, but it is expensive, hard to track results and takes time away from your raving fans.

6) Make it Part of Your Daily Routine

Just like brushing your teeth, calling people in your sphere of influence is essential. Start with one a day and work up to calling several people a day.

Decide when to make your calls and keep at it until you've reached the people you were trying to call. After several weeks it will feel a lot easier.

Our advice is to exhaust the possibilities with your sphere of influence who are already your raving fans before you spend time and money on total strangers.