

Before you get started, make sure you've completed all the steps in the *Quick Start Checklist*. This script will help you begin driving traffic to your site and adding value to your Center of Influence (COI) and past client database. You will need to have a live site and upload your clients into the Real Geeks CRM (or external CRM of your choice) before you get started.

We recommend using the Real Geeks CRM because an account will be created on your site for each lead that you upload, making it easy for you to login as the client and create market reports and saved searches for them.

Use this script to call everyone in your COI and past clients. For best results, practice and internalize this script until it feels natural.

SCRIPT

Hi <**CLIENT NAME**>, this is <**AGENT NAME**> with <**REAL ESTATE COMPANY NAME**>. I'm calling you today because I have a lot of friends and relatives like you asking me to keep them updated on their real estate investment. My website can do that... I can set you up on a saved *Sold Search* and it will send you Sold properties in your neighborhood as they happen. It will also send you a *Monthly Market Report* of all the Active Properties, ones Under Contract, and Sold within the last six months. Is that something you would like me to do for you as well?

Note: Make sure you let them know they will be getting a "Thanks For Signing Up" email from the site, and that is you doing this for them.

After speaking with the lead.....

1. **Sign up for the market report drip for your lead.** Login as your lead from the CRM and set them up on a sold search in their neighborhood. Your Real Geeks system will automatically send a monthly Market Report based on their saved sold search to keep them engaged with the site.
2. **Schedule a recurring follow-up in the CRM.** Based on your conversation with them, schedule follow-ups with them so you can continue to nurture your lead. We suggest 2-4 times per year.

A few benefits of doing this:

- By adding consistently adding value, you'll stay in front of them and they'll think of you when they (or their friends and family) have real estate related needs or questions
- Email alerts will continually bring them back to your site so they can engage
- Track all their activity on the site from the CRM.
- Monthly Market Reports have Home Valuation tool and Property Search widgets at the bottom so they can engage more on the site.