



How to Reconnect with Your ***Neglected*** Database with Video, Social Media, and Email to Book More Warm Listing Appointments

“If you want leads, run ads. If you want influence and have clients calling YOU, create content and develop a solid brand with unique value propositions. If you want both..... do both.” - Mike Grbic

“What’s the lead source for your best and most profitable listings?”

Opening: Let’s start strong! Let me show you 10 examples in 10 minutes of how what you’ll learn today helped [each of these listing agents](#) close 10+ additional homes from their existing database of past clients, sphere, and lead nurtures....

1. Sarita Dua - Portland
2. Johnny Richardson - Las Vegas
3. David Brownell - Las Vegas
4. Tom White - San Antonio
5. Steve LaMothe - Sacramento
6. Matt Manoogian - Phoenix
7. Ryan Hvizda - Concord, NH
8. Seychelle Van Poole - Dallas
9. Matt O’Neill - Charleston
10. Tiffany Fykes - Nashville

Let’s put the same 3-step marketing plan in place for each of you today to (1) properly reconnect with your neglected contacts, (2) put them all on an education-based 36-touch video marketing plan, and (3) prioritize your appointment setting to those who happily respond or engage. I’ll walk you through how to implement it with the best topics and seller-focused calls to actions.

THE PROBLEM

We need more listings. Where do the best ones really come from? I mean the profitable ones that close at a fee that makes all the work worth it?

Ask any top-producing listing agent where most of their business comes from; they will say “database” - that is your past clients, sphere, and long-term lead nurtures. The majority of top producers often get 30%, 35%, 40%, 45%, and 50% of their business from their database

Where does most of your listing business come from now?

10% of the people in your database will do a deal or bring you a deal a year. A database of 1000 legitimate people is good for 100 deals a year if you work them right. - **Mike Ferry**

“65% of sellers found their agent through a referral from a friend, neighbor, or relative or used an agent they had worked with before to buy or sell a home.” - **NAR**

Think about all the people you’ve helped buy or sell a home in the past who could hire you again. *Where is that spreadsheet with their names and contact information? Do you have it?*

Think about your friends, family, and acquaintances who could refer you. Look at your Facebook friends and Google contacts. *Where is that spreadsheet with their names and contact information? Do you have it?*

Think about all the buyer and seller leads who have expressed interest in moving at one time with you. *Where is that spreadsheet with all those people's names and contact information? Do you have it?*

Put yourself in their shoes - what would you want to get from your Realtor and how often? What’s wrong with your current strategy? Let’s get some ideas...

A standard for what you send out: “Create content so useful people will pay for it.” - **Jay Baer's Youtility**

Stop creating content outwards for algorithms, create it for the people inward to your database

Price elasticity in professional services is all about *certainty*. You create certainty by demonstrating your competence, track record and character so people get to know like and trust you at scale. This is the main reason you create branded, helpful videos over just generating a lead. Videos help you build relationships so leads choose you.

THE SOLUTION

Let’s do a better job of staying in touch with your database and give your past clients, sphere, and lead nurtures something they want a few times a month so you make it easy to stay top of mind and the go-to expert to solve their problem when it comes time to buy or sell a home. Let’s position you as a leader and the very best choice for them.

First, let's fix your leaky bucket. Start asking permission from homeowners you're already talking to if you can add them to your "real estate newsletter" where you answer questions, tell stories, and keep them informed so they are the most knowledgeable property owner in the city. Get their email address and put it in your CRM.

Next, let's reconnect with your existing database. Building your past client, sphere and lead lists manually is time intensive; a shortcut is to export your Google Contacts, cell phone, and CRM today. Let's send them an email to let them know your new commitment to keeping them informed.

Then, let's come up with a sustainable touch plan. Let's answer 2 commonly asked questions and send out 1 offer for immediate response a month. This is your "newsletter". This will be your 36-touch database marketing plan for the year. You can keep this up forever, and that's the intent. A strong, stable baseline that works and up to the point of diminishing marginal returns on effort and time.

Last, let's prioritize who to ask for an appointment. You can track who watches your videos and opts into your lead generation offers. Call them first to ask for an appointment. Also, be ready for people to just call you out of the blue.

THE 3-STEP PLAN

1. Reconnect with your existing neglected database

- Download the app on your mobile phone Export Contacts by Covvee; export them
- Open up contacts.google.com, click "other contacts", export them
- Open your CRM and search "all contacts", export them (less bounces and unsubscribes)
- Upload them all to Neverbounce.com, download the clean lists
- Upload them to an Emma.com email account that's authenticated (SPF, DKIM, DMARC)
- Send a reconnect email (share example message)

2. Send them 2 videos and 1 marketing offer a month forever

- Write down 2 questions clients and prospects always ask ([share example topics](#))
- Craft your answer into a story with 3 key points
- Get a role-play partner to make your videos with you on Riverside.fm
- Get them edited, on YouTube, on your seller site, and promoted by email, social and mail
- Pick one call-to-action a month to spike response ([share example CTAs](#))

- Create a landing page and send out an email to invite people to get it

3. Prioritize your follow-up with those interested to set appointments

- Get a list of everyone who watched your video or responded to your call-to-action
- Call them and ask if they would like to talk to you (example script)

ACTION STEP

New agents - Do this for an experienced agent, working their database with them in return for a referral fee or commission split following with their leads using their name

Intermediate agents - Learn how to implement this for your database with contractors on Fiverr.

Advanced agents - Hire Vyrat Marketing and let's get this going. We'll handle it all for you.

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