

The Big List

This process is very helpful even if you're an established agent who wants to supercharge your database to start harvesting more new clients, referrals and repeat business. OK, let's start the BIG LIST™ process... To start, take out a pen and piece of paper. There are *10 categories of contacts* I'm going to walk you through. Under each category, I will list out people you should consider.

Remember, if you don't have full contact information right now, just write down the immediate information you have on these people. One more tip: with each person, you can also write down the "**Category**" of the contact (for example, "C" for client, "S" for supplier, "P" for prospect, "R" for other REALTORS® who can send you referrals). Also, you should write down the "**Quality**" of the contact (for example, "A" for highest quality contact – someone who's referred to you in the past which I call your "*Power Players*", "B" for past client who could refer in the future, and "C" for your general Power List member).

Category #1: List People Who Have Already Sent You a Referral:

- Past clients who have sent you a referral...
- Close friends who have recommended your services to another...
- Suppliers who have referred to you...

Category #2: List out People You ALREADY Know – Closest Contacts:

- Current and past clients...
- All family members...
- Immediate friends – this includes friends of your family and people you associate with...
- High school and college associates...
- Current and former co-workers...
- Spouse's current and former co-workers...
- Spouse's friends and acquaintances.

Category #3: People You Meet or See in Your Practice on a Regular Basis: Each day you meet and see people who could go in your database if you make a habit of remembering to ask them. Make a point to get them on your database.

- Leads and Prospects you're currently working with...
- Leads who have called your hotline or made contact with you...
- Open house attendees – get names off registration sheets
- Sign calls
- Ad inquiries
- Audiences you've spoken to, or made presentations to...

Category #4: People Who Provide PROFESSIONAL Services to Your Practice: These people can be very influential in generating new business because you're already

working with them and/or sending them business. So there's a natural tendency to reciprocate with you. Remember, you get what you give – actively make referrals, harvest the professional relationship and you'll see more business coming your way.

- Mortgage lenders you work with...
- Appraisers you work with...
- Escrow and title officers you work with...
- Attorneys you work with...
- Accountants you work with...
- Home inspectors you work with...
- Architects you work with or know...
- Pest control services you work with...
- Home insurance representative...
- Ad representatives you work with...
- Graphic artists you work with...
- Printers you work with...
- Sign suppliers you work with...
- Movers you work with...
- Builders you know or have referred to...
- Remodelers you've referred or worked with...
- Plumbers you've worked with...
- Roofers you've worked with...
- Electricians you've worked with...
- HVAC or Mechanical companies...
- Lawn care and maintenance companies...
- Pool maintenance providers...
- Landscapers...

Category #5: People Who Provide PERSONAL SERVICES to You:

- Your Hair Stylist...
- Florist...
- Doctor...
- Chiropractor...
- Dentist...
- Pharmacist...
- Veterinarian...
- Optometrist...
- Stock Broker/Investment Advisor...
- Retirement Account Manager...
- Insurance Agents (Auto, Life, Casualty, Disability) – here's where you can trade network lists and build strategic alliances (more on this shortly)...
- Banker...
- Auto Mechanic...
- Home Maintenance: pool, lawn, landscape, roof, HVAC, electrician, etc.)

- Dry Cleaner...
- Restaurant Owners you frequent...
- Mail and Packaging services you frequent...
- Retail Stores you frequent...
- Grocery Stores you frequent...

Category #6: People Who Belong to the SAME ORGANIZATIONS as You: Here's an opportunity to leverage your database very large, very quickly. Remember this: your best strategy is to be considered part of your "*Network's network.*" The secret is to gather names of other members in organizations you belong to, and create a common connection with them.

- Civic Organizations...
- Your Religious Organization...
- Clubs You Belong To (golf, tennis, hiking, cycling, gardening, sewing, card, travel, etc.)
- Children's Activity Organizations: PTA, Day Care Provider, School Teachers, Intramural Sports, etc.
- Chamber of Commerce...
- Better Business Bureau...
- Fundraising Organizations you belong to...
- Local Boards: YMCA, Big Brothers/Big Sisters, etc.
- Fraternal Organizations (Masons, etc.)...
- Alumni Organizations...
- REALTOR® Association...
- Breakfast Clubs...
- Toastmasters...
- Networking Clubs in your area...

Category #7: People Who Can Send You Business BEFORE Anyone Else Knows: Think about who some sellers and buyers contact before they list or hire an agent? If you have a relationship with those people, you'll be first in line for a referral (some are duplicates from earlier).

- Divorce and Probate attorneys...
- Accountants...
- Carpet Cleaners...
- Painters...
- Remodelers...
- Roofers...
- Electricians...
- Flooring Contractors...
- Landscapers and Lawn Care...
- Pavers...
- Pool Maintenance...

Category #8: People Who Have the Ability to Send You a Large Volume of

Business: Around your community there are people who have the ability to give you a lot of business – they’re in contact with clients you want to work with on a regular basis.

- New home sales reps – if their leads and visitors don’t buy from the subdivision, perhaps they can be referred to you to buy a home...
- Custom homebuilders – someone has to sell their spec homes...
- Developers...
- Relocation companies/Corporate relocators...
- Human resource departments of local companies – they always know who’s moving to town...
- Bird dogs – someone who refers clients to you and vice versa.

Category #9: Targeted Residents in Your Farming Areas: If you target farm correctly, over time you’ll create relationships with many of these folks. When you speak with someone in a farm area, and you’re confident they’ll know who you are, you should get them into your Power List. You’ll be amazed how much business you can get from this activity.

Category #10: Build Relationships with Other REALTORS®: Many agents are hesitant to cultivate relationships with their “competition.” But there are many agents you don’t compete with who could send you business. They include...

- Land and Lot representatives who generate leads outside of their specialty...
- Subdivision site sales (see “new home sales reps in #8)...
- Specific Area Specialists – frequently they get leads outside of their sales area. Shouldn’t they call you for a finders’ fee?

SEE NEXT PAGE for your FREE letter!

“It’s The Most Valuable Resource For Health, Wealth and Happiness...”

<<Date>>

<<Name>>

<<Address>>

<<City>>, <<State>> <<Zip>>

Dear <<FirstName>>,

As a personal friend, I’m writing to introduce you to an enormously-valuable resource for living a healthier, more prosperous and fun life. Best of all, it’s Free. But I need a little assistance in order to deliver it to you. Let me explain...

Recently I discovered a fantastic newsletter for helpful consumer, health and “lifestyle” information (called **Service For Life!**[®]), and decided to build a database of my good friends and clients so I can share this great resource with everyone.

Each month you’ll learn breakthrough ideas on getting the best consumer deals, important health and safety tips, thrilling trivia, and hysterical jokes and tidbits. You’ll also receive important resources for getting the very most enjoyment (and value!) out of your home. My friends who read Service For Life![®] are delighted with it, and each month many of them call me to ask when their next issue will arrive (yes, it’s *that* good!).

I’m also building my database to help keep in closer touch. So when your spouse or best friend forgets your birthday, anniversary or other special occasion in your life (heaven forbid!)...I’ll be there to recognize your special day.

Here’s where I need a little help from you. I have partial information about you, but I need a little assistance to complete my files. I’ve enclosed a simple survey for you to complete and send back to me in the enclosed postage-paid envelope. Or you can simply call or email me with your current information.

All information you provide is secure, private and confidential – and will never be seen or shared with anyone else. And if you don’t feel this is the most valuable (and entertaining) newsletter you’ve ever received, you may permanently remove yourself at any time.

I am providing this information as a special free service to my good friends, family and clients. So while it’s still fresh in your mind (and you don’t miss a single issue!), go ahead and complete the survey and send it back to me.

Best regards,

<<Your Name>>

<<Your Broker>>

P.S. Do you know the “one single secret” to living a longer, happier life? Want to save a bundle on your grocery bill? Interested in the very best deals on your auto insurance? They’re all in your upcoming issues of Service For Life![®] - so go ahead and send over your completed survey today.

SURVEY FORM

<<FirstName>>, I know you’ll love this consumer resource because it’s filled with insider tips for healthy, wealthy, and happy living. Fill out this simple form and send it back to me, and I’ll send a *FREE* issue of my *Service For Life!*[®] newsletter to you each month...

Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: () _____ - _____

Birthdate (MM/DD): _____ (only the month and day!)

*Email Address: _____

Sincerely,

<<Your Name>>

<<Your Broker>>

*Feel free to call me directly at <<888-8888>>
with the names of friends who would enjoy a
Free subscription to my newsletter.*

*NOTE: All information you provide is secure, private and confidential – and will never be seen or shared with anyone else. And if you don’t feel this is the most valuable (and entertaining) newsletter you’ve ever received, you may permanently remove yourself at any time.

WAYS TO SEND THIS FORM TO ME:

1) CALL me at: <<your phone number>>

2) EMAIL me at: <<your email address>>

3) MAIL it to me (or use the addressed envelope): <<your address>>