

Prospecting **Attorneys**

MPH 
TEAM



Checklist

- Research
- Setting up the appointment
- Attorney Flyer
- Attorney Booklet (listing booklet)
- Appointment script
- Follow up plan

RESEARCH:

- Google, "divorce attorneys"
- Local magazines
- National association of divorce attorneys

<https://thenadp.com/search-members/>

- Search for your local chapter of any national association of " probate, divorce, estate planning "

<https://www.floridabar.org/directories/find-mbr/>
(Search by city)

- Attend events that attorney attend



Setting up the appointment –script:



DIVORCE ATTORNEY

Hi This is (your name) , I am a local Real Estate advisor actively marketing to clients that are getting a (divorce) here in fort lauderdale and may need to sell their home, so i am looking to build a relationship with a local attorney here in my market so we can work together in servicing my clientele and i notice that your office is at (location)

I am going to be in the area on (tuesday at 4:30) so i would like to set up a 15 minute appointment to meet (attorney;s name)
Does that work or do you prefer(friday at 4pm)

PS: Lunch appointment or end of the day appointments worked better for me.

Setting up the appointment – script:



PROBATE ATTORNEY

Hi This is (your name) , I am a local Real Estate advisor actively marketing to probate clients that have properties here in fort lauderdale and may need to sell their home...

So i am looking to build a relationship with a local probate attorney here in my market so we can work together in servicing my clientele and I notice that your office is at (location)

I am going to be in the area on (tuesday at 4:30) so I would like to set up a 15 minute appointment to meet (attorney;s name)
Does that work or do you prefer(friday at 4pm)

The MPH Team

MPH TEAM



Attorneys wanted

Benefits to your firm

- Capture new clients through our marketing efforts at no cost to you
- Share your expertise to build trust with potential clients
- Grow your practice
- Work with the most efficient team in Broward county
- Receive free comparative market analysis for your clients



YOUTUBE CHANNEL
PROMOTION

VISIBILITY TO 22K+
HOMEOWNERS &
BUSINESS OWNERS


TARGETED EMAIL
MARKETING
CAMPAIGNS

SOCIAL MEDIA
EXPOSURE

Our team's mission is to be the
#1 Real Estate Team in Broward !



Lourdes is an experienced real estate advisor that has build a book of business in the last 20 years of developers, investors, homeowners & business owners, locally, nationally and globally. Lourdes is currently growing her attorneys preferred list! Lets work together !

 [@lourdesmaestres](https://www.instagram.com/lourdesmaestres)

Lourdes Maestres

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\$32.5M
RECORD SALE

\$113M
TOTAL SALES IN
2022

181
UNITS SOLD IN
2022

COMPASS

- **Attorney Booklet**
(listing booklet)

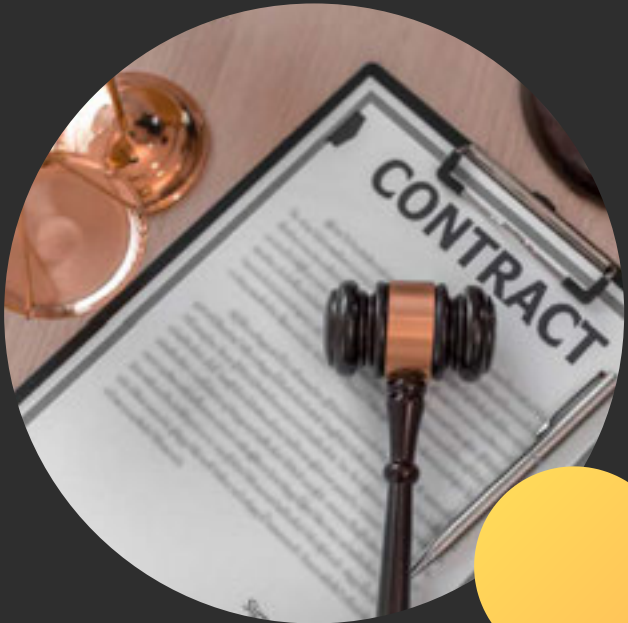


It is my honor to serve as your trusted real estate advisor. Please explore this listing book to learn more about my background, our agency's online presence, and the expertise of our team. Feel free to reach out to me at any time to discuss your real estate needs or schedule a personalized consultation.

Lourdes Maestres
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Discover Your Real Estate
Possibilities



Appointment script :

Thanks for having me over, our meeting will only take 10-15 minutes, i am here to meet you and learn a little more about your business and determine if we could potentially work together

I notice on your website that you specialize in __ (probate) , so how do your clients find you ?

Listen, approve and ask another questions

Are you looking to grow your practice and get new “probate “ clients

One of my specialties is that I market to probate clients so I can help them sell their homes, so working with a good attorney that is interested in working with new clients is what I am looking for.

I have a youtube channel, and do tons of social media marketing with targeted ads, geo fencing and cold calling.

Are you active on social media platforms ?

Listen...

I read on your website that you have been practicing for (10) years here in (location) , what is the biggest challenge you have in your industry?

Are you involved with any local organizations or with the community ?

Listen...

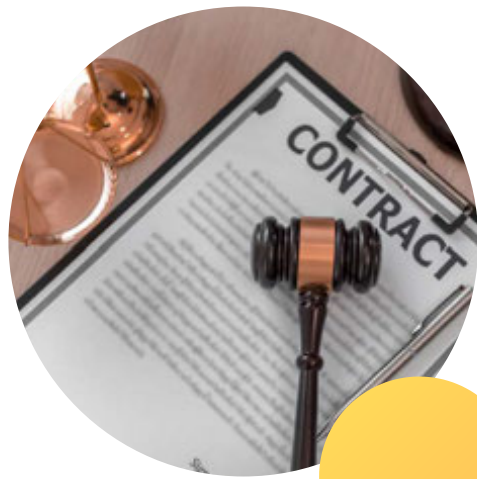
In my business I spend a lot of time networking , aside from spending thousands of dollars advertising to my feeder markets, like new york, california, texas, washington DC and the carolinas but I am looking to build a relationship with an attorney that specializing in (probate) (divorce) (estate planning) someone with your background.

Are you currently creating content with any other real estate agent here in (location) ?

NO? Great so let me show you what I am looking for (go over flyer) benefits and expectations

When would be a good time for us to shoot a video?

Discuss topics and best time of the week for the attorney





Follow up plan:

Steps:

1. Send thank you email
2. Schedule day to film video
3. Connect on social media
4. Add them to your CRM
5. Quarterly touches – Email– Call– Video
text or text
6. Invite them to a client event if you do
those
7. Drop off something at their office
unannounced if you get no traction





STUDIO SHODWE

MPH TEAM

Contact Information



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The MPH Team



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