

WELCOME TO TOMX2016

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Funding Your Future with Follow Up

Kyle Whissel | San Diego | @KyleWhissel
WhisselRealty.com



The Problem

Preparation

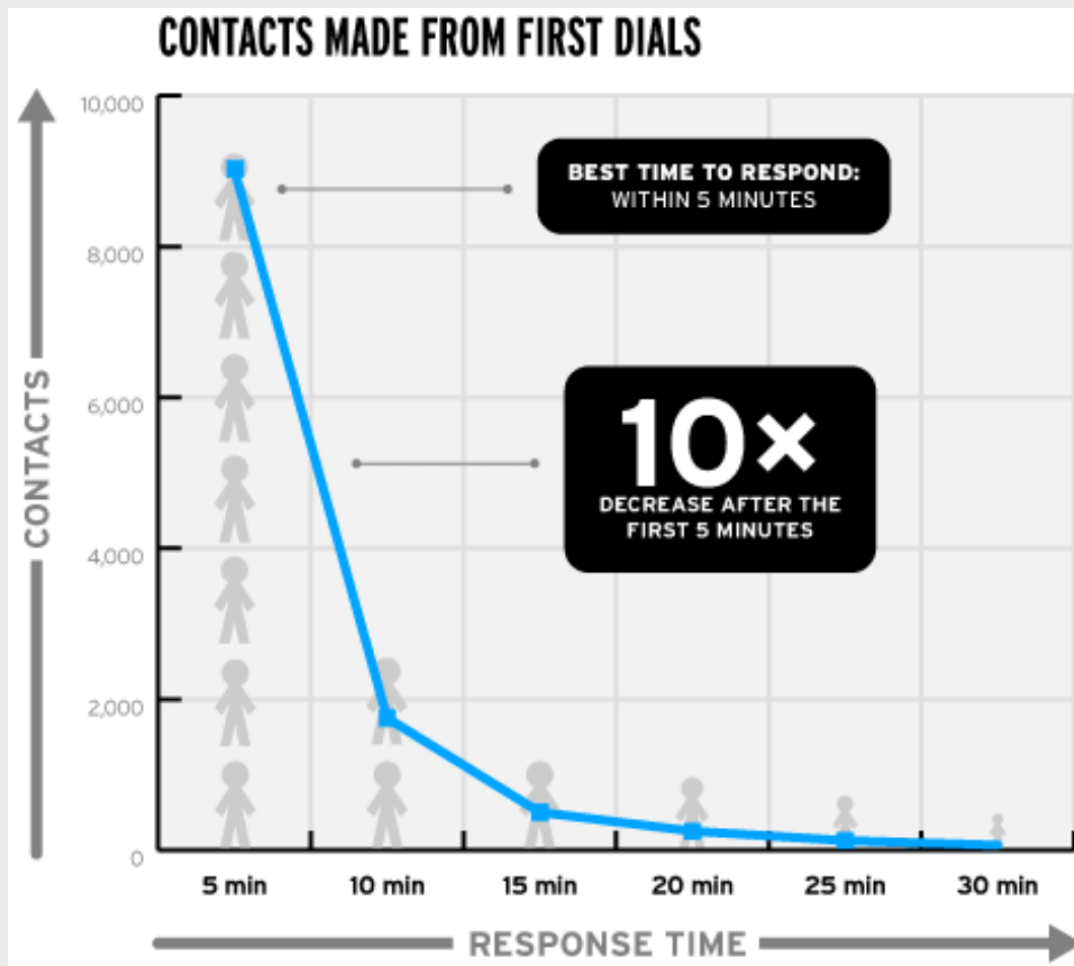


#FEARLESS

Average Response Time



#FEARLESS



#FEARLESS

44

Hours!

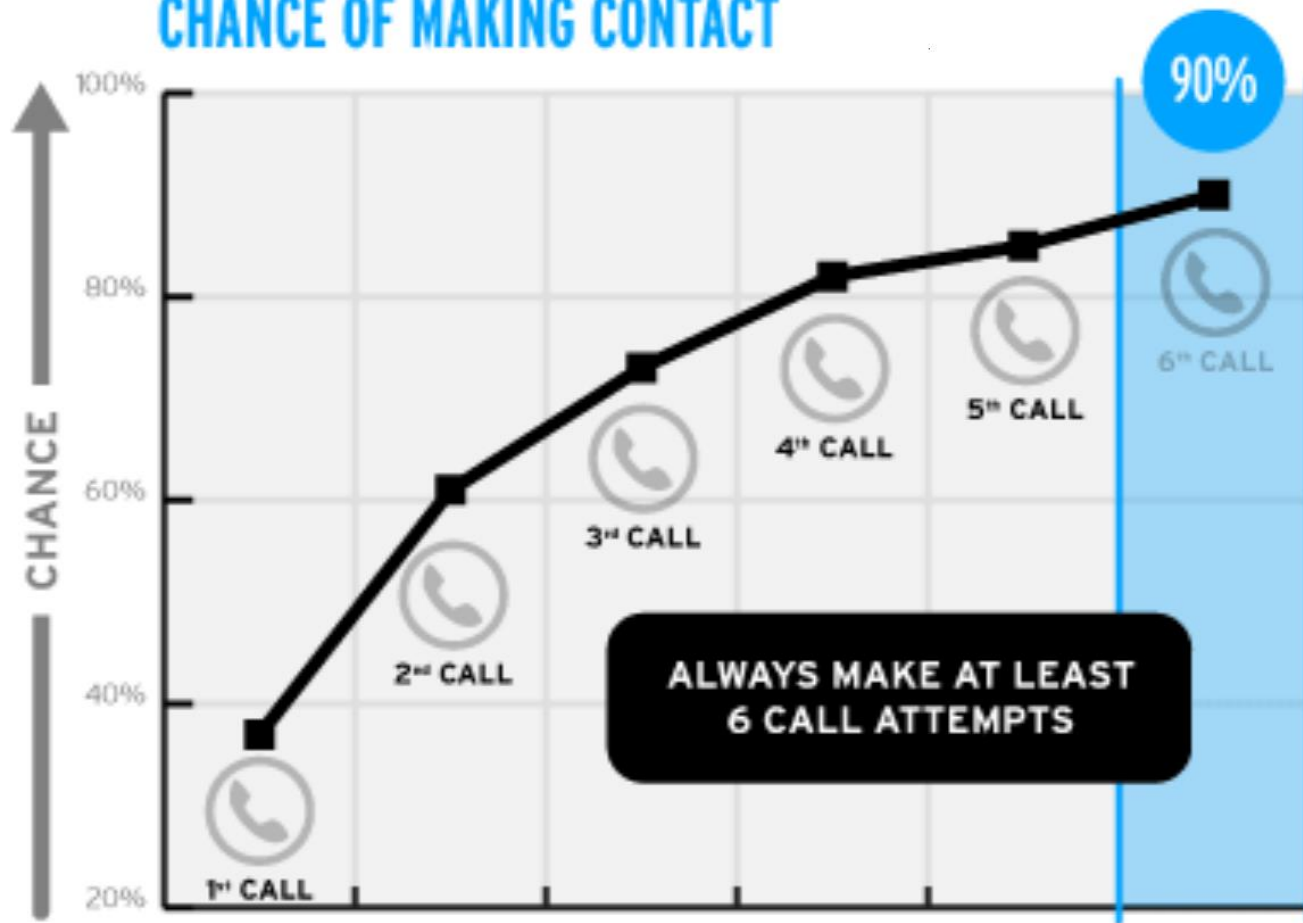
#FEARLESS

Average # of Call Attempts



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CHANCE OF MAKING CONTACT



1.5

Attempts!

#FEARLESS

**55% Make
0 Attempts**

#FEARLESS

The Solution

The Why



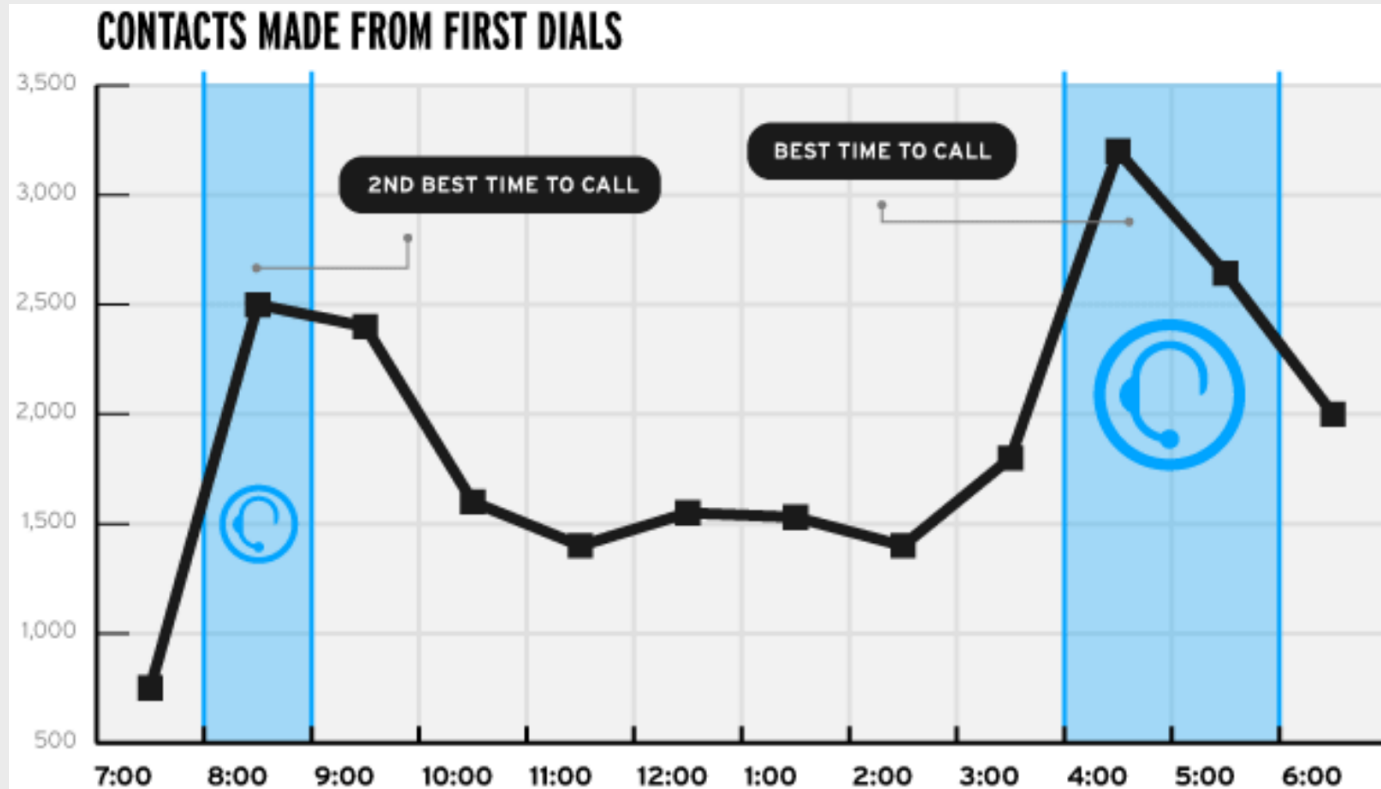
#FEARLESS

The Who



#FEARLESS

The When

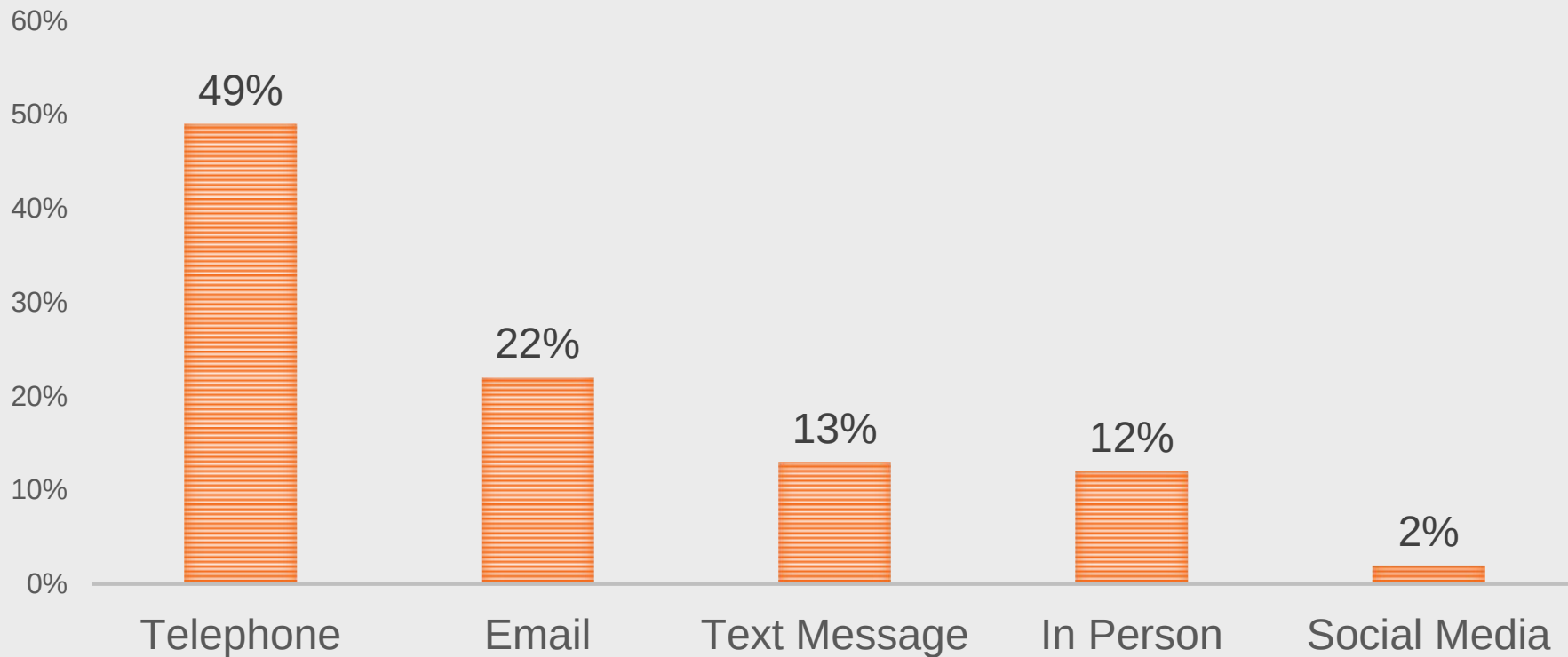


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THE HOW

SOURCE = CAR

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The Buy or Die Plan

- Day 1 AM
 - Automated email
 - CALL WITHIN 5 MINUTES!
 - Text
- Day 1 PM
 - Call
 - Email



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The Buy or Die Plan

- Day 2 AM
 - Call
 - Text
- Day 2 PM
 - Call
 - eAlert (property drip)/Market Snapshot (monthly CMA)



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The Buy or Die Plan

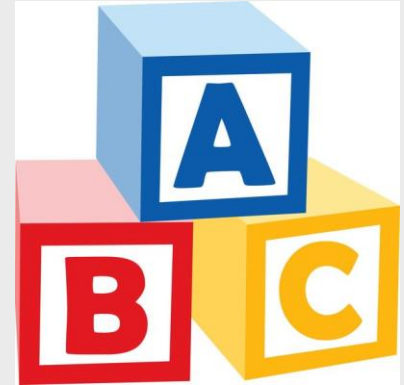
- Day 3-28
 - Call every 5 days via Mojo dialer
 - Text after 5 attempts/day 28
- Day 28+
 - Call every 30 days via Mojo dialer until they *“buy or die”*



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Categorize Leads

- Hot/A = Within 30 Days
 - Call Weekly
- Nurture/B = 30-90 Days
 - Call Bi-Weekly
- Watch/C = 90+ Days
 - Call Monthly



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Categorize Leads

- Qualify = No response yet
- Archive = Unique situations
- Trash = Bad number and/or email



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Bonus Points

- Video Texts & Emails (BombBomb)
- ReTargeting (BoomTown, Adroll ...)
- Custom Audiences on Facebook
- Bi-Monthly Vyrat Marketing Videos

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