

# *Commitment • Connection • Consistency*

1. Attitude
2. Show up (no email for one hour)
3. Dance card—list of buyers and sellers that are ready but not under contract or may be within the next year.
4. Weekly calls to active clients
5. X# of hand written notes a day
6. X# of voice to voice contacts per week
7. Annual unsolicited CMA/market updates
8. Wild card activity (you pick)

# *Commitment • Connection • Consistency*

Commitment • Connection • Consistency is a collaboration between Windermere Agents, Owners, and Managers. It is heavily inspired by Larry Kendall and the Ninja Nine. It is intended to be a boiler plate business that matches the majority of Windermere Agents' philosophy of working with people they already know or people that are referred to them.

Commitment • Connection • Consistency is intended to be personalized either by an individual, mastermind group, or an office. Blank publisher templates are available by emailing Shannon Graf at [sgraf@windermere.com](mailto:sgraf@windermere.com) (425.643.5500).

Although it is intended to be individualized, to get started, a "why, what, and how" was created by different groups for each topic. Shannon can also send you this.

Commitment • Connection • Consistency – offices can support by:

1. Posting around the office (staff area, resource room, screen savers, refrigerator, etc.)
2. Get copies to Agents electronically and in printed form.
3. Have a Topic of the week, month or meeting.
  - A. Create your own "why, what and how" for each topic
    - i. Post next to the list
    - ii. Share with Agents

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## **Attitude**

Definition of Attitude: It is a mindset that is not controlled by circumstances. It is the sum of our physical well being, our mental mindset and our spiritual awareness.

Physical traits of the person with a great attitude:

1. confident
2. smiling
3. head up (no shoulder sloping)
4. eye contact with others
5. way you dress
6. way you walk
7. interested in others

What are the benefits of having a good attitude?

1. Relationships with others improve
2. Able to deal with rejection with a more positive approach
3. Physical health improves
4. The Law of attraction prevails when the attitude improves
5. Ability to stay focused and to concentrate on one's core values for being in the business.
6. You like yourself better

Making the attitude of the office and individual agents come to life:

1. Have the Charles Swindoll "Attitude" piece printed for each agent. (Many offices already have this.)
2. Start "Attitude Anonymous" for each office. Have a list of "go to" people who will be willing to listen and encourage the agent who is finding themselves in a funk regarding their business.
3. Have a library of good books in the resource room when encouragement is needed.
4. Have a saying for every sales meeting: "If it's meant to be, it's up to me".
5. Have screen savers with encouraging sayings.
6. Engage more people in the office and make it a goal to get out of isolation in home offices.
7. It has been said that "we are the sum of the 5 people we spend the most time with". Add to the 5 and expand your horizons.
8. Keep a positive saying posted in your admin area and change it every day.
9. Start the day or end the day with being grateful for something in your life.

Expressing your positive attitude to your clients and customers:

1. Call your sphere with a message that is positive...interest rates are great today; the government has extended the tax credit...etc.
2. Deliver something personally to your past clients and talk to them.
3. Get training for great marketing ideas. Don't get caught with the same old stuff you've been sending people for years.
4. Use humor with your clients and others...smile when you see them.

Conclusion: Attitude is not performance oriented but with a great attitude the performance will improve.

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## **Show up**

1. Come to the office
2. Get educated
3. Make a list of daily priorities (plan your day the night before)
4. Have an accountability partner. Thirty minute weekly phone call with the following format:
  - What did you get done since our last call?
  - What did you not get done that you wanted to? What's stopping you?
  - What do you want to get done by our next call?
5. Be in the moment
6. Join a group
7. Work billable hours
8. Don't be a "secret agent"
9. Go on tour
10. Support your colleagues
11. Have a business plan
12. Share your goals with others

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## Dance Card

I. Current Contracts	Transactions in Escrow		Active Listings	
	1.		1.	
	2.		2.	
	3.		3.	
	4.		4.	
	5.		5.	
II. Prospects (Buying or selling in next 30 days)	Buyers		Sellers	
	1.		1.	
	2.		2.	
	3.		3.	
	4.		4.	
	5.		5.	
III. Suspects (Buying or selling in 31-90 days)				
	1.		1.	
	2.		2.	
	3.		3.	
	4.		4.	
	5.		5.	

### These People Probably Want to Buy/Sell Real Estate

Take out your list of people you know. Go through the names one at a time. Bring the person/family into your consciousness. Think about them and ask yourself these questions regarding their situation. If they fit that particular question, write the number of that question next to their name. After going through your entire list, you should have a clear picture of the potential real estate needs/wants of your customers – and the start of a business plan for yourself. Start contacting your customers using the F.O.R.D. system of questions. When they respond to your F.O.R.D. questions, listen carefully for changes going on in their lives that may affect their need/desire to buy/sell real estate.

How many of the people you know:

1. Have had an increase in family size in the past year?
2. Have children age 10 and under? (Give your kids a chance brochure.)
3. Have teenage children?
4. Have children who have left home recently?
5. Are living "below or above their means"?
6. Have lived in their same house 7 years or more?
7. Have had their employer/company expand in the past year?
8. Have had their employer/company downsize in the past year?
9. Have received a substantial inheritance?
10. Own a building lot?
11. Are getting married or are recently married?
12. Are getting divorced or are recently divorced?
13. Are getting divorced and married?
14. Have a dream for "Wakeup Money" investment property?
15. Have a dream to live "anywhere"?

## **Weekly calls to active clients**

### Who to Call every week:

- Everyone under contract
- All Active Sellers & Buyers
  - Be sure to set expectation of client replacing themselves with a new client before closing (Jane Client, I (agent) have found that you benefit if I spend time serving your needs instead of prospecting. I also have found that people actively involved in buying/selling naturally meet other people in the same process because of the shared experience. My goal is to exceed your expectations and for you to replace yourself as a client between now and closing. All you need to do is ask if I can contact the people you run into that are actively looking to buy/sell.).
- Buyers and Sellers who have closed
  - Day of closing
  - Week after closing
  - Month after closing
  - 6 months after closing
  - Anniversary of Closing

### Preparation:

- Put yourself in an energetic and enthusiastic frame of mind.
- Stand up when you call.
- Look at your reflection and make sure you have a smile on our face.
- Review details of clients' situation.

### 5 Step Calling System:

1. Salutation
2. FORD questions (Family, Occupation, Recreation, Dreams)
3. Purpose of the call (update you on current status)
4. FORD questions
5. Salutation

Keep call to three to five minutes.

## **X# of hand written notes a day**

1. Update database with auto notification of when and who to send to.
2. Hand addressed and postage stamp.
3. "Send Out Cards" see example, personalized & auto send, can customize photos/messages, your handwriting and signature.
4. Insert stats, news, etc.
5. Topics (reasons) Anniversary– marriage, school grads, home purchase/sale, b-days, community events, R.E. news, Etc.
6. Open House Invites
7. Commit to cover database/sphere every 4-6 weeks.
8. Connect...notes.....email.....phone  
1x4-6 wks.....1x week.....1x4 weeks

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**X# of voice to voice contacts per week—**  
*(voicemail does not count)*

1.

2.

3.

4.

5.

6.

7.

8.

## **Annual unsolicited CMA/market updates**

### Why

- Potential Face to Face time with client
- No one else will do it
- Where they stand in market place
- Stay in contact
- Give something of value
- Pop-by item
- Earning business
- Educates sphere
- You are still in business and thriving
- Be a source for real estate info as well as financial info, contractors, overall resource for homeowners

### How

- Trendgraphix charts and graphs
- NWMLS, CMA program
- Windermere CMA program.
- Windermere RE/East, Inc. King/Snohomish County color coded monthly maps
- Historical interest rate graph
- General CMA on area
- CMA on subject property
- Zillow Zestimate (quarterly)
- Zillow 10 year history of value on home
- Articles on real east market, i.e. Matthew Gardner Report
- Opening letter like Nate Short

### What

- Cover letter
- Articles of real estate
- Interest Rate history chart
- Colored Map
- Trendgraphix; months supply, price per sq ft, zip code, pending & sold
- 3-up report
- Brief summary report; active, pending and sold
- Zestimate- include 10 year chart

## **Wild card activity (pick one)**

1. Advocate (those who refer two or more people a year) marketing plan—specific to each advocate
2. Client Appreciation Party
3. Facebook/linked in participation
4. Community Involvement (Rotary, PTSA, Home Owners, etc)
5. Internet Presence – selling yourself to people doing background research
6. Tour properties (geographical or property niche ~ be the expert)
7. Wear Windermere Clothing
8. Education plan
9. Financial Plan