

GPS (1-3-5) - One Goal - Three Priorities - Five Strategies

Primary GOAL : 34 Transactions - \$295,000 GCI

1. Priority : SOI 60% or 22 transactions

- Strategy 1 - Create and implement the 8 by 8 and 36 Touch system
- Strategy 2 - 5 contacts daily - Using the ask and Teach script providing value.
- Strategy 3 - 29 Touches through email, mail and text
- Strategy 4 - 3 client appreciation events
- Strategy 5 - Add 10 to SOI weekly.

2. Priority: Prospecting 20% or 6 transactions

- Strategy 1 - 5 FSBO/Expired contacts daily
- Strategy 2 - FSBO/Expired touch plan
- Strategy 3 - 10 circle prospecting contacts daily
- Strategy 4 - Scripts and Dialogue
- Strategy 5 - Teach FSBO/Expired Class

3. Priority: Open Houses 20% or 6 transactions

- Strategy 1 - 1 Open House per week
- Strategy 2 - Knock doors 2 days prior to open house - 10 contacts
- Strategy 3 - Implement Open house Follow Up System
- Strategy 4 - 8 by 8 and 12 Direct for Open House Contacts
- Strategy 5 - Scripts and Dialogues