



Realtor Marketing Checklist

Check when done

- _____ 1. List the benefits included in your VIP Partnership Program
- _____ 2. Compile a list of 50-100 Realtors who do 20+ transactions/year
- _____ 3. Load your list of Realtors into our *Realtor Attraction System*
- _____ 4. Book appointments with hot-for-what-you-got Realtors
- _____ 5. Conduct *Discovery Meetings* using the *Needs Assessment*
- _____ 6. Conduct *Show 'n Tell Meetings* and enroll VIP Partners
- _____ 7. Conduct *What's Next Meetings* with your VIP Partners
- _____ 8. Resurrect your VIP Partners' dead leads into hot engaged leads
- _____ 9. Feed your VIP Partners with pre-approved buyers
- _____ 10. Help your VIP Partners mine the gold from their database
- _____ 11. Help your VIP partners capture more leads at their open houses and automate the follow up to convert them into closings
- _____ 12. Help your VIP partners get more 5-star reviews on Google

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