

QUARTERLY SPHERE CALLS

The goal of your sphere is to create a list of people who you not only love to call, but they love to hear from you. This happens by following the steps below every quarter.

Each quarter you should be reaching out to everyone in your sphere with an item of value, a market update or just to check in.

First Quarter Call

I called today to wish you a Happy New Year. I'm just curious, what are your real estate goals for this year? Have any plans to remodel or are you looking update your home? Do you want to invest in real estate or are you considering making a move?

Second Quarter Call

Do you have a minute for a quick business call? I wanted to see today who you know in your neighborhood... at work... or at church... that is in need of a great realtor to help them make a move?

Third Quarter Call

Hi, it's <your name> how are you? Great, I just wanted to check in and see how your year is going. Is there anything I can do to help?

If you hosted a client event – make an event save the date call, send an invitation, post on social media and call after the event to thank everyone for coming.

Fourth Quarter Call

I Just wanted to call and say Thank you for all of your support over the years. I hope you enjoy some time with your family over the holidays!