



# Best Choice

## R E A L T Y

OCTOBER | NOVEMBER | DECEMBER 2023

# QUARTERLY MARKETING PLAN

Success doesn't just happen. It is planned.

There are many simple marketing resources at your fingertips. It can be very easy to create impactful brand impressions with your farm and sphere of influence throughout your year.

As a real estate professional, you want to grow your business, and marketing plays a large role in capturing the attention of potential clients.

Candice Frazier  
Regional Sales Manager

---

253.222.9923  
[candice@bestchoicerealtywa.com](mailto:candice@bestchoicerealtywa.com)

Lori Palomino  
Marketing & Design Manager

---

253.447.8382  
[lori@bestchoicerealtywa.com](mailto:lori@bestchoicerealtywa.com)

# If you aren't prospecting... you should be

Real estate prospecting is a fundamental and proactive strategy that real estate professionals use to identify and cultivate potential clients or leads.

The primary goal of prospecting in the real estate industry is to build a network of potential buyers and sellers, nurture relationships, and ultimately secure real estate transactions.



## It's time to make those calls



### Re-Engage your Sphere of Influence

It's easy to lose touch with your SOI. It's easy to neglect these tasks if you don't have a contact plan in place. You need to re-engage with those people.

Start with your past clients because these are people you just sold a house to. Checking in with them to make sure they're okay is a very normal thing. It's expected in business. You will be shocked with the answers you'll get. Oftentimes, they do need you, or they need your expertise for one thing or another.

Calling revives your SOI contact, and now you've set yourself up to maintain that level of communication going forward.

### The 7 D's that Drive the Real Estate Market

No matter what kind of real estate market we are in, life goes on, and there are seven reasons why people will always need to move. Chances are these will apply to many people in your sphere.

- Diapers: Having a baby
- Death
- Diamonds: Getting married
- Divorce
- Diplomas
- Defaults on a loan (distressed)
- Deployment or Relocation

#### How to Secure a Listing Appointment

- Building Rapport with Icebreakers
- Important Questions for Potential Sellers
- Asking to Schedule a Listing Appointment

#### Icebreakers to Build Rapport

Warm Up Question Examples

- How did you hear about me?
- How is your day going?
- Would you like me to notify you of market changes in your neighborhood?
- Or would you like me to notify you of market changes in your neighborhood?
- What is your address?
- What information would you like me to provide that is not on our website?

Reasons & Motivations for Moving	Readiness to List and/or Urgency	Opinion of Home Value
<ul style="list-style-type: none"><li>• Tell me about your home (what's the biggest challenge?)</li><li>• Describe your home</li><li>• What are your needs about your home?</li><li>• What do you like most about your home?</li><li>• What do you like least about your home?</li><li>• How do you feel about your home?</li><li>• How do you feel about your home?</li><li>• How do you feel about your home?</li></ul>	<ul style="list-style-type: none"><li>• What challenges will you face when selling your home or when?</li><li>• Where are you moving to?</li><li>• What are you looking for in a new home?</li><li>• How soon do you want to move?</li><li>• Why do you want to move?</li><li>• How do you feel about your home?</li><li>• How do you feel about your home?</li><li>• How do you feel about your home?</li></ul>	<ul style="list-style-type: none"><li>• What do you think your home is worth?</li><li>• What inspired you to move home?</li><li>• How do you feel about your home?</li><li>• How do you feel about your home?</li><li>• How do you feel about your home?</li><li>• How do you feel about your home?</li><li>• How do you feel about your home?</li></ul>
Previous Experience with Real Estate	Set the Expectations	Call to Action
<ul style="list-style-type: none"><li>• What do you think about your agent?</li><li>• What do you think about your agent?</li><li>• What do you think about your agent?</li></ul>	<ul style="list-style-type: none"><li>• What are you looking for in a Realtor?</li><li>• What do you think about your agent?</li><li>• What do you think about your agent?</li></ul>	<p><b>Call to Action</b></p> <p><b>LISTING APPOINTMENT</b></p> <p>meet and greet</p>

#### How to Secure a Buyer Consultation

- Building Rapport with Icebreakers
- Important Questions for Potential Buyers
- Asking to Schedule a Buyer Consultation

#### Icebreakers to Build Rapport

Warm Up Question Examples

- How did you hear about me?
- How is your day going?
- Would you like me to notify you of market changes in your neighborhood?
- Or would you like me to notify you of market changes in your neighborhood?
- What is your address?
- What information would you like me to provide that is not on our website?

WILLING	READY	ABLE
<ul style="list-style-type: none"><li>• What areas are you looking for?</li><li>• What are your needs about your home?</li><li>• What are your needs about your home?</li><li>• What are your needs about your home?</li><li>• What are your needs about your home?</li><li>• What are your needs about your home?</li><li>• What are your needs about your home?</li></ul>	<ul style="list-style-type: none"><li>• How long have you been looking for a home?</li><li>• When are you looking to move?</li><li>• How much money are you looking to spend?</li><li>• How much money are you looking to spend?</li><li>• How much money are you looking to spend?</li><li>• How much money are you looking to spend?</li><li>• How much money are you looking to spend?</li></ul>	<ul style="list-style-type: none"><li>• Will you be paying Cash? Or will you be financing?</li><li>• How much money do you have available for the purchase?</li><li>• How much money do you have available for the purchase?</li><li>• How much money do you have available for the purchase?</li><li>• How much money do you have available for the purchase?</li><li>• How much money do you have available for the purchase?</li><li>• How much money do you have available for the purchase?</li></ul>

Ask for BUYER CONSULTATION or schedule a meet and greet

### Scripts for potential buyers and sellers

Downloads Available:  
[bestchoicerealtyhomes.com/member-resources](https://bestchoicerealtyhomes.com/member-resources)

## Want help developing your call confidence?

Lead Calls Workshop | Oct. 18 | 4:30-7pm | BCR Tukwilla Office

Success is the sum of small efforts – repeated day in and day out. – Robert Collier

# Start a Real Estate Farm

Geographic real estate farming is an effective marketing strategy because you target a specific set of homes with a message that adds particular value repeatedly. The bigger the selection of homes, the less likely you are able to consistently deliver on your farming efforts – budget and time wise. Give careful consideration to the neighborhood you choose. Often times your own would be a great choice. Research shows that 62% of home sellers select an agent that works in proximity to their property.

## Choose your Farm Area

- Start Your Farm Somewhere You've Got Built-in Expertise
- Choose an Area Where You've Got Name Recognition
- Your Farm Should Have No More Than 500 Homes
- Choose a Farm With Homes That Sell (turnover rate)

## Plan your Marketing

- Regularly Scheduled Postcards and Flyers | Every 6 weeks
- Market Update Letters | Send quarterly
- Door-Knocking Session | Once or twice yearly



**Get comfortable with door knocking. It works.**

Watch this video to learn how to start conversations, questions to ask and how to overcome objections.

[WATCH HERE](#) 

# Let ChatGPT take some of your workload

ChatGPT can be used to generate engaging and informative content for marketing purposes. It can help create blog posts, social media updates, and other types of content that are relevant and informative to their clients.

The usefulness of ChatGPT, however, is directly linked to the quality of the prompts we use. Here is a list of uses and some example prompts (what you are asking ChatGPT to do) for the best outcome.

## Listing Descriptions

**Prompt:** Write a listing description for a 3 bedroom 2 bath home in Marda Loop, Calgary. The house is on a quiet street and has a newly updated kitchen with granite countertops and a gas stove. The house is a remodeled bungalow with a double garage. Also, highlight the big backyard and that it's close to shops and cafes.

## Improve Your Emails & Texts

**Prompt:** Make the following email/text more persuasive and succinct. Also, remove any fluff and paste your email/text.

## Scripts Creation

**Prompt:** Write a phone script for a real estate agent and ask for a price reduction from a seller.

## Idea Generation

**Prompt:** What are some lead magnet ideas for real estate agents?

## Blog Posts and Content

**Prompt:** Write a 500-word blog post about when and why you should get pre-approved for a mortgage before starting to shop for a house. Make it fun and casual. Follow SEO best practices.

## Newsletter Content

**Prompt:** Write an email newsletter about the current state of the real estate market in Seattle WA.

