



**BERKSHIRE
HATHAWAY**
HomeServices
Georgia Properties



SURGE

6-WEEK SERIES | REVIEWS AND APPOINTMENTS

Our FOCUS is to help you to continue to add appointments and transactions to your business. The summer appointment challenge set the pace with encouraging real estate conversations. We know from the many success stories that conversations lead to business and ultimately money in your pocket. Now that we enter the 4th quarter, it's time to finish strong! We want you to FOCUS on conversations, appointments, reviews and ultimately adding business to your pipeline. **What you do today will certainly affect the 1st quarter of 2019.**

Our SURGE Series will FOCUS on gaining appointments and reviews in 3 different online sources. The sources are: Zillow, Google and LinkedIn. Managing your online reputation is top priority in today's competitive market. We live in a "review society" and we want to ensure you can be found online and have a positive presence. It's important for your future business.

See the weekly activities below for our **4th Quarter Reviews and Appointments SURGE.**

WEEK 1- 10/22 Why do we increase the number of reviews? Review importance and scripts- do you have an online presence?							
MON 22	23	24	25	26	27	28	

WEEK 2- 10/29 Focus on Zillow Profile and ask for Reviews.							
MON 29	30	31	1	2	3	4	

WEEK 3- 11/5 Focus on Google My Business Profile and ask for Reviews.							
MON 5	6	7	8	9	10	11	

WEEK 4- 11/12 Focus on LinkedIn Profile and ask for Reviews.							
MON 12	13	14	15	16	17	18	

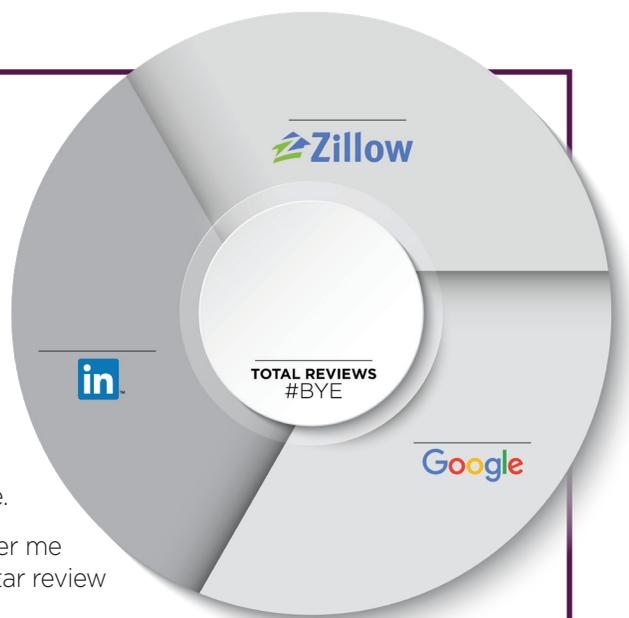
WEEK OF THANKSGIVING | NO SURGE ACTIVITY

WEEK 5- 11/26 Focus on Zillow 3D Homes to get top search priority.							
MON 26	27	28	29	30	1	2	

WEEK 6- 12/3 Loading your client contacts to your CRM database.							
MON 3	4	5	6	7	8	9	



SURGE SERIES SCRIPTS



New Listing:

Mr. and Mrs. Seller...thank you so much for your listing.
I have two goals while working for you.

First, is to sell your home as quickly as possible for the highest price.

Second, is to give you such great service that you automatically refer me to anyone you know who wants to buy or sell AND to give me a 5 star review for my exceptional service. Sound good?

Before I let you go, who else do you know now that might need my services?
(And - I will be sending you a link via email for a direct posting of your 5-star review.)

Just got a home Under Contract: (SELLER)

Mr. and Mrs. Seller...I am so happy that we were able to get your home sold. At this point, it is our job to ensure the contract to closing stage goes smoothly. As you know, my business is based on referrals and reviews from great clients like you. I would ask you to help me with a 5 star online review of my business. Would you be willing to do that for me?

You've probably been involved in lots of conversations about moving lately.

Before I let you go...who else do you know that may need my services at this time?

**Script could also be used at 5 "happy" points- (1) under contract, (2) through Due Diligence, (3) through Appraisal, (4) receipt of closing disclosure for closing and (5) 1 week after closing*

Just got a home Under Contract: (BUYER)

Mr. and Mrs. Buyer...I am so happy we were able to find you a home.

At this point, _____, my closing coordinator (or I will help you through the closing) will take over to make sure your sale closes smoothly.

As you know, my business is based on referrals from great clients like you. You've probably been involved in lots of conversations about moving lately.

Before I let you go...who else do you know that might need my services at this time?

OR- as you know, we live in a "review society" and it would be awesome if I could get an online 5 star review from you. Would you be willing to write a review online for me? Great!

Check your inbox for a direct link for posting.

Your Clients' transaction is pending:

Hello...It's _____ calling...how are you?

I am in regular communication with all the "players" in the transaction and everything is on track for a smooth closing.

Now that your home is sold...I am calling to see...who else do you know that needs to buy or sell in the near future? Thank you so much. Referrals from great clients like you are the lifeblood of my business.

OR- as you know, we live in a "review society" and it would be great if you would take a moment to give me a 5 star review online. Great! I will send you an email shortly with a direct link to leave the review.

I really appreciate you supporting me and if there is anyone you know of that I can help with their real estate needs, I am happy to give them the same 5 star service.

You run into an OLD FRIEND:

(After small talk) _____...by the way, do you know I sell real estate? (or- you know I sell real estate right?)...I've been doing it for ___ years now.

I was just wondering if you've talked to anyone recently who might be interested in buying or selling a home? (if they give you a name, thank them and get the info.) IF NOT: That's OK. But if you hear of someone in the future, will you keep me in mind? I'd really like to get the chance to work with anyone you know who's looking to buy or sell. Please just give me a call/ text or drop me an email if you hear of anyone. (wait for response)

Just to make it easier for you to share my contact information when the subject comes up, may I give you a couple of my business cards? (Share your contact from your mobile device).

**If this happens on the phone, follow up with a personal note and include business cards.*