



We made it simple to get a video postcard out to your database once a month (included in your fee)

BY FRANK KLESITZ, CEO

WHAT'S INSIDE



Clients and friends,

I started VyrAl Marketing in 2009 after attending a real estate training where I learned I needed a consistent way to be in front of my past clients, leads, and sphere 33 times a year.

The perfect recipe is to send out two helpful Q&A videos (by email and social media) and one item of direct mail a month. This is 36 touches.

You'll only reach a fraction of the people in your database digitally. You'll want to show up in their mailbox so you can reach more people in your list. We'll create the video postcard artwork for you once a month, it looks like this:

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Your latest video is featured on the front. Then, on the back, we include a clear pain/solution direct response-style message to get people to call you. We create this artwork for you monthly as a PDF, upon request. It's part of our core service at no extra charge.

Make sure you include USPS mailing addresses with your contact export(s) to us.

When we upload your contacts to Emma (our email marketing provider we send your emails through), we'll make sure to include mailing address information. We'll invite a 3rd party mailing fulfillment company into your Emma email account with read-only access who will then log in and give you a quote on the cost to send a postcard to everyone.

They can also do mailing address appends if you're missing mailing information. We recommend this style 4x6 postcard goes to everyone in your database. It's about \$.50 to print and mail first class depending on quantity. You'll pay the mail company directly. If mailing to everyone is out of your budget, please make sure at the very minimum to mail your past clients. That's the most valuable list you own. We can segment your past clients inside your Emma email marketing account.

This postcard is designed to go to your "Mets" – that's your database of past clients, sphere, and warm contacts. It's who we market to for you at Vyril Marketing. If you're thinking about a direct mail strategy to homeowners in a "farm", too, I suggest you check out this interview with our client Daniel Beer in San Diego. He earns \$3.7 million a year GCI from, among other things, his database and heavy direct mail to target neighborhoods. He mails his farm of 32,000 homes twice a month. <https://youtu.be/V9kkj-K7Za4>



I also recommend you check out what our client Kenny Klaus is up to in Mesa, AZ. It's a newsletter specific to a zip code. <http://www.theneighborhoodconnection.com/>. We can brand your video blog in-sync with "The Neighborhood Connection" theme. Adding a direct mail strategy to your Mets and Haven't Mets will give you the perfect "33 touch" and "12 direct" lead generation systems discussed at length in the *The Millionaire Real Estate Agent* book.

What's great about these two strategies in the book is you're not held hostage by any 3rd party lead generator and no one is going to outbid you on the price of a stamp. If you have questions about direct mail, email me frank@getvyril.com. I'm headed to a 3-Day Dan Kennedy training in Cleveland in June 2019 on nothing but direct mail. It's a very important media to use in the age of disruption and the direction of digital privacy trends. I want to make sure direct mail is a part of your Vyril Marketing strategy, so the creative is included at no extra charge in your fee.

Regards,

Frank Klesitz (frank@getvyril.com)

New to Vyrally Marketing? Start Here

Official Video Marketing Plan

How to Reconnect with Your *Neglected* Contact Database to Increase Sales with Video & Social Media

Dear Real Estate Agent:

I want to invite you to download the video marketing plan we recommend for clients. You'll learn how to reconnect with your neglected contact database using **real, authentic videos that help people** while you grow sales along the way. It's only 20 pages, and I cover step by step how to reconnect with your #1 business asset – your neglected customer, prospect or contact database.



It's the people you have in your email marketing programs, your social media accounts, your business CRM, and even your mobile phone. That's a lot of people who could hire you, refer you, or do business with you again. **YOU NEED** a simple, effective way to **stay in touch with them** that's helpful using social media, video, and email to grow your business.

That's why I wrote this short e-book for you. It's easy to get caught up in marketing to strangers to get business like buying leads online, running advertising campaigns, and cold calling. There's nothing wrong with those strategies. However, if you communicate with the people you've met who are in your database *first* before you communicate with the people you haven't met **you're more likely to generate leads, get appointments, and make sales faster.**

It's also a lot less expensive. The people in your database have some pre-existing relationship with you. If you've been looking for a way to use Facebook, YouTube, email, and video marketing to get more people to call you to buy or sell a home, I've outlined it all for you. You'll learn how to reconnect with your database, build your database, communicate with it, and work it for business using technology. This is the exact marketing plan we'll implement for you if you hire us.

Sincerely,

Frank Klesitz, CEO

Download it now for free at
www.getvyrally.com

Top 5 Client Video Topics



Gary Keller's Tactics for Navigating a Changing Market: Part 1

<http://www.kwlegacypikesville.com/l/gary-kellers-tactics-navigating-changing-market-part-1>



4 Easy Ways to Boost Home Value

<https://jeffcooktv.com/4-easy-ways-to-boost-home-value.html>



What Does the Beach at Wild Dunes Resort Look Like After Florence?

<https://mikkiramey.com/what-does-the-beach-at-wild-dunes-resort-look-like-after-florence.html>



What Interest Rates Mean to You

<https://asknatemartinez.com/what-interest-rates-mean-to-you.html>



A Most Unusual Dog Retrieval

<https://blog.flatheadrealestate.com/a-most-unusual-dog-retrieval.html>

Client Interview

How Darren James Sells 166 Homes a Year from His Database with Video

(He sold 438 homes last year. His average price point is \$167,000 with a GCI of about \$2.3 million)



Watch this full interview, and more, with examples:
<https://www.getvyr.com/vyral-marketing-results>

"In real estate, everything has to do with systems and duplicating those systems and that's one of the things Vyr has done for me and in my business. You have me following a systematic plan to continuously touch my database consistently and persistently every single month and that's something a lot of other things don't do. On top of that what Vyr has done is to continually evolve the process. A lot of businesses will get complacent in the way they do business and they don't evolve or adapt to change. Vyr is already on top of that for us and I don't have to go wading through aisles of "lures" or any of that type of stuff. I've found the master "bait" through Vyr Marketing to catch what I need to do and to keep in touch with my database, so it works out well."

Special Offer

Get 50% Off Your Monthly \$550 Vyril Marketing Fee

Proudly sponsored by Finance of America Mortgage



FINANCE of AMERICA
— M O R T G A G E —

Contact us and we'll introduce you to your local Finance of America Mortgage branch manager who will introduce you to a loan officer who has been approved by corporate, pending the loan officer's approval, to sponsor 50% of your Vyril Marketing fee to be included proportionally in your videos, blog, and emails. The branch manager will coordinate writing the marketing services agreement. This effectively lowers your investment to hire us to only \$3,300 a year with a one-time build fee.

Ways to include your loan officer in your Vyril Marketing

- Interview your loan officer about local mortgage rates and programs
- Give them a mention at the start of your videos ('This video brought to you by...')
- Include a call to action in your emails to get a free rate quote with them
- Include a recommendation letter about them in your new client welcome kit
- Put a banner ad on your website that drives to their website
- Host a monthly business mastermind breakfast and invite them to participate
- Send them your contacts who click links in your emails about loans
- Pin a post about them to the top of your Facebook page

Want to zero-cost your entire Vyril Marketing fee? We recommend you include one additional non-settlement service provider (financial advisor, painter, daycare, landscaper, etc) in your marketing to pay the other 50% of your fee. Ask us for examples and a sample sponsor agreement to review. We'll help you include two sponsors in your marketing at no extra charge as a client.

Upcoming Events

We'll likely be at these upcoming events as a sponsor, guest, or in the area for a client dinner. **Will you be there, too?** Email frank@getvyr.com if you plan on attending any of these events below. That way we can let you know of any mixers, dinners, or other fun things we're up to while you're there.

- October 16-17** – Adam Hergenrother's Limitless, South Burlington, VT
- October 22-24** - eXpCon 2018 - New Orleans, LA
- October 25** – Ylopo Academy Live – Atlanta, GA
- October 26** – Xplode Conference – Atlanta, GA
- October 25-26** – Hero Nation Fall Summit – Dallas, TX
- October 28-30** - Zillow Premier Agent Forum – Las Vegas, NV
- November 11-14** - NAEA Mastermind – Key West, FL
- November 12-15** - Michael Hellickson's BSM – Anaheim, CA
- November 17** – Client Appreciation Day – Coronado, CA
- December 5-8** - Vyr Marketing Mastermind – Key West, FL
- January 21-22** – Glover Unreal Summit 2019 – Battle Creek, MI
- January 10-11** - Inside Jeff Cook Real Estate – Charleston, SC
- February 15-19** – Keller Williams Family Reunion – New Orleans, LA
- March 4-5** – Lars Hedenborg's Intensive – Scottsdale, AZ

Vyr Marketing Events

Real Estate Mastermind

Key West in December 2018
and Peru in April 2019



Invite only. We host masterminds for 25 agents (clients and non-clients) to share ideas at vacation destinations. Limited to 1 agent per market. Email john@getvyr.com for a list of who is coming and to learn more.

Client Appreciation Day

November 17



Invite only. Spend a day with Frank at the Hotel Del in Coronado, CA with six guests to work on marketing strategy. Includes breakfast on the beach, an afternoon in Frank's office in downtown San Diego, and dinner harbor cruise. Email sara.wodrich@getvyr.com for more.

Client Example

Real Estate Agent Community Video Blog

Jennie Wolek created a catchy phrase to brand herself in Tulsa – “Tulsa Looks Good on You!” We rebranded her video blog and made her entire campaign on-message throughout her videos, emails, iTunes podcast, and more. **Jennie interviews local business owners, restaurants, and talks about everything that’s going on in Tulsa, not just real estate.** She also publishes two Q&A real estate agent business coaching videos a month on her agent training blog at YourJourneyWithJennie.com. She generates national agent referrals to Tulsa this way. It’s also a way to stay in touch with agents she does business with to recruit them to her team.

<https://TulsaLooksGoodOnYou.com/>

Business Sponsor Project Update

Business Sponsor Project

A (4) month add-on project to help you raise additional sponsor money (the goal is \$5,000 a month) from local businesses to help zero-cost your expenses. You'll first invite business owners to a monthly mastermind and then ask them to participate in your videos.

Learn more: <https://www.getvyral.com/business-sponsor-project>

Objective #1: Start Your Local Business Mastermind

Lesson #1: Overview

Lesson #2: Ideal Industry List

Lesson #3: List of Who You Know

Lesson #4: List of Who You Don't Know

Lesson #5: First Monthly Mastermind

Lesson #6: Send Your Invitations

Objective #2: Interview the Business Owners

Lesson #7: The Sponsor Agreement

Lesson #8: Business Owner Interview

Lesson #9: Recommendation Message

Lesson #10: Banner Ad to Offer Page

Lesson #11: Ways to Promote Them

Lesson #12: Your 2nd Monthly Mastermind

Objective #3: Ask for The Money

Lesson #13: Make Your Presentation

Lesson #14: Keeping it Compliant & Billing

Lesson #15: Co-Marketing Review

Lesson #16: BONUS: Business Assessment

Our next class starts January 2019. Email john@getvyral.com to reserve your spot for class. Special projects are an "add-on" to our core service.

"We just started class, and everyone is excited!"

By Frank Klesitz



We begin! Class started on September 24th. The plan for everyone is to raise \$5,000 a month of "sponsor" money from local businesses. That's about 8 local businesses paying you \$250-1000 a month.

You'll accomplish this strategically by first inviting your known business contacts to a 7:30am mastermind breakfast. You'll then ask them to bring a friend in target industries to the next one.

After delivering value by first facilitating a business mastermind (this is likely the first time any of these business owners have experienced anything like this), you'll interview each business owner on the phone to answer the #1 question they get from customers.

We'll put this interview on your website with a coupon to their business. We'll also send an email to your list with the interview and coupon. The call to action will be to "print off this email" and bring it in to the business to claim it.

For example, one client is interviewing a solar company owner on "How will solar save me money with today's electric prices?" We'll send the interview to our client's database, along with a coupon the solar company approves. This will generate trackable leads for your sponsor.

Your mastermind and free co-marketing work will deliver massive value for the business owner upfront. You'll then ask if they want to continue the co-marketing arrangement and to be the exclusive business in your mastermind, in their industry, for \$250-1,000 a month.

How much will clients raise these next 16 weeks? I will update you here in this column on their progress. Stay tuned.

Business Sponsor Example

A list of industries who are higher-margin and close to a real estate agent on the deal who will likely join your mastermind, co-market with you, **and likely pay you \$250-1,000 for the privilege every month.** These are the businesses we recommend you work to raise sponsor money.

Roofer	Mold Remediation
Financial Advisor	Siding / Windows
Flooring	Painters
Insurance	Dentist
Landscaping	Doctor
Foundation Repair	Furniture Store
Remodeling /	Home Inspector
Contractor	Car Dealer
HVAC	Property Management
Solar	Probate Attorney
Plumber	Bankruptcy Attorney
Moving	Divorce Attorney
Alarm	Garage Flooring
Cable / Satellite	Countertop
Mortgage	Daycare
Title	Estate Sale
Home Warranty	Home Builders
Closet Systems	Septic
Fencing	

Agent Recruiting Project Update

Agent Recruiting Project

A (6) month add-on project to help you attract talent by publishing an agent training video newsletter that promotes tickets to your in-person training workshops so you book more one-on-one recruiting appointments.

Objective #1: Crafting Your Offer

Lesson #1: Overview

Lesson #2: Sources of Recruits

Lesson #3: Writing Your Offer

Lesson #4: Landing Page Setup

Lesson #5: Email to Your Current List

Lesson #6: Online Job Boards

Lesson #7: Applicant Follow Up

Objective #2: Planning Your Event

Lesson #8: One-on-One Meeting Offer

Lesson #9: 3 Hour Workshop Strategy

Lesson #10: Creating Your Training Event

Lesson #11: Promoting Your Event

Objective #3: Start a Training Newsletter

Lesson #12: Your Newsletter Offer

Lesson #13: Purpose & Mission

Lesson #14: First Q&A Training Video

Lesson #15: Social Media Set Up

Lesson #16: Announce Your Newsletter

Lesson #17: Optional Product Sales

Lesson #18: Live Agent Interview

Lesson #19: Review Webinar Strategy

Objective #4: Applicant Generation

Lesson #20: Outbound Assistant

Lesson #21: Facebook Advertising (I)

Lesson #22: Facebook Advertising (II)

Lesson #23: Agent Training Website (I)

Lesson #24: Agent Training Website (II)

“Everyone shot their 1st agent training video”

By Frank Klesitz



We’re about ½ way through our recruiting special project this month. Here’s what we’ve accomplished so far: Students have written down their entire

recruiting presentation that explains clearly why an agent should join their team or brokerage.

We then emailed it to their entire database and posted it on many of the online job boards (Indeed.com is the best). All the applicants are then followed up with by an assistant with an invite to attend a monthly, informal Career Night meet and greet. This is like clockwork.

To recruit existing agents, each student has created and is promoting a 3-Hour Real Estate Agent Business Planning Clinic to help agents in their MLS write a one-page business plan to sell homes based on what’s working for them. They invited their current agents to their first workshop and asked them to bring a friend, too. They will teach these standardized, repeatable workshops every 60-90 days in their city.

The goal at the end of each workshop is to invite each agent to a one-on-one Business Strategy Meeting to personalize their business plan, which will likely turn into a recruiting conversation if appropriate. This whole funnel is driven by publishing free agent training videos to area agents doing 1-12 deals a year in the MLS by Facebook and messaging assistants.

Learn more: <https://www.getvyral.com/real-estate-recruiting-course>

Our next class starts January 2019. Email john@getvyral.com to reserve your spot for class. Special projects are an “add-on” to our core service.

Agent Recruiting Example

Cleveland Real Estate Training Blog

Michael Kaim runs one of the top selling real estate teams in Northeast Ohio. He didn't want to pay the salary of a full-time recruiter to find agents for his team, so he started a local real estate agent training blog. Michael and his business partner Tina publish 2 agent training videos a month answering commonly asked business questions and promote them on Facebook and by email to agents they meet. Then, they invite agents who subscribe to their free 3-Hour Real Estate Agent Business Planning Clinics and schedule one-on-one meetings with interested agents after the event. This way Michael attracts talent instead of chasing it. You'll see their full recruiting "funnel" on their careers/agent training video blog we built for them. Agents subscribe to their free agent training newsletter, which then drives to their standardized 3-hour agent training event, which leads to one-on-one strategy meetings, and ultimately a discussion to join their team if the agent is a fit. You can watch an in-depth interview with them about their results on this page: <https://www.getvyral.com/real-estate-recruiting-course>

<https://NEohiorealestatecareer.com/>

The screenshot shows the homepage of The Michael Kaim Team website. At the top, there is a navigation bar with links for Home, Events, Join Our Team, Free Strategy Call, and Free Newsletter, along with the phone number 440-974-0404. A large hero image shows three people in a meeting. Below this, the mission statement reads: "Our Mission on this site is to educate Real Estate Agents on how to sell more homes." A search bar is located to the right. The main content area features several promotional cards: "With This 4-Step Guide, You'll Learn How to Handle Objections" (with a "Read More" button), "A Strategy to Ensure Your Client's Success in a Bidding War" (with a "Read More" button), "JOIN OUR TEAM" (with an "Apply Now" button), "FREE STRATEGY CALL" (with a "Book a Call" button), "REAL ESTATE WORKSHOP" (with a "Reserve Your Seat" button), and "FREE NEWSLETTER" (with a "Sign Up Now" button). A video player is also visible, showing a woman and a man discussing real estate topics.

The screenshot shows a video player on the website. The video title is "How Did We List 131 Properties in Just 2 Months?". The video content shows a woman and a man (Michael Kaim) talking. Below the video, there is a "Read More" button. To the right of the video player is a Facebook social media widget for "NE Ohio Real Estate Mastarmind". Below the video player, there is an "About Michael Kaim" section. The text describes Michael's background in real estate, starting from his father's business in the 1960s. It mentions that he is recognized as Ohio's #1 Berkshire Hathaway Homeservices Real Estate Team for the most homes sold. The text also includes contact information for Michael Kaim: The Michael Kaim Team, Berkshire Hathaway Homeservices, 7395 Center Street Mentor, OH 44060, 440-974-0404, KaimTeam@gmail.com, and www.clevelandhomebuying.com. At the bottom of the page, there is a footer with contact information: Michael Kaim, The Michael Kaim Team, Berkshire Hathaway Homeservices, 7395 Center Street Mentor, OH 44060, 440-974-0404, KaimTeam@gmail.com, www.clevelandhomebuying.com, and a copyright notice for 2018 The Michael Kaim Team.

STAY IN *BETTER* TOUCH

with done-for-you video marketing to your database

"10% of your past client/sphere database will give you one deal a year either by referral or repeat business if you communicate with them consistently."

30 Day Money Back Risk-Free Trial

	<p>"Hiring Vyrat Marketing has been a game changer. It's allowed us to stay top of mind with our clients and referral partners with only a 10-minute time investment per month. We tried to replicate everything they do and realized that we didn't have the time nor the skills to do so. Investing in video through Vyrat is a no-brainer."</p> <p>-Kyle Whissel, Real Estate Professional #1 Real Estate Agent in San Diego</p>
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Download Kyle's Video Marketing Plan → www.getvyrat.com

RELAX - WE DO ALL THE WORK FOR YOU

We interview you on an HD webcam and then do all the editing, optimization, and promotion so more people call you to list their home from your #1 business asset – your database. It takes 30 mins a month.

- We **build** your video blog
- We **brand** your social media
- We **research** your keywords
- We **give** you proven video topics
- We **export** your email database(s)
- We **reconnect** with your contacts
- We **interview** you on an HD webcam
- We **edit** your video
- We **upload** it to YouTube
- We **optimize** it for search engines
- We **write** custom blog articles
- We **send** your video email
- We **update** your social media
- We **publish** your iTunes podcast
- We **track** who's ready to talk
- We **advertise** your video on Facebook
- We **call** you with feedback weekly
- We **hold** you accountable

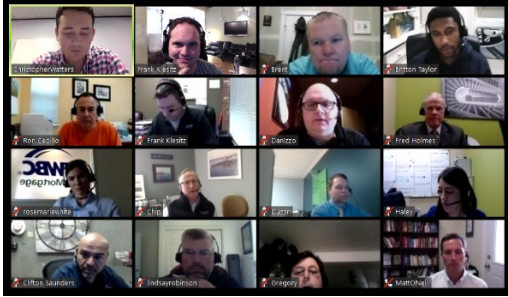
ONLY \$1,995 ONE-TIME TO BUILD AND \$550 A MONTH

SEE EXAMPLES, HOW IT WORKS, PRICING, FAQ'S, AND CLIENT INTERVIEWS:

Visit www.getvyrat.com or call 1-800-323-9974

Add-On: Special Project Implementation (*optional*)

Work directly with Frank Klesitz in a small group. Enroll in a semester-based, weekly live group course of 8 students a class to implement a special marketing project. Limited seats.



You'll meet live in a small group of 8 real estate agents once a week to implement a chosen marketing project with us.

LIVE One-Hour Weekly Classes

- Weekly One-on-One Meeting
- Small Group of 8 Agents
- A Dedicated Instructor
- Footage of Classes
- Includes Workbook

Interested in joining the next group?

Email john@getviral.com. You'll get 2 free class replays and the student workbook to review with client references to call about results

GROUP #1: REAL ESTATE RECRUITING PROJECT **Hurry! Next 6-Month Semester Starts January 2019. (Limit 16)**

This project is for real estate entrepreneurs building teams or brokerages. The goal is to implement a full recruiting (i.e. agent training) marketing system to attract talent to you. You'll enroll in a six month course to help you craft an offer to persuade real estate agents to work with you, host regular agent training events to book one-on-one meetings, start an agent business training newsletter (and Facebook community), and then promote it all with Facebook, job boards, and outbound messaging assistance to get the word out. You will raise money from advertisers and product sales to help pay the cost while earning the position of your market's best local real estate trainer. You'll demonstrate with video you provide the best culture, leads, accountability, processes and strategies for your agents to succeed. **Tuition:** \$6,000.

GROUP #2: BUSINESS SPONSOR PROJECT **Hurry! Next 4-Month Semester Starts January 2019. (Limit 16)**

This project is for real estate agents who want to raise recurring sponsor money. The goal is you'll work with 8 local businesses who pay you \$250-1000 a month each to help you pay for your lead generation efforts. You'll enroll in a four-month class and promote roofers, plumbers, car dealerships, financial advisors, painters, and more to your customers in return for sponsor money. You'll include them in your videos, on your website, in your emails, in closing gifts, and bring them together for monthly mastermind breakfast meetings. This will help you reduce the risk of marketing investments (or zero-cost them) and give you more certainty in your income. **Tuition:** \$4,000.

ADVERTISEMENT

How to get 30-50 seller leads a month with one Filipino outbound prospector for \$3.75 per hour



Charlyn is one of our top outbound prospectors. Email info@1000callsaday.com to get a copy of her recorded calls. You'll hear her English and calling skills.

September 2018 Client Results

We spoke with **67,079** homeowners on the phone
3,164 said they wanted an offer to sell their home
We generated **978** outbound prospector applicants
We interviewed **411** of them for the job
We hired **8** qualified outbound prospectors

Want to quickly scale up your home seller lead generation, or find motivated sellers?

We'll hire you a full time outbound prospector to cold-call homeowners likely to sell their home.

You can typically expect 30-50 seller leads a month, per full time VA caller.

These are homeowners, motivated to sell, who specifically request a call back from you.

We source all of our top talent in the Philippines, because their English is excellent.

Contact us and we can even email you recordings of phone calls so you can hear them.

For a newly hired caller you pay \$3.75 an hour to start, or \$630 a month, for 170 hours per month of outbound calling.

We are a consulting firm, not a staffing company. You pay your callers directly. There are no buy out fees, you own your hire, and no labor pay markups.

In addition to that, we will train them on a top notch automated dialer with fresh caller ID numbers (called www.Five9.com) that, all in, will run \$200 a month per seat.

If you're a traditional real estate agent looking for listings, or an investor looking for motivated sellers, we have compiled detailed analytics to determine who is "most likely to sell".

You can work directly with our data provider to purchase a specialty list of the homeowners in your city who are statistically most likely to sell their home. We recommend you purchase 25,000 contacts with phone numbers to start, which will generally cost between \$1,500 to \$3,000 based on your location and criteria.

(If you are an investor, you need to talk to us so we can help you get really specific on your criteria, and share what is working for other investors.)

This is the perfect number of records for one caller. We recommend they are all called up to 10 times to get an answer. This will generally take about 4-6 months to complete hiring one caller.

There will be diminished returns after call attempt #5, so be prepared to add data at that point, so we can continue to keep up the momentum of identifying 1-2 leads per day.

On average, you can expect one full time caller to make between 450-750 calls per day, speak with 35-50 people, and pass you 1-2 seller leads per day.

This scales. We have several clients with 15 to 20 callers making collectively 10,000 dials a day (they speak with 500 people a day and pass 25 seller leads a day) for each team.

The conversion rates hold true across most markets - 5% will answer and 5% of those want to talk to someone about selling their home.

The results get better as your caller's scripts, dialogues, and confidence improve with time. We provide the morning huddles, weekly meetings, training, supervision, coaching and much more for you.

Yes. This is all legal. We've retained Allen Law - a premier telemarketing law firm - as a guide.

You'll get a SAN number and a recommended Do Not Call compliance policy. We generally use a survey script asking people if they want to sell their home and if they want to speak with you.

ADVERTISEMENT

Additionally, to remain TCPA compliant, all mobile numbers are manually dialed (it's illegal to use an auto dialer, like Mojo or Five9 to call a cell phone).

We only dial two lines at once to reduce the likelihood of two people answering at the same time. When this happens, one call is forced to drop, and the FCC has limits on this.

We also remove any previous litigants from your prospect list (people who have a history of filing lawsuits against telemarketers). We advise you on all of this and scrub the numbers for you.

Here's the most important thing - you must have a great lead follow up plan in place. Not everyone will be ready to sell their home right now - many are 6-18 months out.

Don't worry - we coach you on how to set up an accountable lead follow up plan.

You will need to use your existing CRM to manage your lead follow up and create nurture sequences for leads who are not ready to take action today. We guide you through everything and we can share our best practices.

There are only 3 ways to generate leads.

1. Referrals (Seeds)
2. Inbound (Nets)
3. Outbound (Spears)

We recommend you read the book, Predictable Revenue by Aaron Ross, who built the sales team for Salesforce that explains how he did it.

HINT: He scaled up his outbound prospecting quickly by specializing the outbound, inbound, and sales consultant roles.

The lesson is once you have a system for low-cost referrals and an inbound strategy so people can find you online - the final step is to scale up your outbound.

We will help you with this.

We charge a monthly consulting fee to do all the work for you.

If you're interested in a consultation to talk about the size of your market, conversion rates, expected ROI, and you'd like a copy of the audio recordings of actual client phone calls, contact us.

This is not a sales call. We'll guide you on making the best decision. You'll speak with a partner of our firm.

All in - for one caller, a Five9 dialer seat, caller ID numbers, our management fee, and a \$1,800

prospect list purchase amortized over 6 months - you're looking at approximately \$2200 per month for 30-50 great seller leads.

This puts your seller lead cost at \$44-\$73 a lead.

Best of all, you own your leads, they are exclusive to you, no referral fees, and you're never held hostage by a 3rd party lead provider or staffing company with your hires.

References and success stories are available.

Visit our website to request a call to learn more. We'll send you live call examples from real \$3.75 per hour Filipino call talent with excellent English who will represent you on the phone well.



Email Info@1000callsaday.com to schedule a time to listen to recorded calls, and to predict the cost per lead and ROI of starting a calling campaign to 25,000 homeowners likely to sell in your market.

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