

EZ Prospecting Plan

Date: _____

- Do I have a closing today? _____
- Do I have a listing appointment today? _____
- Do I have a buyer consultation today? _____

If your answer to the questions above is “yes,” then spend the day preparing in order to deliver these at the highest level!

If your answer to the questions above is “no,” then follow the following plan until you set an appointment:

1: Call all of the people waiting to hear from you:

- Name: _____ Result: _____
- Name: _____ Result: _____
- Name: _____ Result: _____
- Name: _____ Result: _____
- Name: _____ Result: _____

2: Weekly call to all current buyers (even if nothing new has come on the market):

- Name: _____ Result: _____
- Name: _____ Result: _____
- Name: _____ Result: _____
- Name: _____ Result: _____
- Name: _____ Result: _____

3: Weekly call to all current sellers (even if there have been no showings on their listing):

- Name: _____ Result: _____
- Name: _____ Result: _____
- Name: _____ Result: _____
- Name: _____ Result: _____
- Name: _____ Result: _____

4: Contact 5 members of your sphere of influence regarding your monthly real estate topic:

- Name: _____ Result: _____
- Name: _____ Result: _____
- Name: _____ Result: _____
- Name: _____ Result: _____
- Name: _____ Result: _____

5: Ask for business and referrals!