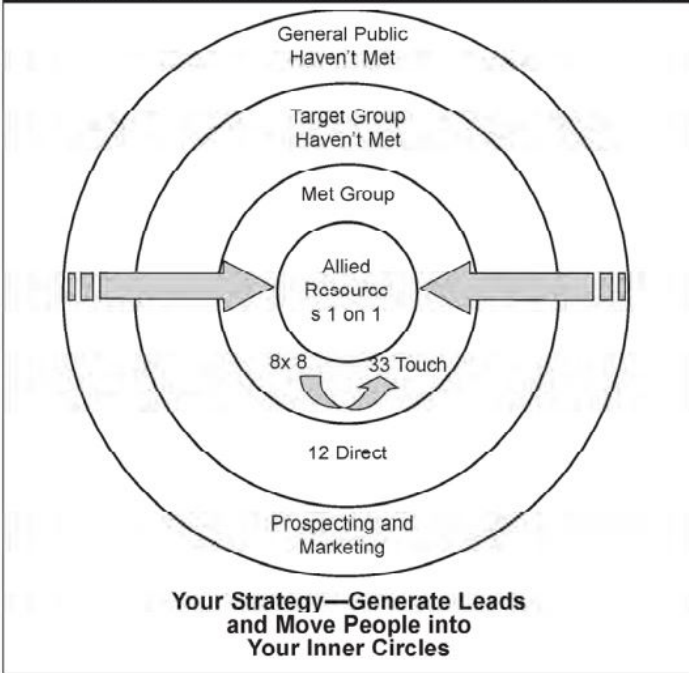


Understanding the 8x8, 12x12 and 33 Touch



Lead Generation (Building Relationships)

The Strategic Model for Generating Leads and Building Relationships



General Public:

Target Group:

Met Group:

Allied Resources:

Counting the cost

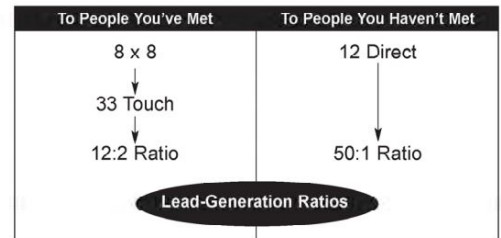


General Public: \$\$\$\$\$\$\$\$\$\$

Target Group: $1000 \times .80 \times 12 = \$9,600$
 (~~20~~) (10)

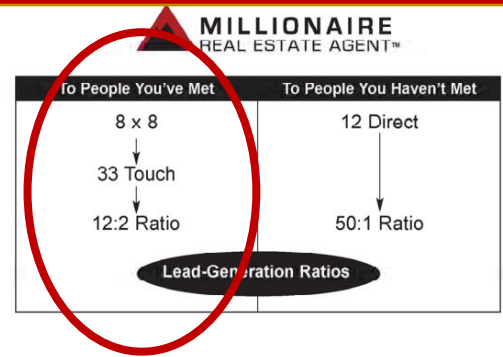
Met Group: $200 \times \$10 = \$2,000$
 (~~33~~) (16)

Allied Resources: $50 \times \$100 = \5000
 (50)



Understanding the 8x8, 12x12 and 33 Touch

The Met Group 8x8 Action Plan

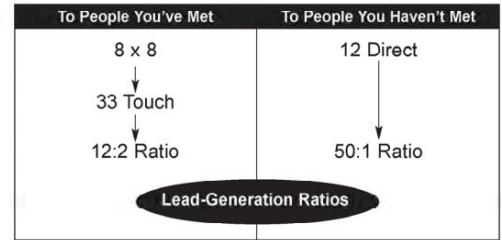


Scheduled	Buyer Activity	Completed
	Handwritten "Thank You" Note – Social Media Set up and send homes meeting their criteria	
	Follow Up Call – Are you getting the properties I am sending?	
	Freebie – Notecard, Calendar, Bookmark OR 12x12 / This Month in Real Estate	
	Freebie – Notecard, Calendar, Bookmark OR 12x12 / This Month in Real Estate	
	"The Perfect Property"	
	Follow Up Call	
	Tri- Fold "My favorite vendors" "Meet the Team" or other	
	In Person Interaction – Invite to Open House, Show Property, Meet with Lender or Builder	

Understanding the 8x8, 12x12 and 33 Touch



The Met Group 8x8 Action Plan

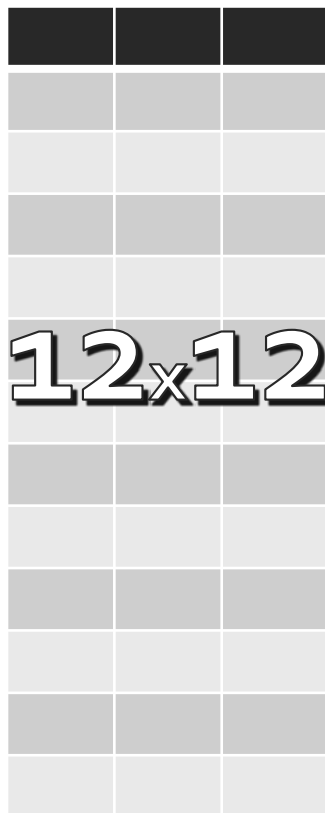
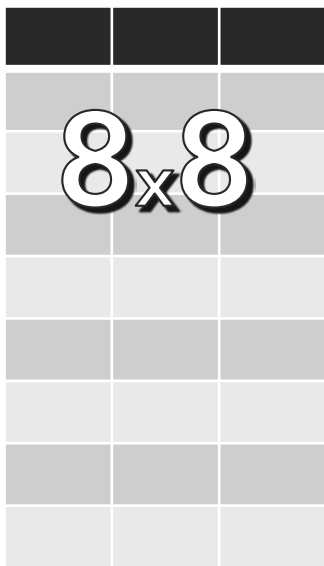


Scheduled	Seller Activity	Completed
	Hand Written "Thank You" Note – Social Media Send Recent Sales in the Neighborhood	
	Follow Up Call- Did I miss anything? How do you feel your home compares?	
	Freebie – Notecard, Calendar, Bookmark OR 12x12 / This Month in Real Estate	
	Freebie – Notecard, Calendar, Bookmark OR 12x12 / This Month in Real Estate	
	Update recent listed, pending or sold properties "This house looks nice?"	
	Follow Up Call	
	Tri- Fold "My favorite vendors" "Meet the Team" or other	
	In Person Interaction – Invite to Open House, Show Property, Meet with Lender or Builder	



Understanding the 8x8, 12x12 and 33 Touch

The 33 Touch begins with the 8x8 ... while executing the 8x8 the “met” is started or should already be included in the 12x12 ... in order to get to the “33 Touches” you would begin to initiate additional communications via email, social media, in person visits and personalized communications.



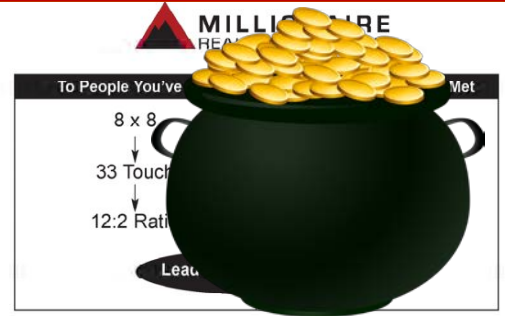
33 Touch Ideas

- Time Change Communication
- Ground Hog Day
- Appreciation Days (ie Teacher)
- Funny Postcards
- Social Media Tagging
- Hyper Local Shopping
- “Neighborhood Update” letter
- Thank you card – Blue Mountain
- “Hot Property”
- Community Newsletter
- Connecting at events
- Movie Night
- Holiday Anything . . .
- Honor Roll
- Scholarships
- Sponsor T Ball
- Food....

Never Eat Lunch Alone!!!!

Understanding the 8x8, 12x12 and 33 Touch

Allied Resources **1 to 1**



- | | |
|-----|-----|
| 1. | 26. |
| 2. | 27. |
| 3. | 28. |
| 4. | 29. |
| 5. | 30. |
| 6. | 31. |
| 7. | 32. |
| 8. | 33. |
| 9. | 34. |
| 10. | 35. |
| 11. | 36. |
| 12. | 37. |
| 13. | 38. |
| 14. | 39. |
| 15. | 40. |
| 16. | 41. |
| 17. | 42. |
| 18. | 43. |
| 19. | 44. |
| 20. | 45. |
| 21. | 46. |
| 22. | 47. |
| 23. | 48. |
| 24. | 49. |
| 25. | 50. |