



Three Easy Things You Can Do to Get Back in Front of Your Contacts

In today's market, it's more important than ever to stay in front of your contacts. Here are three items you can do today to reengage your past contact list:

1. Call every lead you got in 2010 that was not converted.
 - a. Are they hot? If so, what are you waiting for? You know what to do!
 - b. If they are not hot, consider removing them from your list altogether or set them up on a drip campaign.
2. Call all of your 2010 appointments that you didn't convert in the past six months.
 - a. This could be initial presentation appointments, showings, call backs, etc.
 - b. Don't forget your buyers, your sellers, your investors, etc. So much could have changed since you last talked to these people.
3. For you realtors out there, call all of folks you sold homes to back in 2005 with a simple tidbit of information on today's market. You can pick anything.
 - a. If you remember them, their home or their neighborhood well enough, just call to say hello with an engaging question about them!
 - b. Don't end that call without first asking if they have any real estate needs that you can help with or if they know someone who might need help.
 - c. With the equity this group might have, the current inventory of homes and the mortgage rates right now, you might be surprised just how many are ready to move!

The corresponding video for this can be found online at <http://www.closewithmichael.com/ForMyPartners#OutOfSight>; once there, please tweet it, like it on Facebook and share it with your colleagues.

All you have to do is take the first steps and the business will flow out of that work.

Happy Selling!

-Michael

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