

BusinessBASE™

POWERFULLY SIMPLE
SIMPLY POWERFUL

*3 Extra Closings a Year Guaranteed!**

 **ProspectsPLUS!**®

*Launch a one-year SOI Scheduled Campaign with a minimum of 150 postcards per month. If after one year you haven't generated 3 extra closings, and have incorporated the free BusinessBASE tool, we will refund the money spent on your campaign.

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1. Introduction

WHERE BUSINESS COMES FROM

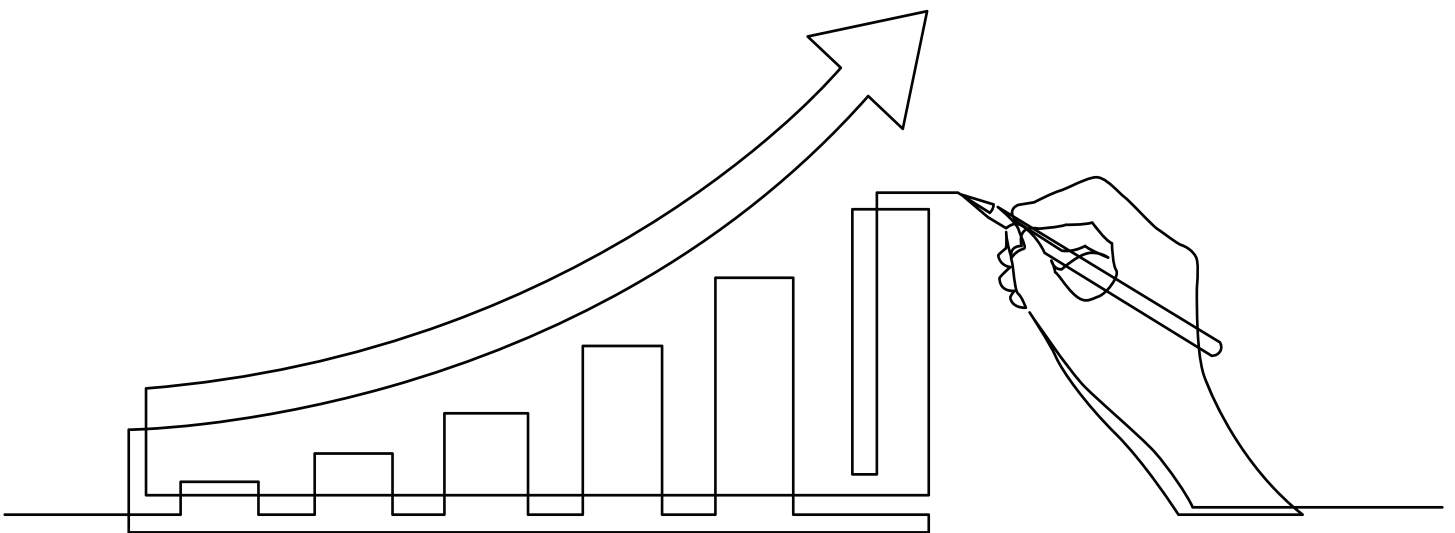
The BusinessBASE™ is designed to be a business building machine that you'll use for the life of your business. It's based on the knowledge that the majority of business comes from four main sources.

Statistics show that 66% of the business generated by agents who close over 50 transactions per year, comes from these four sources:

- **Family**
- **Friends**
- **Close acquaintances**
- **Referrals generated by the first three groups**

THE KEY TO BUSINESS GROWTH

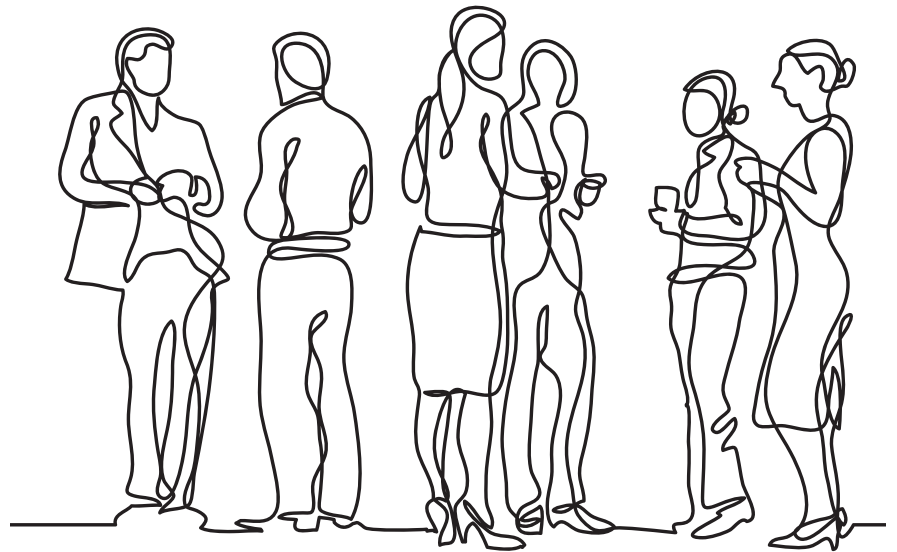
We believe that the most effective thing any business professional can do to build his or her business, both in the short and long term, is to become more visible, more likable, and to find creative ways to get more people to remember you. People do business with people they know, like and remember.



IT'S MORE THAN AN SOI

A BusinessBASE™ is not a mailing list. It's a collection of people that personally know you by name, face, reputation, and the experiences you've had together.

Building your BusinessBASE™ requires time and thoughtful effort. It must be genuine, personal, meaningful and based on your willingness to "give" before you "get." It must be nurtured, cared for, guarded and respected.



A BusinessBASE™ of at least 150 people will ensure your long range success and give you something to sell when you retire. By following the BusinessBASE™ guidelines you should do at least 50 transactions a year as a result of your efforts. According to the NAR the average person moves every 5-9 years. Not all of the 150 people in your BusinessBASE™ will move this year, but approximately 15% of them will.

SEND-CALL-SEE

The best way to build your BusinessBASE™ is by "Send-Call-See." In the course of a year, you need to be in contact with the people in your BusinessBASE™ monthly if you expect to get their business or receive their word-of-mouth referrals. Occasionally calling to share a personal conversation, then connecting through direct mail will ensure you are remembered.

Now, add to that an opportunity to see someone on a personal basis and you effectively earn their trust. More business will come from your BusinessBASE™ than from all the business you could ever get from beating the bushes.

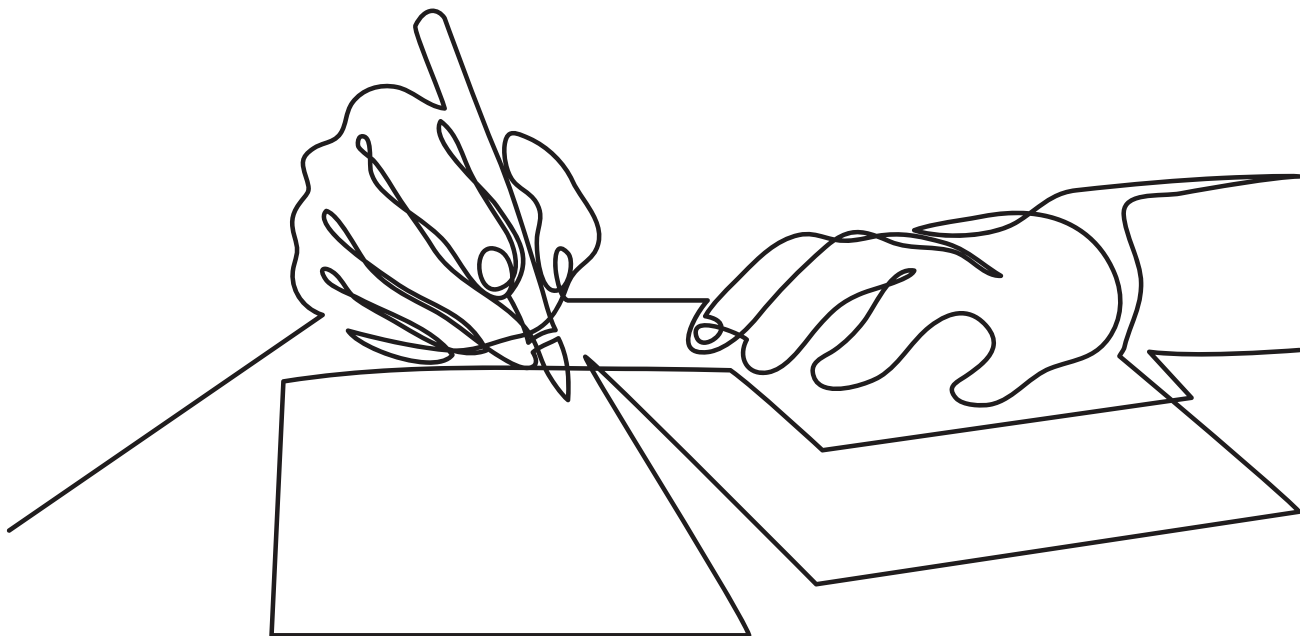
2. Get Started: 3 Steps to Building Your BusinessBASE™

STEP 1: Go through the questions on the page entitled, “List of Potential Contacts to Help Build Your BusinessBASE™” and make a list of names (Do this with your spouse, if applicable, for help coming up with additional names).

STEP 2: Once you have recorded the names of the people you know. It’s time to add them to your CRM. If you haven’t started a CRM yet, a basic excel spreadsheet will do the trick. Begin to build a detailed profile for each name on your list using details from the “Personal Profile Information” page.

Initially, the most important information you’ll need is correctly spelled names, addresses, email addresses and phone numbers. As you begin to know people better, you’ll gather more information.

STEP 3: Now that you have created a basic profile for all the names on your list you’re ready to begin working on Send-Call-See.



3. BusinessBASE™ Guidelines

1. DAILY ACTIVITIES

Your BusinessBASE™ should be used by you on a daily basis (Monday - Friday). Beginning on the first day of the month, contact all of the people in your BusinessBASE™ whose last name begins with the first letter of the alphabet. On the second day of the month contact all the people in your BusinessBASE™ whose last name begins with the second letter of the alphabet, etc. In other words, "A" thru "Z" are the 26 letters in the alphabet and there are approximately 22 business days in each month. By implementing this system nobody slips through the cracks and you touch everybody in your BusinessBASE™ every 30 days via Send-Call-See.



This equates to approximately 11 contacts a day, five days a week. This is your most important job every day and it should take you about an hour a day. Use the lists on the pages entitled, "30 Ways to Connect with Your BusinessBASE™" and "30 Reasons to Call Your BusinessBASE™" to help with ideas for reaching out.

2. CONTACT REQUIREMENTS

There are two requirements for each person you place into your BusinessBASE™:

- I. Does this person live in the geographic area that I do business in? If not, put them on your mailing list; they should not be in your BusinessBASE™.
- II. Does this person have the ability to qualify for a loan?

After using your BusinessBASE™ for a minimum of three months, it's a good idea to go through your BusinessBASE™ for the purpose of eliminating people who are no longer relevant for whatever reason. If you feel uncomfortable communicating with someone after three months, remove them.

3. NEW ENTRIES

When you meet someone new, the very first thing you should do is enter them into your BusinessBASE™. When you are on the phone with someone, you should have your BusinessBASE™ CRM open to that person's profile so you can make notes during the conversation that you can use later.

4. PHONE CALLS

Before making a call take a moment to look up their profile in your BusinessBASE™. This will remind you of numerous things that will make your conversation much more personal and therefore, much more effective. Open this guide to the section, "30 Reasons to Contact Someone" for reference and talking points.

5. SPECIAL DATE ACKNOWLEDGMENTS

On the first of each month do your postcards/handwritten notecards for the entire month, acknowledging special dates (i.e. birthday's, anniversaries, holidays) or important real estate trends and send them out. Remember, it's better to be early, than late.

TIME SAVING TIP: Use Scheduled Campaigns on ProspectsPLUS.com to remove the monthly burden of manually sending postcards. To learn more visit www.ProspectsPLUS.com/Scheduled

6. REFERRALS

You should expect to receive referrals from at least 80% of the people within two years of following the BusinessBASE™ guidelines. After the first few months of communication you have earned the right to ask for referrals. A good way to do this is by asking how their business is going. A natural response from them is, "How's your business?" This provides you an opportunity to share with them that approximately 66% of your business comes from people you know and from referrals. Ask if they know of anyone who would appreciate being kept updated on what's happening in the real estate market, might be selling, or if they have any friends or family moving into the area in the next year.

Do not ask for referrals every time you talk to someone in your BusinessBASE™ or pretty soon, they won't want to talk to you. By mentioning the importance of referrals in your business once or twice a year, you will have achieved your objective.

4. List of Potential Contacts to Help Build Your BusinessBASE™

What are the names of the following individuals?

- You and your spouse's family and extended family
- Close friends or spouse's close friends
- Bowling buddies, or card group
- Parents' friends
- Neighbors, previous neighbors, or HOA members
- Wedding guests
- Children's teachers, PTS, principals, coaches, Sunday School, daycare
- You, your spouse, and your children's dentists/doctors
- Hair stylist, manicurist, facialist, tanning salon
- Social media contacts
- Car, motorcycle, and boat mechanics, or salesmen
- Mailman, attorney, pastor, minister, or Rabbi
- Veterinarian, pet groomer, pet sitter
- Grocery clerk, butcher, hardware clerk, florist, jeweler, or printer
- Bank teller, loan officer, financial planner, accountants, or insurance agent
- Restaurant owner, waiters, or bartenders
- Country club, health club, golf or tennis instructors
- Pest control, plumber, electrician, lawn care, contractor, computer repair
- Landlord, seamstress, make-up artist, photographer, police officers, politicians
- Furniture, flooring, window treatment, appliance, clothing, or shoes
- Chamber of Commerce, business colleagues, or service organizations
- Fraternal, social or trade organization members
- Old high school or college classmates, coaches, teachers, fraternity or sorority, military

5. 30 Ways to Connect with Your BusinessBASE™

1. Remember their birthday
2. Send them movie tickets
3. Thank them for everything
4. Invite them to go somewhere
5. Recognize their achievements
6. Send them event tickets
7. Stop in just to say hi
8. Call for no real reason
9. Call just to say hi
10. Invite them to lunch
11. Text them a Joke
12. Invite them to your party
13. Send them an article
14. Smile when you see them
15. Pass on compliments about them
16. Introduce them to other people
17. Tell them they look great
18. Brag about their accomplishments
19. Notice their “new” anything
20. Let them do the talking
21. Remember their name
22. Tell them your jokes
23. Ask about their spouse (by name)
24. Ask for their help
25. Thank them for their business
26. Accept their help
27. Send them a pizza
28. Let them be your friend
29. Send them a gag gift
30. Comment on a social media post

6. 30 Reasons to Call Your BusinessBASE™

1. It was nice to have met you the other day
2. You might like this article
3. Nice to see you again
4. Saw this cartoon
5. Let's get together soon
6. I heard a compliment about you
7. Was thinking about you
8. I've got a good idea for you
9. Happy Birthday
10. Saw your ad in the paper
11. Happy Anniversary
12. Great news
13. Merry Christmas
14. Had a dream about you
15. Wish you the best in the New Year
16. (Something) reminded me of you
17. Happy Easter
18. I need your opinion
19. Happy Halloween
20. Been awhile
21. How was your day
22. Just saw a good movie
23. Thanks for your business
24. Thanks for the referral
25. Thanks for introducing me to...
26. I've got an extra ticket to...
27. I heard about your new...
28. Are you going to...
29. What do you think about...
30. Do you know of a good...

7. Profile Information

PERSONAL

- Name/birthday
- Mailing address/email
- Spouse's name
- Anniversary/birthday
- Divorced, separated, widowed, engaged
- Children's names/birthdays
- College & degree
- Military, branch/rank
- Faith

PERSONAL CHARACTERISTICS

- Positive or negative
- Private or outgoing
- Sports oriented
- Academic
- Outdoor or indoor type
- Listener or talker
- Income
- Computer literate
- Non-smoker, non-drinker

HOBBIES AND MEMBERSHIPS

- Hobbies and recreation interests
- Fraternal memberships
- Social memberships

EMPLOYMENT

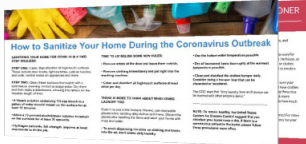
- Business/occupation/employer
- Professional/trade memberships
- Honors & awards

RELATIONSHIP

- Where & how did you meet this person?
- Were you introduced by someone? Who?
- What is their relationship?
- Who does this person know that might be important to you?
- Does this person know you by face? By name? By profession?

3 EXTRA CLOSINGS A YEAR GUARANTEED!*

With an *SOI Scheduled Campaign*,
WHAT GETS SCHEDULED GETS DONE



To get started go to: **Prospects.PLUS/Scheduled**

*Launch a one-year SOI Scheduled Campaign with a minimum of 150 postcards per month. If after one year you haven't generated 3 extra closings, and have incorporated the free BusinessBASE tool, we will refund the money spent on your campaign.

How many customers do you need in your SOI?

Top professionals tell us that 66% of their business comes from their sphere of influence. That translates into one transaction for every twelve people in your SOI — if you stay in touch with them every 30 days.

Your SOI Calculator

How much money would I like to make this year?

What is my average commission per transaction?

Calculate My SOI

20 YEAR VALUE OF A CUSTOMER

YEAR	TRANSACTIONS	SALE	COMMISSION
1	1st Home Purchase	\$189,700	\$5,691
9	1st Home Sale 2nd Home Purchase	\$247,515 \$309,394	\$7,425 \$9,282
18	2nd Home Sale 3rd Home Purchase	\$403,689 \$504,611	\$12,111 \$15,138
			\$49,647

*NAR Profile of Home Buyers/Sellers. The average person moves every 9 years with an average home price of \$189,700. Potential figures based upon a 3% annual appreciation.

Cost of sending a Done for You Newsletter to a customer, EVERY MONTH, for the next 20 years: **\$246.00**

Find out how many people should be in your SOI at:
www.ProspectsPLUS.com/SOI-Calculator