



90 Days to Success Activity 1 First 12 Steps

1. Online Presence
 - a. Set up My Town Gurus website following the instructions included in your Welcome letter
 - b. Set up profiles on
 - i. Zillow
 - ii. Trulia
 - iii. Realtor.com
 - iv. Homes.com
 - v. Active Rain.com
 - vi. Create a neighborhood in NextDoor.com
 - c. Solicit Reviews from third party sources on these sites
2. Social Media Set up
 - a. Ensure set up as a contributor to you're my Town Gurus Facebook Page
 - b. Set up Twitter account
 - c. Set up LinkedIn account
 - d. Optional other services – Pinterest, Instagram, Google+, YouTube
3. Mail a My Town Gurus post card
4. Set up a professional Realtor® voicemail on your phone.
 - a. Thank you for calling Your Name, The Official Town Guru for City Name, and Realtor at Company Name. I will return your call within 24 hours. Thanks again for calling.
5. Purchase Business Cards/ Car sign
6. Purchase My Town Gurus Community Outreach Banner and Postcards
7. Order lawn signs from your Broker
8. Host an Open House
 - a. Post it to all social media sites, My Town Gurus site, your MLS, Zillow, and Trulia
9. Create a Listing Conversation presentation
10. Send an announcement letter to every contact that you have
11. Send you're my Town Gurus Press Release 2 weeks after your announcement letter to every contact that you have
12. Systematically Organize all of your contacts and put a communication plan in place for each of them