



REM 101 Activity 1 Farming Campaign and Scripts

Visit 1 – Day 1

Drop off door hanger, flyer, postcard, magnet, invitation, or other marketing materials.

Call 1 – Day 15

Agent: Hi Mr or Mrs _____. I hope I am not interrupting you, but I wanted to introduce myself. My name is Bill Zeltman from Town Gurus Realty. I am the guy who has been leaving postcards and door hangers at your house. I wanted to call and offer to do a FREE market evaluation of your property.

Client: Not interested.

Agent: It is important to know the value of your home as it is one of your biggest investments. Also we can determine if you have too much or too little insurance, and possible remove PMI insurance from your monthly payments.

Voicemail: Hi, this is Bill Zeltman from Town Gurus Realty. I just wanted to introduce myself and let you know that I'm the one that has been dropping off door hangers and postcards with information about the local real estate market to keep you informed about what's going on in our neighborhood. Also, one of things I'm doing for my neighbors is I'm offering a free market evaluation report. I understand you may not be interested in selling right now, but it is always a good idea to know what one of your biggest investments is worth, ensure you have enough insurance, and remove PMI insurance if you are unnecessarily paying for it. I invite you to call me for the free report or all of your real estate needs at 609-412-7235. Again, Bill Zeltman from Town Gurus Realty 609-412-7235. I look forward to seeing you around the neighborhood.

Answer: Yes

Realtor: Ok, my name is Bill Zeltman and I am calling from Town Gurus Realty. We offer a full service flat fee listing for all of your flat fee and new construction listings? Are you paying more than \$3,000 for any of your listings?

Answer: Yes

Realtor: Our program provides a full service listing for only a flat fee of \$3,000 paid at closing. We offer all of the services offered by other Realtors plus more. Our services include a full consultation, professional photography and videography, yard signs, lock boxes or Supra keys, ShowingTime™ showing scheduling, full service marketing and advertising of your property including inclusion in the My Town Gurus marketing system. Is there a time I could meet with you to discuss our services further?

Voicemail: Hi! This is Bill Zeltman from Town Gurus Realty. I was calling to see if you rehabbed or flipped houses, or built new constructions. If so I offer a full service real estate brokerage service for a low flat fee of just \$3,000 paid at closing. We offer all of the services offered by other Realtors plus more. Our services include inclusion in the MLS a full consultation, professional photography and videography, yard signs, lock boxes or Supra keys, ShowingTime™ showing scheduling, our proprietary full service marketing system and advertising of your property including inclusion in the My Town Gurus marketing system. I invite you to schedule time to meet with you to discuss our services further. My number is 609-412-7235, again Bill Zeltman Town Gurus Realty 609-412-7235



Visit 2 – Day 30

Drop off door hanger, flyer, postcard, magnet, invitation, or other marketing materials.

Text 1 – Day 45

Hi, this is Bill Zeltman from Town Gurus Realty. I just wanted to introduce myself and let you know that I'm the one that has been dropping off door hangers and postcards with information about the local real estate market to keep you informed about what's going on in our neighborhood. Also, one of things I'm doing for my neighbors is I'm offering a free market evaluation report of your home. I understand you may not be selling right now, but it is important to know what one of your biggest investments is worth. I invite you to call me with all of your real estate needs 609-412-7235. Reply STOP to unsubscribe

Visit 3 – Day 60

Drop off door hanger, flyer, postcard, magnet, invitation, or other marketing materials.

Visit 4 – Day 90

Drop off door hanger, flyer, postcard, magnet, invitation, or other marketing materials.

Call 2 – Day 105

Agent: Hi! This is Bill Zeltman from Town Gurus Realty. I walk our neighborhood each month providing you with community resources and real estate updates.

One of the things that I am offering as a service to the community is a free over-the-phone market analysis. This is very important is because for most people their home is one of the most important assets that they have. And just as you would do with a stock portfolio, periodically you should get an update on how your investment is doing. So, what we're offering is a free, no obligation, simple, over-the-phone market analysis. How it works is I ask you some questions about the house, and then I go back to the computer, do a market analysis, and call you back with the results. Do you have some time for me to do this with you now? Are you interested?"

If answer machine:

Hi! This is Bill Zeltman from Town Gurus Realty. I walk our neighborhood each month providing you with community resources and real estate updates.

One of the things that I am offering as a service to the community is a free over-the-phone market analysis. This is very important is because for most people their home is one of the most important assets that they have. And just as you would do with a stock portfolio, periodically you should get an update on how your investment is doing. So, what we're offering is a free, no obligation, simple, over-the-phone market analysis.

You can call me to schedule at 856-457-6571, that's 856-457-6571 or I am available to help with all of your real estate needs.



Visit 5 - Day 120

Drop off door hanger, flyer, postcard, magnet, invitation, or other marketing materials.

Text 2 - Day 135

Hi! This is Bill Zeltman from Town Gurus Realty. I walk our neighborhood each month providing you with community resources and real estate updates. One of the things that I am offering as a service to the community is a free over-the-phone market analysis. This is very important because for most people their home is one of the most important assets that they have. And just as you would do with a stock portfolio, periodically you should get an update on how your investment is doing. So, what we're offering is a free, no obligation, simple, over-the-phone market analysis. Schedule today at 609-412-7235. Reply STOP to unsubscribe

Visit 6 - Day 150

Drop off door hanger, flyer, postcard, magnet, invitation, or other marketing materials.

Visit 7 - Day 180

Drop off door hanger, flyer, postcard, magnet, invitation, or other marketing materials.

Call 3 - Day 195

Agent: Hi! This is Bill Zeltman from Town Gurus Realty. I walk our neighborhood each month providing you with community resources and real estate updates.

I just wanted to call and see how you were doing. (Check notes and continue conversations from previous calls.) I also wanted to remind you that if you, or someone you know has a real estate need, that you would give me a call.

If answer machine:

Hi! This is Bill Zeltman from Town Gurus Realty. I walk our neighborhood each month providing you with community resources and real estate updates.

I just wanted to call and see how you were doing. (Check notes and continue conversations from previous calls.) I also wanted to remind you that if you, or someone you know has a real estate need, that you would give me a call 609-412-7235, that's 609-412-7235. I look forward to talking to you soon!

Visit 8 - Day 210

Drop off door hanger, flyer, postcard, magnet, invitation, or other marketing materials.

Text 3 - Day 225

Hi! This is Bill Zeltman from Town Gurus Realty. I am just following up from the materials I left at your house. The market is busy and now is the perfect time to sell your home. Call me for a free consultation 609-412-7235. Reply STOP to unsubscribe



Visit 9 - Day 240

Drop off door hanger, flyer, postcard, magnet, invitation, or other marketing materials.

Visit 10 - Day 270

Drop off door hanger, flyer, postcard, magnet, invitation, or other marketing materials.

Call 4 - Day 285

Agent: Hi! This is Bill Zeltman from Town Gurus Realty. I walk our neighborhood each month providing you with community resources and real estate updates.

I just wanted to call and see how you were doing. (Check notes and continue conversations from previous calls.) I also wanted to remind you that if you, or someone you know has a real estate need, that you would give me a call.

If answer machine:

Hi! This is Bill Zeltman from Town Gurus Realty. I walk our neighborhood each month providing you with community resources and real estate updates.

I just wanted to call and see how you were doing. (Check notes and continue conversations from previous calls.) I also wanted to remind you that if you, or someone you know has a real estate need, that you would give me a call 609-412-7235, that's 609-412-7235. I look forward to talking to you soon!

Visit 11 - Day 300

Drop off door hanger, flyer, postcard, magnet, invitation, or other marketing materials.

Text 4 - Day 315

Just following up on the recent marketing I left you. If you are thinking of buying or selling a home, now is a great time to get started. Give me a call 609-412-7235 - Bill Zeltman Town Gurus Realty

Visit 12 - Day 330

Drop off door hanger, flyer, postcard, magnet, invitation, or other marketing materials.

Restart Campaign - Day 365

Note: Restart Farming Campaign