



Week 3	Connections To Make, Actions to Take	AMM, Ecards, Videos, Marketing Materials
<div>Nov. 18 - 24</div> <div>Network with service providers</div>	<p>I. Assess accomplishments 1st 4 weeks: # of contacts you shared BHHS Story, # AMMs &amp; Ecards sent, Review all actions completed to leverage conversion! Congratulations!</p> <p>II. Network w/ service providers: Painters to Stagers to Movers to Inspectors to Utility providers to Appraisers to home décor products &amp; related services....dozens of professionals &amp; staff are involved in each real estate transaction. Tell the BHHS story &amp; your role to each!</p> <p>III. Review Mr. Warren Buffett's Companies...who do you know someone that works for one? Reach out and make the connection that you do too!</p>	<p>AMM Week 3 with coaching activities</p> <p>Follow up on <b>Nov. Video Market Report AMM</b> or share the latest Monthly Market Trends Report (located on PGR Intranet)</p> <p>Update Agent Intranet Client list –ready for <b>Nov. 26<sup>th</sup> Enewsletter!</b></p> <p>David Knox web videos &amp; Consumer video: <b>Pricing your Home to Sell &amp; Preparing Your Home to Sell</b></p>

# Week 3

## Agent Portal & Mobile App-

### Specifics

Nov. 18 - 24  
Conversion Prep

Ways to promote your new app:

- *Post in Social media: I'd love to share my FREE Mobile App ... (select one or two of the ways listed to the right)*
- *Include a line in your email signature such as "Download my new Mobile app...(select one or two of the ways listed to the right)*
- *Directly text people from mobile app link (to right)*
- *Post the Widget Embed Code from on your website*
- *Share the QR Code on your new business card, on flyers, in newsletter or other items you mail or give out.*

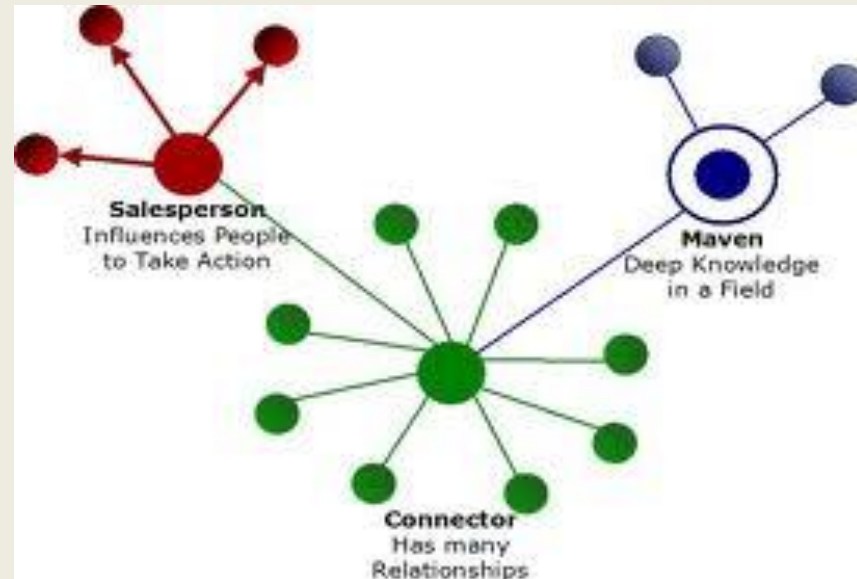
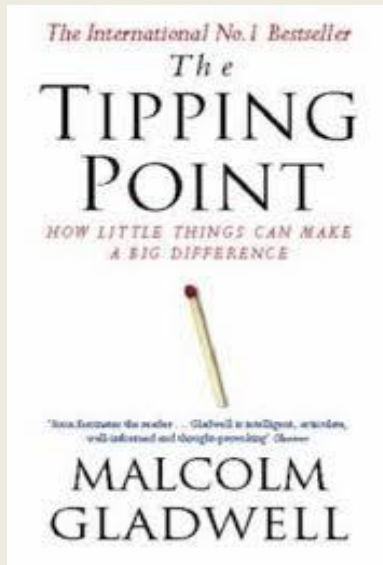
Obtain the SMS  
Keyword, Link, QR  
Code or Widget at:  
<http://prudentialga.mobileapprealtyapps.com/login>

Go to your mobile portal to set up the following:

- Set up your personalized QR code using the Mobile App Portal
- Set up your text phrase (15 characters). This phrase can be used for either 404-620-2300, 678-400-6100 or 706-617-6000.
- You can also obtain your personalized URL link.

Flyer on agent intranet

Week 8	Connections To Make, Actions to Take	Talking points you create for the week:
<div data-bbox="28 632 243 1115"> <div data-bbox="28 632 112 1115">Nov. 18 - 24</div> <div data-bbox="156 669 243 1075">Leverage</div> </div>	<ul style="list-style-type: none"> <li>▪ Hold &amp; promote a caravan or open house or attend caravan</li> <li>▪ Submit a TeamBuilder &amp; help broker secure interview</li> <li>▪ Refer a client to a Core Partner: HS Lending, WNCW, HSA Home Warranty</li> <li>▪ Identity homes/subdivisions or buyers that could benefit from 203K or Renovation Loans &amp; Contact Brian Stephens</li> </ul> <div data-bbox="442 1339 1319 1386"> <a href="https://www.hslgeorgia.com/brian-stephens">https://www.hslgeorgia.com/brian-stephens</a> </div>	<div data-bbox="1373 265 1866 1339"></div>



## Assess who in your database are:

**Connectors**: people in a community who know large numbers of people & who are in the habit of making introductions. They usually know people across an array of social, cultural, professional, and economic circles, and make a habit of introducing people who work or live in different circles.

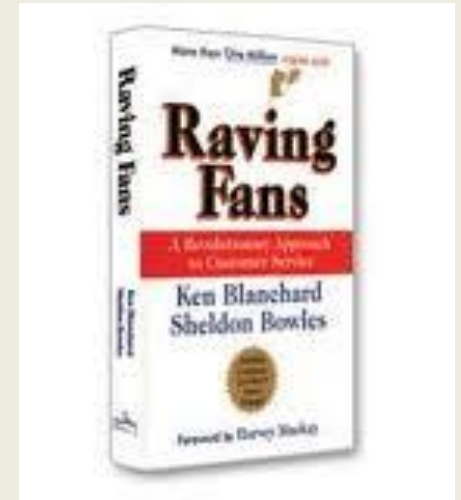
**Mavens**: are "information specialists", or "people we rely upon to connect us with new information." They accumulate knowledge, especially about the market, and know how to share it with others. According to Gladwell, Mavens start "word-of-mouth epidemics"<sup>1</sup> due to their knowledge, social skills, and ability to communicate

**Salespeople** are "persuaders", charismatic people with powerful negotiation skills. They tend to have an indefinable trait that goes beyond what they say, which makes others want to agree with them

# Engage a Team of Service Providers to be your “Connectors” & “Raving Fans” for You

**Who do you know in each category-the professional & their staff? How do you connect with them and send/receive referrals?**

1. Attorney/Probate Attorneys/Estate Planners
2. CPA/Financial Planner/Bankers/Loan officers
3. Home Inspector/Radon/Mold/Surveyor/Appraisers
4. Home Repair Professionals/Painters/Roofers/
5. Home Improvement Professionals Lawn/Decorators/  
Home Décor Owners/ Energy Efficiency Professionals  
Utility Contacts
6. Marketing Professionals/Hospitalities/ Hoteliers
7. CEO's/HR/Key people in large companies/Local offices
8. Teachers/Coaches/Doctors/Dentist/Other care providers
9. Insurance Agents/Security company owners/Pest Control plus other  
Community Business owners
10. Life Change Services: Career Counselors/ Wedding Professionals/Baby related  
product companies/Senior Care providers & services
11. Former agents in the business!



*Good to know.*<sup>TM</sup>





**Elevator speeches: originally meant to last while traveling 2-4 floors in an elevator should really be about 2 sentences ... 3 max.**

**Here's a ideas to weave into your elevator speeches:**

**If asked about what you do /who you work for weave in** *"... imagine the combined efforts of the Atlanta Business Chronicle's #1 residential real estate company for 3 years in a row and Barron's magazine's #1 most respected company in the world? Well, with Berkshire Hathaway Home Services Georgia Properties that is exactly what you get and that's us come Dec. 10th"*

**If a consumer, add:** *"...If you were buying or selling real estate, do you agree, it makes good business sense to work with the most respected company in the market? "*

**If service provider:** *Would you mind if I refer clients to you who expect superior service?*

**If a TeamBuilder prospect :** *"...I would love to introduce you to our managing broker and let you see how a company like this can help you build your real estate business."*

*Good to know.™*



**Fact:** Berkshire Hathaway is the No. 1 company in *Barron's* annual ranking of the world's most respected companies; it stands at No. 8 in *Fortune* magazine's 50 Most Admired Companies survey; and is No. 18 in Harris Interactive's reputation study of the 60 Most Visible Companies.

**Fact:** Berkshire Hathaway employs nearly 300,000 people and owns more than 55 companies, including GEICO, Fruit of the Loom, Dairy Queen, Helzberg Diamonds, Benjamin Moore Paints, Business Wire, NetJets, BNSF Railway Company, See's Candies, MidAmerican Energy Holding Company and HomeServices of America.

***Who do you know that works for one of Mr. Buffett's companies? Make the connection that you do too!***

*Good to know.*<sup>TM</sup>





