



# I Got an Address... **WHAT'S NEXT?**

Leverage these best practices to  
**SURGE** to a strong finish in 2014!

## **1 REVIEW**

Do you know the address? Is it in your farming area? A current listing? A past client?

## **2 RESEARCH**

Look at tax records (Realist, CRS, PowerTools, Interactive AVM)  
Google name & address to get phone number. Use Intellius for  
phone number. Google address & check FSBO sites.

## **3 STRATEGIZE**

Look for patterns.

## **4 TAKE ACTION**

Send postcards or flyers (Real Estate Advisor)  
Drop by with item of value, make phone call and repeat.  
**Remember 8X to get attention!!!**

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