



RECHARGE

*Daily action initiatives
to drive your business*

TUESDAY | SEPTEMBER 1
**PERSONAL GROWTH
& DEVELOPMENT**

ACTIVITY

Write a Powerful Affirmation
and Gratitude list to repeat daily
for the next 30 days. Display
your affirmation where you
will see it daily; then email it to
training@bhhsgeorgia.com

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WEDNESDAY | SEPTEMBER 2
**MOXIENGAGE
CONTACTS**

ACTIVITY

Add 15 people to your database through MoxiEngage and call to follow up to verify accurate contact information. If contacts are already loaded, call 15 people to ensure you have the correct contact information for them and that their contact file is complete.

A complete contact includes:
phone #, email, and home address.

Reach out to those that are missing contact information in order to update the contact file or delete from Moxi if they are no longer a valid contact



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THURSDAY | SEPTEMBER 3
SOCIAL MEDIA

THURSDAY
ACTIVITY



Share a Trendgraphix statistical
update on social media

Click here for demo

SOCIAL



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FRIDAY | SEPTEMBER 4
FEATURED FRIDAY

FRIDAY
ACTIVITY

Post a “Featured Friday Property”
from the BHHSGeorgia.com website
that you will showcase on Facebook,
Twitter or Pinterest pages.

[Click here for demo](#)

PROPERTY
SHOWCASE



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MONDAY | SEPTEMBER 7
MOXIENGAGE
HOLIDAY CAMPAIGN

MONDAY
ACTIVITY



Set up your entire database to receive the
MoxiEngage 2020 Holiday Campaign.

*(If your database is already receiving this campaign, contact a
minimum of 10 people to wish them a Happy Labor Day and offer
greetings for an enjoyable holiday.)*

CLICK FOR DEMO

HOLIDAY
CAMPAIGN



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TUESDAY | SEPTEMBER 8
DAVID KNOX
VIDEO MESSAGE

TUESDAY
ACTIVITY



Set a reminder or alert in your phone to log on to David Knox (Agent Hub or David Knox app) and view 1 helpful video message per day for the next 30 days.

CLICK FOR DEMO

DAVID
KNOX



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WEDNESDAY | SEPTEMBER 9
NEIGHBORHOOD NEWS

WEDNESDAY
ACTIVITY

Set up 25 of your database contacts
to receive a Neighborhood News
subscription. If your contacts are already
receiving Neighborhood News updates,
select 10 people to call for feedback.

[Click here for demo](#)

database

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THURSDAY | SEPTEMBER 10
**CREATE BUSINESS
YOUTUBE CHANNEL**

THURSDAY
ACTIVITY



Create a business YouTube Channel. If you already have a business YouTube Channel, share a video on social media with your SOI that you have previously recorded.

CLICK FOR INSTRUCTIONS

YOUTUBE
CHANNEL



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FRIDAY | SEPTEMBER 11
**MEGA OPEN HOUSE
WEEKEND**

FRIDAY
ACTIVITY



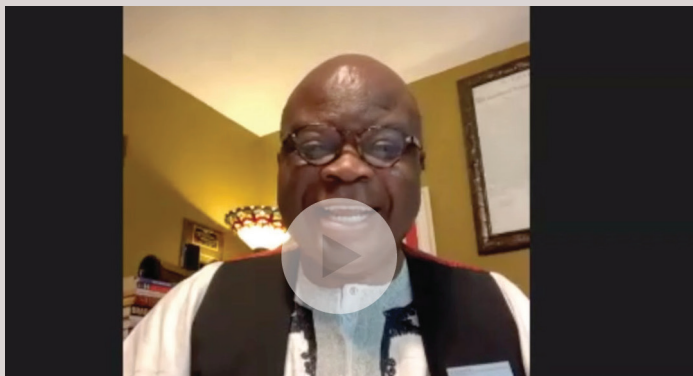
If you are hosting a MEGA open house, deliver a promotional flyer to the neighborhood personally inviting them to attend. If you are not hosting an open house during the MEGA event, either find another associate to shadow this weekend or plan to host an open house the following weekend.

MEGA

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MONDAY | SEPTEMBER 14
PAY IT FORWARD



Today is a day to “pay it forward”. We recently lost one of our own. Sam Esale of our Northeast Metro Atlanta office passed away Labor Day weekend. His kind heart was always centered around “giving back”. Quarterly, Sam traveled back to his home country of Cameroon, Africa to assist with ethical governing and to provide resources to underserved communities. This past June, Sam enlightened SOAR Coaching participants with his positivity, calming nature, and steadfast passion for success. Watch the moving and inspirational message from Sam. In loving memory of Sam and all he believed in, please initiate an act of kindness in your community today.

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TUESDAY | SEPTEMBER 15
VIDEOLICIOUS

Download the Videolicious app from the Agent Hub – Click on the Apps tile RESource Center ~ Marketing Resources ~ Video Creation bar. Create a short video to share with your sphere of influence about the current state of the market, neighborhood stats, information about the community, or about a new listing or open house. Share the Videolicious link on any of the social media outlets. Email to training@bhhsgeorgia.com

CLICK FOR DEMO



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WEDNESDAY | SEPTEMBER 16

**UPLOAD RECENT
VIDEOLICIOUS VIDEO**

WEDNESDAY
ACTIVITY

Upload your recent Videolicious video to YouTube and create a MoxiPresent presentation to include this video. Share with your sphere of influence through email or social media.

videolicious

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THURSDAY | SEPTEMBER 17
SOCIAL MEDIA

THURSDAY
ACTIVITY

Join one or more of Berkshire Hathaway HomeServices Georgia Properties social media outlets and share a recent post to your corresponding social media account(s).

Company

Facebook: @BHHSGeorgiaProperties

Instagram: @bhhsgeorgia

Linkedin: bhhsgeorgia | Twitter: @bhhsgeorgia

Luxury

Facebook: bhhsgaluxury

Instagram: @bhhsgaluxury

Linkedin: bhhgaluxurycollection

Twitter: @bhhsgaluxury

Youtube: Luxury Collection - BHHS GA Properties

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FRIDAY | SEPTEMBER 18
**HANDWRITTEN
NOTES**

FRIDAY
ACTIVITY



Write 5 handwritten notes to your sphere of influence, current or past clients, or anyone in your network who may benefit from your services. Be sure to enclose your business card and offer to be of service for any referrals they may have as well.

HANDWRITTEN

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MONDAY | SEPTEMBER 21

**PROSPECTING
FOR LISTINGS**

WE NEED MORE LISTINGS!

Search MLS tax records in your desired area for non-owner occupied properties. Contact them to see who may be interested in selling (or investing in additional real estate). You will be able to identify these prospects in FMLS REMINE and/or when the tax billing address is different than the actual physical home address.

Utilize Cole Realty Resource or other resources (TruePeopleSearch.com, WhitePages.com, etc.) to locate phone numbers and/ or email addresses. Be sure to cross-reference with the National Do Not Call List.

Contact a minimum of 10 potential sellers and have a dialogue about providing a BuySide BMA report or MoxiPresent CMA.

CLICK HERE FOR SAMPLE SCRIPT



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TUESDAY | SEPTEMBER 22
**GROWTH AND
DEVELOPMENT**

TUESDAY
ACTIVITY

View a minimum of five (5) MoxiPresent “how-to” videos to further your knowledge in utilizing MoxiPresent to help expand your business. Complete a seller or buyer presentation to send to your SOI or a connection you made on Monday through your prospecting efforts.

CLICK FOR DEMO

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WEDNESDAY | SEPTEMBER 23
MOXIENGAGE
LISTING CAMPAIGN

WEDNESDAY
ACTIVITY

Set up your MoxiEngage 5-week
“NEW Listing Campaign - 2020”.

Activate this campaign to your
entire database in an effort to
generate more listings.

The first campaign message will be
sent Monday, Sept 28. Be sure to
follow up with a phone call to your
database to discuss opportunities.

[CLICK HERE FOR DEMO](#)

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THURSDAY | SEPTEMBER 24
SOCIAL MEDIA

Post the following image on Facebook and/or Instagram to create buzz and engagement. Reach out to everyone who replies to your post. Engage them about now being a perfect time to buy, sell, invest, or refinance.



BERKSHIRE HATHAWAY | Georgia Properties
HomeServices

[CLICK TO DOWNLOAD](#)



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FRIDAY | SEPTEMBER 25
**FEATURE
FRIDAY**

FRIDAY
ACTIVITY



Take a selfie in front of a special landmark of your choosing and post on social media. Highlight the area and describe what this landmark means to you. Be sure to add the hashtag:

#bhhsfeaturefriday

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MONDAY | SEPTEMBER 28
PROSPECTING

Contact 10 homeowners around a property that was Just Listed/ Just Pended/ Just Sold to alert them of the recent status of that property. Your goal is to generate rapport, spark interest in recent neighborhood activity, share home appreciation statistics and low inventory details. It is also a great time to emphasize low mortgage rate information, inquire about their needs or who they know looking to make a change, and to offer your monthly market update. All of this helps to inform the consumer of real estate activity in their area.

[CLICK TO DOWNLOAD SCRIPT](#)

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TUESDAY | SEPTEMBER 29

**GROWTH &
DEVELOPMENT**

ACTIVITY

View Week 1 & Week 2
“Listing Contest 2020”
Learning Path on PROPEL.

Set an alert in your phone and/
or calendar to view the remaining
Learning Path courses for weeks
3, 4, and 5 throughout the
listing contest period.

Visit the Agent Hub:
Learn Tile > PROPEL > Content
Library > **2020 Listing Contest**

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WEDNESDAY | SEPTEMBER 30
MOXIENGAGE
CAMPAIGN FOLLOW-UP

WEDNESDAY
ACTIVITY

As a follow-up to the
September 23rd action step of
activating your MoxiEngage New
Listing Campaign 2020, contact 10
people in your database to discuss
options in today's market:

BUY, SELL, INVEST, or REFINANCE

This is your opportunity to stand out as a dynamic real estate resource. With interest rates at an historic low, it's an incredible time to purchase or invest in real estate. The current shortage of inventory has driven home sale prices up, making it a great time to sell as well. And, if those in your database are already in their dream home, they may benefit from considerable monthly savings with a mortgage refinance.