EZ Real Estate Platform Listing Challenge

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Gift Bags 3 Touch 30 Day Listing Challenge

Dollar Store Gift Ideas $5 or Less

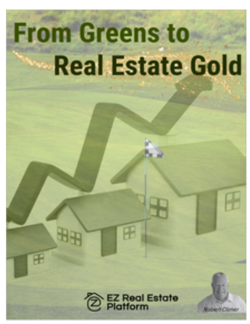
Seasonal Items

Christmas - 2 Mugs - 2 Hot Chocolate Paks

Little Bag of Little Marshmellows

2 Candy Canes

Cost $3.27 Each Bag



Contents in Bags

Whats my home worth CMA

Breif Explainer Letter

Lead Magnet

Seller's Guide

Marketing Guide

Your Authored Book

QR Code Sticker

Website, YouTube Channel

Sticker with Bio or Message or Contents, just make sure you get out USP.

30 Day Listing Challenge

For the next 30 Days we are doing a Listing Challenge!! By the end of the 30 days, you will have completed 100 CMA DROP OFFS!!!

Here is what you need to do to participate;

Do 25 CMA'S EVERY WEEK to past clients, a specific neighborhood, your niche, anyone you want!! You just need to do 25 per week (100 per month). If you miss a week, that means you have to start over, so try to stay on course!

Completing the Full CMA Process includes:

1. Run comps of the home.
2. Email CMA.
3. Drop off CMA.
4. Do a quick 2-3 minute video recap of CMA and email it to them.
5. Knock on Door and hand it to them.
6. If they don't answer, video text letting them know it's on their door. Also, let them know to check their email for a quick video reviewing the CMA.
7. Drop off Marketing Plan.
8. Drop of Seller's Guide.
9. Follow up w/ steps 7-8 digitally (this should be done in your CRM. If not, try to set up the workflows).
10. Make an audience on Facebook to target them with ads, then make a Special Ad Audience as well.
11. Call 1 week later to check-in and see if they need any help or know of anyone who needs help. Don't know how to find contact information? Try these!
    - Remine
    - Cole Realty Resource
    - Property Radar
    - **Call title/escrow company for a free list**
    - Create direct mail letter using

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What should I do if I have not completed all the necessary components, such as the marketing plan, seller's guide, or book?

Be resourceful! Complete as many steps as possible. Delivering the Comparative Market Analysis (CMA), creating a video review of it, and following up can significantly enhance your efforts.

Where can I find individuals to whom I can deliver the CMA?

Leverage your network! Consider friends, past clients, and co-workers. Target specific subdivisions you wish to dominate, niche properties, or particular homes that fit certain criteria, such as age or equity. Additionally, think about those experiencing life transitions, such as the passing of a loved one, childbirth, children moving out, or retirees looking to downsize.

Let’s track how many new clients, referrals, and business opportunities arise from this approach. Whether you obtain a referral or a lead, it all counts! Keep meticulous records of leads, as well as any new listings and buyers that result from your efforts.

Good luck! However, remember that success is not solely about luck; it requires hard work, consistency, and ensuring that your daily tasks—such as completing your 12:00 CMA—are consistently accomplished (25 divided by 5 equals approximately 5 a Day). Effort begets results.

Keep a record of the CMAs you complete, and it will be interesting to see the outcomes of these efforts as the year progresses.

Finally, do not forget the importance of follow-ups. Stay in touch, check in regularly, and ensure you are sending relevant content through your email newsletters and monthly handouts. I look forward to witnessing your success!

Real Estate Agents who are persistant will acquire 5-10 Listings per Month!