

How to Create a Sphere

The #1 reason realtors lose clients is because they lose personal contact with them. When realtors forget about their Sphere these contacts forget about you.

So how do you go about creating a sphere?

1. Define a list of at least 100 people. These can be family, friends, friends of family, your doctor, dentist, neighbors or anyone that would know your name (or family name). Your everyday goal should be to meet 2 new people, establish a brief relationship that would warrant you to stay in touch. Keep a small notepad and add these people daily. Your best chance for a listing is from people who know you.
2. Enter your Sphere demographics in an organized contact management system. This doesn't have to be anything really fancy. Microsoft Excel, ACT or Top Producer. Make sure that files can be exported to Excel or text format. This would be needed when using a mailing house to do your mailings.
3. Classify and prioritize your Sphere. What this means is categorize your contacts based on factors such as how quickly they might think about moving, are they expecting a baby, children are moving out, etc. You may consider, remembering things like birthdays and anniversaries as levels of intimacy?
4. Record highlights of each interaction/conversation. This is the most important point in keeping your Sphere up-to-date as well as using it as a valuable tool. During the interaction/conversation, gauge items of change in your contact's life. Is their job changing, are they expecting a child, are they looking to move-up? These answers are not from direct questions, but rather talking about how things are going and what is going on in their life. You will pick up clues that you record that will help with the next time you contact them or know that as a prospect, a home change is imminent. Up to 20% of your addresses may change each year. Have your mail house update the validity of your addresses.
5. Talk with each person in your Sphere at least every quarter. Again, record highlights.
6. Comfortably call at least three people in your Sphere each day. Again, record highlights.
7. Use handwritten notes to acknowledge birthdays or anniversaries.
8. Routinely ask for referrals. This is often hard for most people to do. You can add it as a reminder when you talk to them or make it a consistent message on your direct mail piece. In addition, add it to the home page of your website. **IT IS NEVER WRONG TO ASK FOR BUSINESS!**
9. Create a monthly campaign using a direct mail piece that has either information of interest (sport schedules, recipes, etc) or a direct mail piece that states why they should do business with you. A direct mail piece that they keep or place on their refrigerator is the best. The piece needs to have items such as a "call to action", your picture, contact information and a personal message that they will identify with you.

Benefits of a Sphere

1. Guaranteed to generate more referrals.
2. Increase your commissions and income.
3. Large Return on Your Investment of time and money.
4. Eliminates cold calling!
5. Takes less than 30 minutes per day.
6. You will take control of your business!
7. Contact people who know you.

Some Information provided by "Get Your Sphere in Gear"
Stuart Kaufman, MS, MBA

10 Really Good Opening Lines—Calling Your Sphere *

One of the reasons agents don't make sphere of influence contacts is because they feel somehow embarrassed or bothersome. Often agents just plain don't know how to open up a conversation. They feel lost without a clear reason to make the phone call (*) or knock on the door. So to eliminate this challenge, let's review ten simple ways to contact your Sphere of influence:

1) Open House

"Good Morning client. This is Jim over at ABC Realty. How are you? Great! Listen the reason for my call is that I'm doing an Open House at one of my listings, I just wondered if I could send you a copy of the flyer in case you hear of anyone thinking of moving?"

2) New Listing

"Good Morning client. This is Jim over at ABC Realty. How are you? Listen, I just listed a couple of really hot buys and I'm contacting everyone on my list. I just wondered if I could send you over a copy of the flyer in case you hear of anyone thinking of moving?"

3) Anniversary House Closing

"Good Morning client. This is Jim over at ABC Realty. How are you? Listen, I just wanted to wish you and your wife a happy house anniversary! Can you believe you've owned that house a year already? How has it been working out for you?"

4) Invitation to Event

"Good Morning client. This is Jim over at ABC Realty. How are you? Listen, I just wanted to personally invite you to women's club luncheon, trade show booth, office open house."

5) Just Driving Through

"Good Afternoon client. This is Jim over at ABC Realty. How are you? I drove through your neighborhood yesterday showing another property and I just wanted to call and check in with you - how's the house been treating you?"

6) Selling a House Nearby

"Good Morning client. This is Jim over at ABC Realty. How are you? Listen, I'm working on selling a home not too far away from yours at 123 Main. I'm just doing a little research on the neighborhood. Can I ask you a couple of quick questions?"

7) Just wanted to Say Hi

"Good Morning Client. This is Jim over at ABC Realty. I was thinking about you the other day and I just thought I'd give you a call and see how everything is going...."

8) Critique

"Good Morning client. This is Jim over at ABC Realty. How are you? I'm working on a couple of new marketing ideas, newsletter, postcards, personal brochures, flyers. I wondered if you could give me your thoughts on what you think of them. Could I send them over to you?"

9) The Ambassador

"Good Morning Client. This is Jim over at ABC Realty. How are you? Could you do me a huge favor? I'm really trying to build my listing inventory this month. If you see any FSBO (For Sale By Owner) signs in your neighborhood would you write the number down for me?"

10) Great Expectations

"Good Morning Client. This is Jim over at ABC Realty. How are you? Listen, I just wanted to let you know I put something in the mail to you today that I thought you might really enjoy.... Newsletter, neighborhood report, new listing, open house flyer, CMA Update."

Think back for a moment. Where did your last three real estate closings come from? If your answer was that at least one of those sales came from your sphere of influence, doesn't it make sense to focus some of your time and energy on developing this valuable resource?

About the Author

Jim Remley is a speaker, author and active real estate broker with eight offices. He is also the owner of Pro Performer, the RealtyU Affiliate in Southern Oregon. Jim won the RealtyU Rookie Instructor of the Year award in 2001 and the Pacesetter Award in 2002, 2003 and 2004. The RealtyU network has 200 real estate school locations across the Northern America. RealtyU educated 305,000 real estate professionals in 2005, making it the largest real estate training network in the industry. For online real estate courses visit <http://www.realtyuonline.com>

* Please check and make sure if your state is a No-Call state. Review the rules that apply to this law.