

PROSPECTING GUIDELINES

Prospecting for clients is a basic sales skill that all real estate agents should have in their toolbox. Agents should develop their own preferences on how to prospect, but here are some suggestions:

- Set aside specific times to prospect on specific days each week (for example, 3 hours 3 days per week or 1 hour per day).
- During this time, select a group of leads to call through. This could be a PHT lead pond, “nurture” leads already in your database, a neighborhood to circle dial, or FSBO/expireds.
- Pull up your list in FUB and begin calling through FUB. Use a script that makes sense for the source of the lead.
- If the lead doesn’t answer, decide whether you will leave a message, try again immediately, etc.
- **If you speak with the lead, be sure to note what will happen next:**
 - Lead already has an agent or tells you not to contact them - leave note in FUB and change stage to Trash.
 - Lead is not interested in looking at homes now but might be sometime in the future - leave note in FUB and set a reminder task to follow up again (good rule of thumb - use whatever timeline they think they will be ready and cut it in half). Assign lead to yourself and change status to nurture.
 - Lead gives you information about their search criteria - leave note in FUB, assign lead to yourself, set them up on an MLS search, set reminder task to follow up again.