

Call your Sphere of Influence (SOI) and reconnect with an old friend, acquaintance, family member or coworker:

(Ring, ring) Hello?

“Hey, _____, this is (your name) How’s it going?” Give them time to respond

“That’s great, I’m doing well! Thanks for asking. I can’t believe it’s been over a year since we last talked” (insert FORD question here) How is your Spouse? Where are you working these days? What do you have going on this summer?

Allow them to respond and ask follow up questions. This part of the conversation should be very casual, and the questions you ask will depend on how well you know the person and how long it’s been since you last talked. Make smalltalk for a few minutes using the FORD questions. These are people you already know, so let the conversation progress naturally.

They will likely reciprocate by asking you questions about your life. If they don’t ask about your work, proceed with...

“Well look, I don’t want to take up too much of your time today, but I got my real estate license and I’ve really been enjoying it. I wanted to see if there was anything I could do for you?”

Let them respond

“Ok, great. Well, if there is anything I can ever do for you, I would appreciate the opportunity” (Plant seeds for future business. This could include refinancing, referring them to a maintenance professional, buying/selling investment properties etc.

(Optional)

“Who do you know that may be looking to buy or sell a home this year?”

This question doesn't give them an option to say yes or no. When you ask “who do you know” this makes their brain start trying to think of people.

If they can't think of anybody, direct their brain to a small group of people by asking a specific question like:

"Who do you know that's currently renting an apartment, or getting married?"

Remember, people buy and sell real estate when “life events” happen. Other life events include: having a baby, divorce, job loss, job promotion, job transfer, death in the family, etc.

Capture their information

"I have a lot of interesting information about the real estate market in your area, let me make sure I have your current email and mailing address"

“Do me a favor, please. If you do hear of somebody with a real estate need, will you keep me in mind? I'd be happy to use my new knowledge and resources at Keller Williams Realty to help them out”

Close the conversation by going back to FORD. Either reference something they said earlier in the conversation, or ask another FORD question to take the conversation away from real estate and end on a positive, happy note.

Enjoy the few minutes you have on this call and catch up on old times. Our goal here is to reconnect and reestablish our relationship, build our bond stronger, understand their potential real estate needs, and stay in regular communication.