**Calling your Sphere of Influence (SOI) :**

Reconnect with an old friend, family member, acquaintance 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 small talk 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...

“I’m trying to plan the rest of my year and before I do, I want to make sure I'm available to you, so, do you have any real estate related plans for the year, either buying, selling or maybe even investing?

Or…

“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, then…

“A lot of the people I do business with know other people who are thinking about real estate and I would love to get a hold of them as soon as possible to get them in my calendar for the year. Can you think of anybody right now that has real estate related needs?”

Or…

“Statistics show that you’ll likely know between 6 to 10 people that will buy or sell a home in the next 12 months. Can you think of anybody right now that I should be helping?”

If they can’t think of anybody, direct their brain to a more specific group of people by saying something like:

"A lot of times people need to buy or sell when they’re getting married, or planning to have more kids...”

If it's an older person you’re talking to, consider: “A lot of times people need to buy or sell as they are preparing to retire or as their children graduate high school and move off to college…”

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.

Ask for their contact information:

"I have some interesting information about the real estate market in\_\_\_\_\_\_(their area), let me make sure I have your current email and mailing address”

“Ok, great. Well, if there is anything I can ever do for you, please don’t hesitate to reach out and ask.” (Plant seeds for future business. This could include refinancing, referring them to a maintenance professional, buying/selling investment properties etc.)

“Do me a favor, please. If you do hear of somebody with a real estate need, will you keep me in mind? Id 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.

“Well Tim, It's been great catching up with you and I hope you and the kids have a lot of fun this weekend on your trip to Sedona. Take lots of pictures!”

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.

Additional Tools:

I have some exciting news, I just got my real estate license! I’m working with Keller Williams Realty, which means I have all their knowledge and resources available to me.

It’s been awhile since we last talked and I’d like to apologize for not staying in touch. I’ve been busy growing my real estate business. I have a personal goal to help \_\_\_ (#) families get into the home of their dreams this year.

Have you wondered about the costs and the process to get into a home of your own? I’ve found that some people don’t think they can afford to buy their own home, and that they may be able to buy a home for almost the same amount as they are paying in monthly rent.

I would love to sit down with you and explain the process of owning your own home. There’s no obligation of course. Would you like to meet tomorrow for 15 minutes or would Thursday be better?