



EASY 4 STEP ACTION PLAN

1. **Learn how to read the stats** with this super quick video [HERE](#) and for listing presentations [HERE](#). The referenced **Sales Ratio % cheat sheet** can be found [HERE](#). It is included monthly with your new stats email.
2. **Share the Infographics, Videos or Maps monthly** to your Facebook, Twitter, website and blog easily with the links we provide. **Don't use social media? Create a printed mailer postcard using the infographic for your farm area.** You will find these products in the Members Resource Centre (see below) and in our monthly Toolkit (newsletter) we email you.
3. **Communicate with your contacts at least once a month with a quality newsletter.** You can create this yourself or enlist a third party to do it for you at an average cost of \$50 to \$80 a month. **SnapStats Member Option!** We provide a custom designed newsletter template and email it out for **only \$22 a month** (subject to change) with our 100% automated service. Details [HERE](#) and sample template. You can have it up and running within a week and then never think about it again.

TIP for **existing** MailChimp account holders! For detailed instructions on how to create your own MailChimp newsletter and to amplify your marketing efforts see '**33 SMART Touch Marketing System**' in our Member Resource Centre (link below.)

IMPORTANT: If you do not have a MailChimp account it is imperative you contact us first before attempting to open a free account.

4. Use the **script** [HERE](#) for **open houses and safer door knocking***. It works and generated one subscriber \$70,000 in income over two years as a direct result of using SnapStats at her open houses. **TIP!** Wear your REALTOR® pin to attract conversation about the market. Memorize a few key stats and key words of the script for when people engage you about the market. Recommended reading: [Smart Open Houses](#).

**Door knocking: More and more agents today are incorporating this traditional form of prospecting with the onslaught of digital media messages and information. Define a geographic farm area and door knock a couple of hours 3 to 5 hours a week. NOTE: Many strata's have bylaws restricting soliciting so instead host an open house using the tips in step 4 above. Be sure to watch the safety video [HERE](#) and/or prospect with a REALTOR® friend.*

MEMBER'S RESOURCE CENTRE & BONUS TOOLS:

There are MANY bonuses, free tools and information waiting to be discovered by you in our [Members Resource Centre](#). After you implement the above take some time to go through the Centre in detail and discover all the hidden gems. Contact us if you need your password.