

How to Help Your New Agents Build Their Database

Don't let your new agents fall back on costly, underqualified purchased leads. Instead, educate them on how to generate quality leads through relationship-building. Hold a meeting and use this database-building exercise to get your new agents on track. Here's how:



Compile a list.	Organize that list.	Reach out!
<ul style="list-style-type: none"> ✓ Family & Friends Parents, grandparents, in-laws, siblings, children, aunts, uncles ✓ Professional Relationships Past colleagues, vendors they have worked with, professors/teachers ✓ Services You Use Barber/hairstylist, banker, doctor, dentist, accountant, barista, landscaper, etc. ✓ Social Media Contacts Facebook friends, Twitter or Instagram followers <p><i>... and anyone else that might not be in their closest circles.</i></p>	<ul style="list-style-type: none"> ✓ Use an application that can be uploaded into a CRM like Microsoft Excel. That will save time later. ✓ Make sure they have everyone's full contact information. This should include mailing address, phone number, and email address. ✓ If they are missing one of these, this gives them the perfect opportunity to make contact, ask for their information, and start a dialogue about their new career. 	<p><i>Now agents get to tell everyone they know that they've started a new career!</i></p> <ul style="list-style-type: none"> → They will start by sending everyone in their database a letter via snail mail on their new company letterhead with a business card attached. The note should let them know they have started a career in real estate and plan to work primarily by referral. → This sets the expectation that they'll be keeping in contact by sending them valuable information on a regular basis.

Use the below template as a guide to help your agents get started organizing their database.

	A	B	C	D	E	F	G	H	I
1	First Name	Last Name	Phone Number	Email Address	Street Address	City	State	Zip Code	Notes
2	Joe	Smith	123456789	joe@email.com	1234 Main	Carlsbad	CA	92111	Daughter's name is Michelle
3									
4									

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