

Breakthrough Broker Playbook

DOUBLE YOUR BUSINESS IN JUST 15 MINUTES PER DAY

This playbook when used diligently and with discipline will double your personal income within 12 months. Follow the action items described every work day, Monday through Friday.

Monday

Recommend 10 new REALTORS for your BreakthroughBroker.com platform. Recommending clients for the site is easy.

1. **Log in to BreakthroughBroker.com and click the “recommend” link at the top of the site.**



2. **Fill out the form accurately with your name, Agent Engage ID and the agents information. Your Agent Engage ID is your first and last name no spaces.**
3. **Congratulations! Once you've recommended 10 Agents your done with Monday's task.**

What happens next?

1. Breakthrough Broker takes the REALTOR information submitted and creates a free profile for each of your clients.
2. We send them an email explaining that they've been given a free profile on Breakthrough Broker inviting them to check it out.
3. They now begin receiving your company branded emails and each time they click to view the content in they email the are directed to your Breakthrough Broker site.
4. Your automated marketing system has now been put to work.

Tuesday

FOLLOW UP CALLS

Today you will call the 10 agents who you recommended for Breakthrough Broker yesterday. Remember, they received an email informing them of their new profile. Here is your callback script.

Intro: “Hi Eric, I’m calling to see if you received an email yesterday about a website called Breakthrough Broker?”

They say yes, you say: That’s great, have you had a chance to log in and look at any of the productivity resources it offers?

They say yes: Great, what did you think? By the way, would you want to set up a time to meet and I can show you my favorite resources on the site?

They say no, you say: Okay no problem, I would like to set up a time to meet and I can show you my favorite resources on the site? I’d love to get your opinion.

They say no, you say: Well I realize your busy but I thought of you when I saw this new resource we now have. It has some pretty amazing prospecting, business planning, and marketing strategies for REALTORS and I would love to get your opinion. (Be quiet after this statement!)

They say yes to taking a look, you say: Great, I’m going to send you an email as a friendly reminder to take a look and I will follow up with you, does that work?*

*Don’t forget to schedule follow up, no more than 2 days from now

Voicemail

Hi Eric, I’m calling to see if received an email yesterday about a website called Breakthrough Broker? I’d love to get your opinion of this new resource. I’m going to send you an email about it real quick, call me when you get a minute.

Email Follow Up

Be sure to let your Realtors know the following:

1. They already have a profile and they can log in now.
2. login URL: BreakthroughBroker.com/login
3. Their default password is the word secure

Your follow up call two days later: Hey Eric, did you have any time to look at that site? **They may say no.** No problem, I ask because some of my other Realtors are having really good results with it. How does coffee sound and I can give you a demo. Remember it’s totally free.

With every realtor contact regarding breakthrough broker make sure they are receiving the emails.

Wednesday

TEN IDEAS FOR THREE APPOINTMENTS

Today you will leverage the content on BreakthroughBroker.com to get appointments with Realtors. Every Wednesday schedule three appointments utilizing these value add tactics.

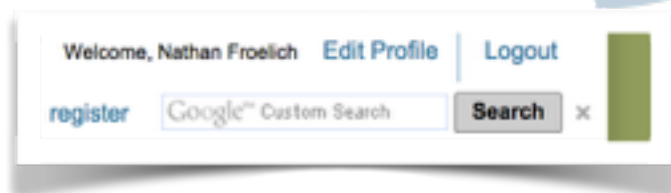
Script Example 1: “Hello [Realtor Name], I’m calling because my number 1 goal is to help my Realtors add one or two more sales this year. I was wondering if you’ve had a chance to do your **Self Promotional Brochure** for 2015? **Insert the content from the list below that you think they will be the most interested in.*”

Depending on the outcome of the call either schedule an appointment or send them the related content by email.

Content on Breakthrough Broker Solves the agents need for

Business Plan	Take their business to a new level/Growth
The “Magic Letter”	Have buyers who can’t find the right home
Self Promotional Brochure	Develop their personal brand/image
Marketing Action Plan	Growth and marketing budgeting
Zillow FSBO Technique	Lead generation
Low Inventory Letter	Lead generation for listings
Referral Playbook	Referral planning and marketing
Accounting Workbook	Business management and budgeting
Listing Prospecting Ideas	Quick ideas for getting listings
Listing Presentation	Marketing materials and branding
Buyer Presentation	Marketing materials and branding

Find site content using the site search tool located at the top right of BreakthroughBroker.com. Pictured right.



Thursday

REPORTING AND THE REASON TO CALL

Each Friday you receive a report from Breakthrough Broker, this report shows you all of the realtors you have recommended. The report also tells you who is using the site and who is not.

YOUR TASKS TODAY

Call five agents who have logged into Breakthrough Broker and say

"Hi Eric, I hope you are having a great week. I noticed you have used our Breakthrough Broker site 3 times in the past few weeks and I wanted to know if there was anything you needed from me on the title/mortgage side of things. Is there anything on breakthrough broker you would like to sit and go over?"

Call five agents who have not logged in and say

"Hi Eric, I hope you are having a great week! I am giving you a call because I noticed you had not been to our breakthrough broker site for a few weeks (or even ever) Have you been receiving the business ideas from Breakthrough Broker?"

If they say no or I just haven't had time

Oh that's too bad, they had sent out a great Buyer Presentation and my other agents have said it was very helpful. I'd like to forward it to you and get your opinion of what you think. I have it printed out if you want to meet over coffee to read through it with me."

Best Practice: Breakthrough Broker is a powerful top of mind marketing system which works best when you remember to ask for the business. When making your reporting calls be sure to ask for the business. Check out this testimonial from one of our clients.

"I just wanted to take a moment to tell you how much i am LOVING break through broker. What awesome tools, and SO MANY of them! I just tried out the listing photo branding ... LOVE it. Yesterday I perused the Facebook tips.... AWESOME. and free Podio CRM?? WOW. Again, thank you, I will be visiting that sight ALOT in the next few weeks."

Friday

THE BIG PICTURE

The Breakthrough Broker marketing platform can be leveraged in many unique ways. Your task today is to take a proactive approach using the concepts below.

Real Estate Company Opt In: What's that mean? You can schedule meetings with the Broker/Owner of a Real Estate office and show them the benefit to "opting in" the entire roster of real estate agents of their office to your Breakthrough Broker platform. Here's how it works.

"Hello Mr. Broker Owner, I'd like to help each agent in your office sell one more home this year, would that help your bottom line? (be silent and let them respond) We have a new marketing platform through Breakthrough Broker that will send every agent ideas, tips, tools, technology and strategy to help build momentum in their business, each week. This is free for the company and I can have it set up immediately.

If they ask for more information or to clarify

Things like prospecting ideas, marketing templates, business planning, social media strategy, just to name a few. hundreds of companies have signed up on this platform. Again it is free.

*The technical aspect of getting everyone recommended is easy, we simply need a spreadsheet and an email from an authorized person at the real estate office.

Networking, training, and the sales meeting: Get agents signed up on your Breakthrough Broker platform at in person events. Stand out from your competition by letting agents know that you have new marketing platform that will delivery ideas, strategies, and technologies to them every week for free.

Your Action Item: Schedule 2 in person or networking events and one meeting with a broker owner

Have questions? Contact us

Eric Sachs • eric@breakthroughbroker.com • 970.420.1414

Shannon Lemon • shannon@breakthroughbroker.com • 303.780.4955