

Breakthrough Broker Playbook

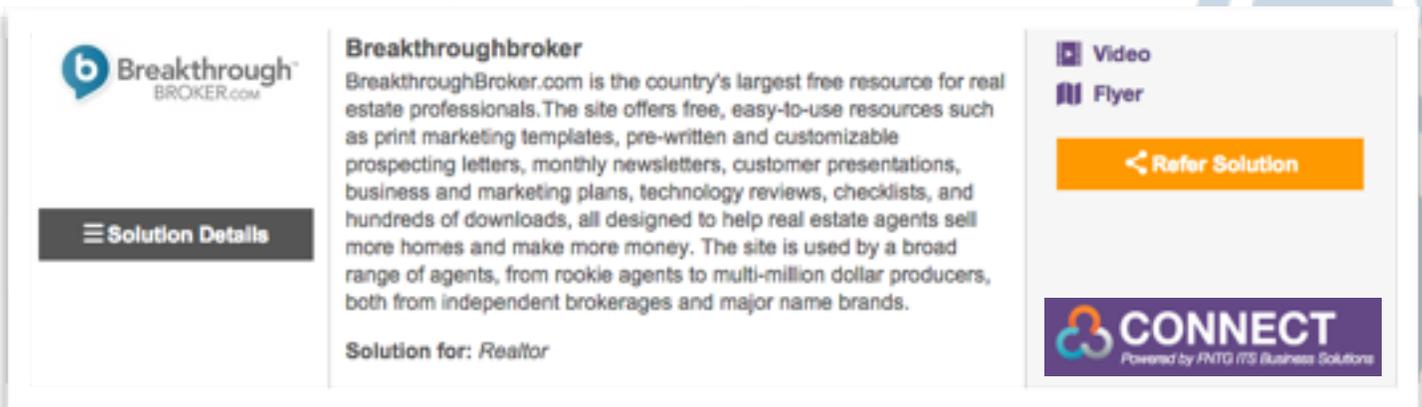
Double your market share in just 15 minutes per day

When used diligently and with discipline, this playbook will double your market share within 12 months. Follow the action items described every work day, Monday through Friday.

Monday

Create 10 new contacts

Register 10 new REALTORS for your BreakthroughBroker.com platform. Registering clients for the site is easy.



The screenshot shows a product listing for Breakthrough Broker on the Connect platform. On the left, there is a logo for Breakthrough Broker.com and a button labeled "Solution Details". The main content area features the text: "Breakthroughbroker BreakthroughBroker.com is the country's largest free resource for real estate professionals. The site offers free, easy-to-use resources such as print marketing templates, pre-written and customizable prospecting letters, monthly newsletters, customer presentations, business and marketing plans, technology reviews, checklists, and hundreds of downloads, all designed to help real estate agents sell more homes and make more money. The site is used by a broad range of agents, from rookie agents to multi-million dollar producers, both from independent brokerages and major name brands." Below this text is a label "Solution for: Realtor". On the right side, there are icons for "Video" and "Flyer", an orange button labeled "Refer Solution", and a logo for "CONNECT Powered by PNTG ITS Business Solutions".

1. Log in to [Connect](#), find the Breakthrough Broker Product and click the “Refer Solution” link. **(Important! Do not refer agents to the Agent Engage product)**
2. Fill out the referral form accurately with the agents information.
3. Congratulations! Once you’ve registered 10 agents you’re done with Monday’s task.

What happens next?

1. Connect sends the Realtor referral you created to Breakthrough Broker and their Breakthrough Broker profile is created within minutes.
2. Connect will send the Realtor an email explaining that they’ve been given a free profile on Breakthrough Broker which includes their login information.
3. The Realtor will begin receiving your company-branded emails, and each time they click to view the content in the email they will be directed to your branded Breakthrough Broker site.
4. Your automated marketing system has now been activated!

Tuesday

Follow-up calls

On Tuesdays you will call the 10 agents who you registered for Breakthrough Broker on Monday. Remember, they received an email informing them of their new profile. Here is your callback script:

Intro: "Hi [Agent Name], I'm calling to see if you received an email yesterday about a website called Breakthrough Broker?"

If 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: OK no problem. Can we set up a time to meet and I can show you my favorite resources on the site? I'd love to get your opinion.

If they say no, you say: Well I realize you're busy, but I thought of you when I saw this site. 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 two days from now

Voicemail

Hi [Agent Name], I'm calling to see if you received an email yesterday about a website called Breakthrough Broker. I'd love to get your opinion on the site. 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 [Agent Name], 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

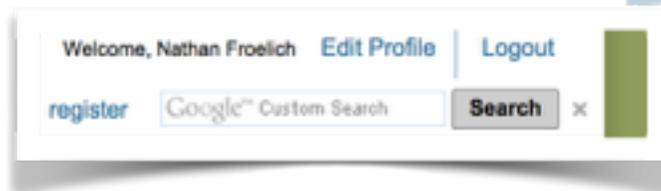
On Wednesdays you'll leverage the content on BreakthroughBroker.com to get appointments with REALTORS. Every Wednesday schedule three appointments by using these value-add tactics.

Script Example 1: "Hello [REALTOR Name], I'm calling because my No. 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 BreakthroughBroker.com	Solves the agent's need for:
Business Plan	Take their business to a new level/Growth
The "Magic Letter"	Helping buyers who can't find the right home
Self-Promotional Brochure	Developing a 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'll receive a report from Breakthrough Broker. This report shows you all of the REALTORS you've registered, and tells you who is using the site.

Your tasks today

With the information from your report in hand, you can reach out to REALTORS individually and tailor your message based on their site usage.

Call five agents who have logged into Breakthrough Broker and say:

"Hi [Agent Name], I hope you are having a great week. I noticed you've used our Breakthrough Broker site three 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 [Agent Name], I hope you are having a great week! I'm giving you a call because I noticed you had not been to Breakthrough Broker for a few weeks (or even ever). Have you been receiving the business ideas from Breakthrough Broker?"

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

Oh that's too bad, they 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 together."

Best Practice: Breakthrough Broker is a powerful top-of-mind marketing system, and it 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 Breakthrough 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 A LOT 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" their entire roster of real estate agents to your Breakthrough Broker platform. Here's how it works.

"Hello [Broker/Owner Name], 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 weekly ideas, tips, tools, technology, and strategies to help build momentum in their business. This is free for the company, and I can have it set up immediately.

If they ask for more information or to clarify

Breakthrough Broker offers things like prospecting ideas, marketing templates, business planning, and 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 registered 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: You can get agents signed up on your Breakthrough Broker platform at in-person events. These face-to-face opportunities allow you to 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 Friday Action Item: Schedule two in-person or networking events, and one meeting with a broker owner

If you have any questions, don't hesitate to contact us!

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