

RRC ONE-DAY COURSE



Zero to 60 Home Sales
a Year (and Beyond)

MURFREESBORO, TN 8/2022

BONUS SLIDE DECK



@jamesnellis

@nellisgroup





MISSION
VISION
CORE VALUES

Nellis Group 100th Home Sale For Charity Program

(First Round Results)

100+
Homes Sold Already

17
Fantastic DC Metro
Charities

3,000+
Votes From The
Community

\$10,000
In Charity Donations
At Stake



THE FINAL 6 VOTE

Vote Today At NellisGroup.com/100



- Homeward Trails Animals
- National Capital Lyme Disease
- Fellowship Of Christian Athletes
- DC 127 Foster Care
- Virginia Vipers Veteran Softball
- Central Union Mission

- Paws Of Honor
- Paul VI Catholic School
- Five Talents USA
- Hope For Henry
- Warrior Buddies
- Immanuel Hope Ministry
- Campus Crusade For Christ
- Immanuel Bible Church
- Immanuel Christian School
- At Home Alexandria
- Paving The Way MSI

For Information On Getting Your Favorite Charity Signed Up For Next Year, Visit <http://www.nellisgroup.com/charity-registration>

What an amazing night!!!! We had the opportunity to hear more about our Top 6 Charities and announce the 1st Place WINNER! Homeward Trails Animal Rescue!! Thank you to all the charities, members and donors that helped make this an epic way to give as a Real Estate Company celebrating our 100th Home Sale earlier this year!



NellisGroup.com/100

NellisGroup.com/VOTE

100th HOME FOR CHARITY

THE NELLIS GROUP IS DONATING 100% OF THE COMMISSION
EARNED FROM THE SALE OF OUR 100TH HOME TO
LOCAL CHARITIES THROUGHOUT THE METRO D.C. AREA

**central union
MISSION**

**VOTE
NOW!**

WWW.NELLISGROUP.COM/VOTE

WWW.NELLISGROUP.COM/VOTE

POINT YOUR SMARTPHONE
CAMERA HERE TO VOTE

DC 202-517-8889 | MD 301-755-2644 | VA 703-348-6442 | @NELLISGROUP
#NELLISGROUPSERVESMETRODC

100th HOME FOR CHARITY

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LOCAL CHARITIES THROUGHOUT THE METRO D.C. AREA

**Animal Welfare
League
of
Alexandria**

**VOTE
NOW!**

WWW.NELLISGROUP.COM/VOTE

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VANITY URLS: /NELLISGROUP




Accountability: NellisGroup.com/Impact



DAY: S M T W T F S

Date: / /

*"To Invest In People's Lives
As They Invest In Real Estate"*



NELLIS GROUP

BUSINESS – TOP 5

1. _____
2. _____
3. _____
4. _____
5. _____

HEALTH – TOP 5

1. _____
2. _____
3. _____
4. _____
5. _____

TO DO for TODAY – TOP 10

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

ACTION SCORE

Behavior/Action	Points	Achieved
10 Phone Calls/Texts- 10 (1 point per)	1	
Handwritten Notes/Cards - 5 (1 point per)	1	
Home Showings (2 pts each)	2	
Writing Offers (10 pts)	10	
Refined Offer (10 pts)	10	
Closing (10 pts)	10	
Face-to-Face (10 pts per meeting)	10	
Home Inspection (5 pts)	5	
Open House (10 pts)	10	
Role Play (5 pts per hour)	5	
Preview MG Listings (5 pts)	5	
ICS (10 pts per meeting)	10	
**Daily Goal is 40 Points	Total	

One Word: _____

I implemented it with: _____

PERSONAL GROWTH – TOP 5

1. _____
2. _____
3. _____
4. _____
5. _____

WEALTH – TOP 2

1. _____
2. _____

DAILY PROSPECTING

CALLS/TEXTS: 1 2 3 4 5 6 7 8 9 10 11 12 13
14 15 16 17 18 19 20 21 22 23 24 25 26 27
28 29 30 31 32 33 34 35 36 37 38 39 40 41
42 43 44 45 46 47 48 49 50

CONNECTS: 1 2 3 4 5 6 7 8 9 10 11 12 13 14
15 16 17 18 19 20 21 22 23 24 25

SUMMARY

Calls/Texts	Connects	Appt Set

ADDITIONAL NOTES

Today I was a: ____/10

Reason: _____

3. _____

4. _____

5. _____

TO DO for TODAY – TOP 10

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

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CONNECTS: 1 2 3 4 5 6 7 8 9 10 11 12 13 14
15 16 17 18 19 20 21 22 23 24 25

SUMMARY

Calls/Texts	Connects	Appt Set

ADDITIONAL NOTES

Today I was a: ____/10

Reason: _____

ONLINE HOME SURVEY

NELLIS GROUP HOME SURVEY

Please fill out the following information so we can better serve you. We look forward to helping you sell your home!

Property Info

* Property Address

Contact Information

* First Name

* Last Name

* Email

* Phone Number

* Best Method of Contact

Home Sale Information

* When do you want to sell and move out of the home?

* What is your current estimation of the home's sale price in today's market?

* What interior upgrades have you made to the home? Please include year.

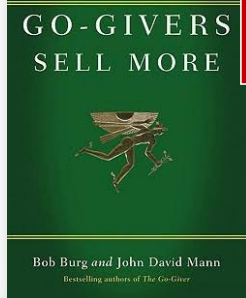
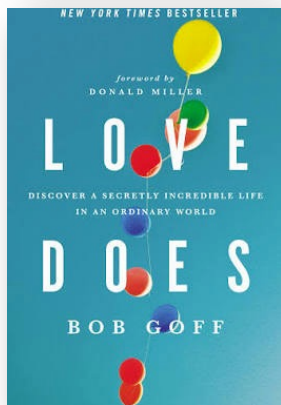
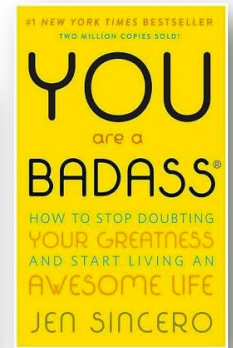
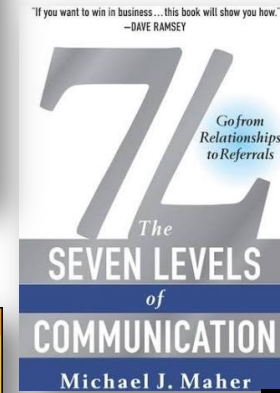
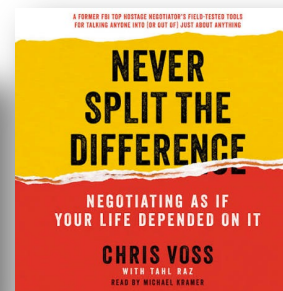
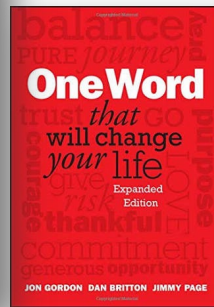
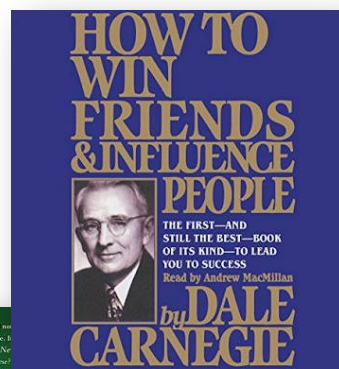
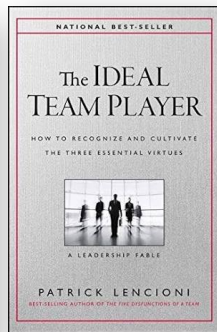
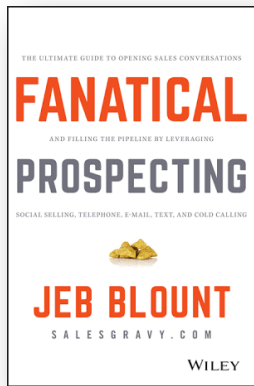
* What exterior upgrades have you made to the home? Please include year.

www.nellisgroup.com/home-survey

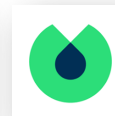
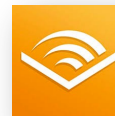
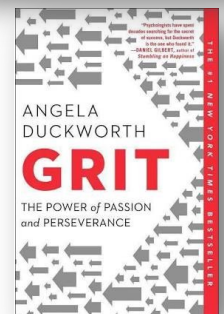
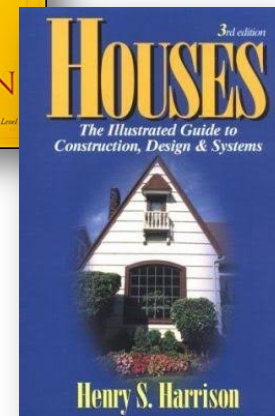
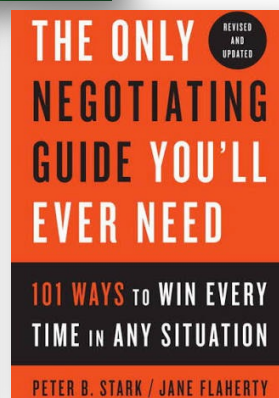
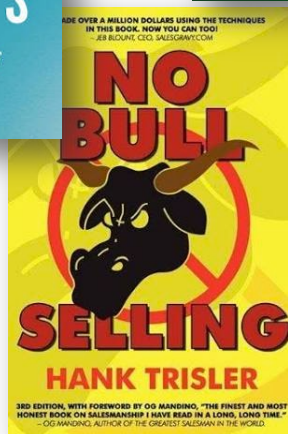
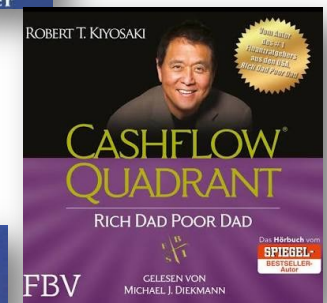
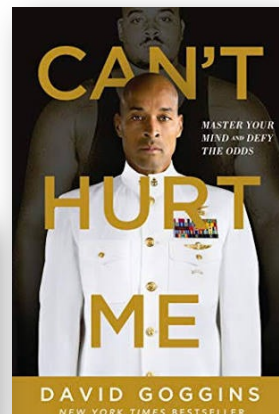
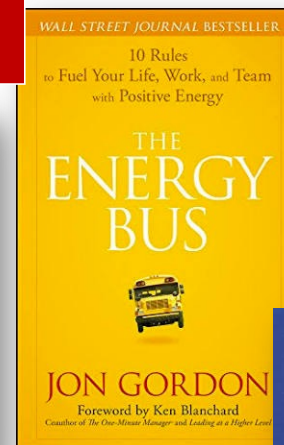
EASTER MORNING



www.NellisGroup.com/EASTER



NELLIS BOOK LIST



3. Sentiment Cards

**5
CARDS**

5-25-100-1200



www.NellisGroup.com/Cards

Turning Hi-Tech & Social Media into Hi-Care

Make a difference by communicating directly and in a NEW way!

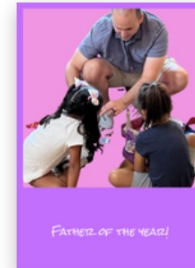
Sign up today to become *AUTOMATIC* when people think of *YOU* as the local expert in Real Estate.

3 REASONS TO SEND CARDS

Keep Clients
Updated with
Important
Information &
Special Events

Build
Relationships
with Venders &
Referral Agents

Perfect
Opportunity to
Thank Friends &
Business Partners





REVIEW STRATEGY: RACE TO 100

DEVELOP A REVIEW STRATEGY

YELP
GOOGLE
FACEBOOK
*ZILLOW

TOUCHPOINTS:
RATIFICATION
INSPECTION
WEEK PRIOR TO SETTLEMENT
SETTLEMENT DAY
WEEK AFTER SETTLEMENT

CREATE LEVERAGE BY HIRING



**Scan to request a free
30 min consultation**

TOP 10 LEAD GENERATION IDEAS

1. First: Door Knocking – “Just Listed/Just Sold” – sold for 350k.
2. Client Appreciation Party – invited TOP 50 to home for party.
3. Sign Twirling- gorilla costume –
4. Open Houses- Know the Market, Neighborhood, Be nice
5. Community Involvement- Rotary Club, Kids sports teams
6. Facebook Ads - \$10/day - 600 – Leads: 60 leads
7. Marketing Directors of Assisted Living, Attorneys, Niche
8. Table Tent – at coffee shop
9. Farming- Neighborhoods that have higher turnover rate: Over 10%
10. Work Past/Current Clients- relationship building- send out a LOT of cards/gifts
11. Call 10 people a day everyday of your life. Talk to 4 people
12. Email Newsletters

TOP 10 LEAD GENERATION IDEAS

1. Social Media – REVIEWS
2. Charity Involvement – Habitat for Humanity/Meals on Wheels
3. Boomerang- postcard mailing
4. Brokerage- Buy side – Put out on Social Media for leads- home evaluation link.
5. Yard Signs
6. Church involvement
7. Write 10 note cards per week
8. Social Media- posting photos of clients with SOLD signs/closing – they post it and tag you.
9. Facebook LIVE at events: OH, etc.
10. Video Blogging – after a good listing presentation, Q&A, etc.
11. BombBomb – video email

TOP 10 LEAD GENERATION IDEAS

1. Expired/FSBO listings – MOJO – service: \$50/month. Up to date info. www.mojosells.com - don't use the dialer.
2. Convention/Conference each year. TAR Spring & Mid-Year
3. Website – to a niche - www.jackjournigangets.housedocumentshanded.com (Work with estates/divorces) – Divorce Attorneys are your contacts. Upfront evaluation to get the listing and purchase.
4. PPC – online lead gen
5. Floor Duty at the office
6. Office Events – SHRED it event & Recycle it.
7. Referrals from SOI- personal time with the ambassadors
8. Volunteer at schools/PTA
9. Elementary School secretaries
10. Passing out your card when you meet people

TOP 10 LEAD GENERATION IDEAS

1. Corporations/HR Departments
2. Name Tag
3. New Construction
4. Contractors
5. Development as a speciality – BK – Builder's Kid
6. Blogging – Expert in the neighborhood –
7. Mailers- Neighborhood stats/market
8. Restaurant Coupon Mailer
9. Calendars – End of Year for the whole year
10. Recipe Mailers
11. Football Schedules
12. Melco Calendar for Refrigerator
13. Flags for 4th of July- walk the neighborhood

TOP 10 LEAD GENERATION IDEAS

1. Flag Day/4th of July
2. Age Specialty – downsize, etc.
3. Thank you to the other Agent and Vendors
4. Post Card for Events in the TOWN
5. CRS events out of town – referrals
6. Florida Realtor Convention/Company Meeting
7. Mother's Day Cards with handkerchiefs
8. Attending broker opens
9. Public Servant appreciation meals
10. Office more- walk-ins... Coming Soon - get connected
11. Monthly Event- showcase a home (hot properties) Title Company sponsor it.
12. Wear my badge/Name Tag- all clerks ask for card, RE Questions
13. Gas Stations with name tag

TOP 10 LEAD GENERATION IDEAS

1. Twitter
2. Contractors share clients
3. Instagram/Periscope

TOP 10 LEAD GENERATION IDEAS

1. Facebook/Twitter: shotgun advertising
2. Community Newsletter
3. School Directory
4. Grocery carts
5. Kiosk for Hand Sanitizer
6. American Magazine- upscale magazine
7. RPR – neighborhood for farming
8. SOI – 3 times per month
9. Postcards

TOP 10 LEAD GENERATION IDEAS

1. Buffini- Stuff- POP BY
2. Write notes
3. Client Events- Movie Day
4. Just listed/Just Sold cards
5. Seller Seminar
6. Retirement Communities
7. Facebook Biz Page
8. Farm- send notes out

TOP 10 LEAD GENERATION IDEAS

1. Facebook- Just listed/just sold
2. Bi-Monthly Newsletter
3. Zillow/PPC
4. Professional Database- Attorneys
5. Community Volunteer work
6. SOI marketing
7. Baseball/Football Magnets
8. Christmas Cards
9. Pop by
10. Referral Gift Cards
11. Door Knocking
12. Just Listed/Just Sold Postcards

TOP 10 LEAD GENERATION IDEAS

1. Business Cards – 10 a day
2. FSBO/Expired
3. Chamber of Commerce Meeting
4. Buyer Seminar
5. Veteran Expo
6. Intro Packets to Businesses in
Area/Universities to HR Department

TOP 10 LEAD GENERATION IDEAS

1. Craigslist – listing/open houses
2. SOI
3. FSBO/EXP
4. GEO Farm/Income Level Farm
5. Pop By
6. Open Houses- Thank you cards \$5- DD
7. Market Watch Newsletter to Community
8. Direct Mail
9. Coffee/Lunches- Face to Face
10. Just Listed/Just Sold

TOP 10 LEAD GENERATION IDEAS

- 1.Social Media- Facebook – algorithm
- 2.Zillow Paid Leads
- 3.Gift Card on Anniversary/Birthday
- 4.Past Client- ask for business
- 5.General Advertising

CMA GROUP IDEAS

- 1.Past Clients
- 2.Current Clients
- 3.Business Professionals
- 4.Service Providers
- 5.Internet Leads
- 6.Church
- 7.SOI
- 8.Non-Local Agents
- 9.Investors
- 10.Relatives/Family
- 11.Buyers
- 12.Sellers

CMA GROUP IDEAS

- 1.Charities
- 2.Education
- 3.Prior Jobs/Employment
- 4.Partners
- 5.Networking Groups
- 6.Ambassadors/Advocates
- 7.Leisure
- 8.Local Realtors
- 9.Farm Prospects
- 10.Military
- 11.Builders

CMA GROUP IDEAS

1. Neighborhood
2. Medical Schools/Students

CMA CATEGORIES IDEAS

1. Specific Farms
2. Long Time Home Owners (20 years plus)
3. Average Life Span in Home (5-7 years)
4. By Year for Buyers/Sellers
5. Type of Attorneys
6. Travel Agents
7. Coop Agents
8. Genealogy
9. In State/Out of State
10. Groups for Referrals (CRS, Buffini, etc)
11. Electrician, Roofer, Plumber
12. UPS/Mailman

Reasons to Call

1. Home Just Listed/Just Sold
2. FORD/FROG
3. Write Notes on Cards (CRM)
4. Designation Call – Success Call
5. Life Events – either mine or theirs (graduation/etc)
6. FSBO that you see a sign
7. Happy Birthday
8. TOP SOI- invite them to be part of YOUR Board (BOD)
9. Community Event- they expressed interest
10. Mailer Follow Up

Reasons to Call

1. Call on Home Anniversary
2. Grand Opening Call
3. 30 Day Follow Up after transaction
4. Intro new family to neighborhood (intro pool, etc)
5. Buyer Needs – calling for a home
6. Calling to remind them of Home Warranty/Referred Vendors & Feedback
7. Ask for NEW Vendors
8. Reconnection – it's been 2 years

Reasons to Call

1. Community Zoning Issues/Parking/Private Beach issue
2. Thinking about them. CALL THEM
3. Home Value Update
4. Thank you for Referral: Retrace the Tree
5. Specific Client: Home Building- who do you know?

Reasons to Call

- Market Activity
- Refinance/Interest Rates
- Service providers
- Household Inventory
- Mortgage Accelerator
- FHA MIP Release
- Zoning Changes
- HOA Updates
- HR Resources

Who To Call

- Call Capture Leads (Text & 800# Riders & Ads)
- Sphere of Influence
- Past Clients
- Expired Listings
- FSBOs
- Just Listed/Just Sold
- Divorces Just Filed
- Open House Invites (Neighbors)
- Internet Leads