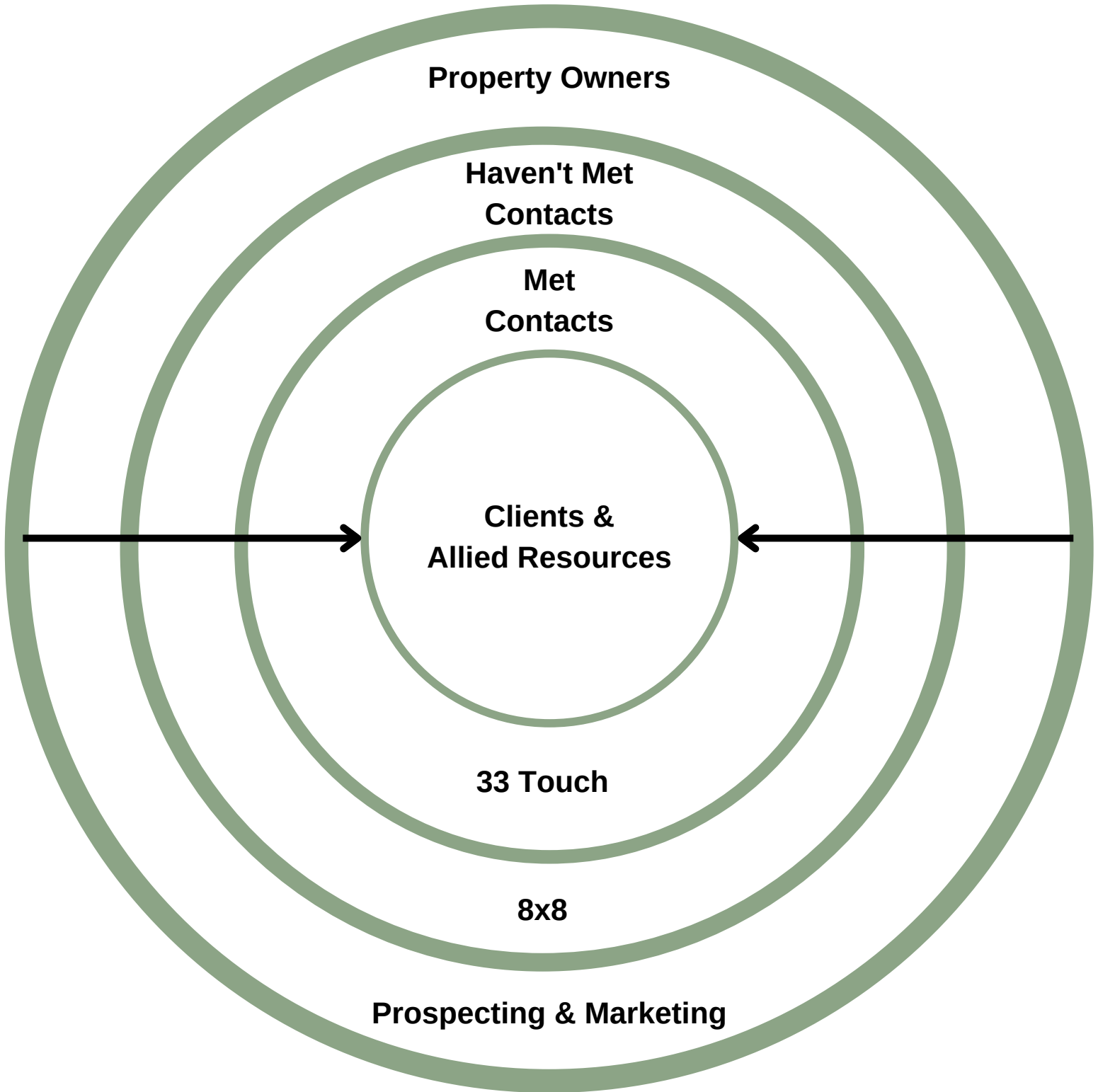


Lead Generation System



Prospecting & Marketing



Identify

- Identify your target audience.
- Who do you want to connect with?



Research

- Obtain property and owner information.
- Organize and add this information into your database.



Contact

- Get in contact with your target audience.



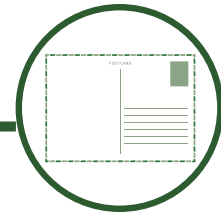
Tax Record Calls

- Get in contact with the property owner.
- Confirm their contact information and add to the 8 X 8.



Tax Record Letters

- If you are unable to contact the property owner by phone, try sending a letter.



Postcards

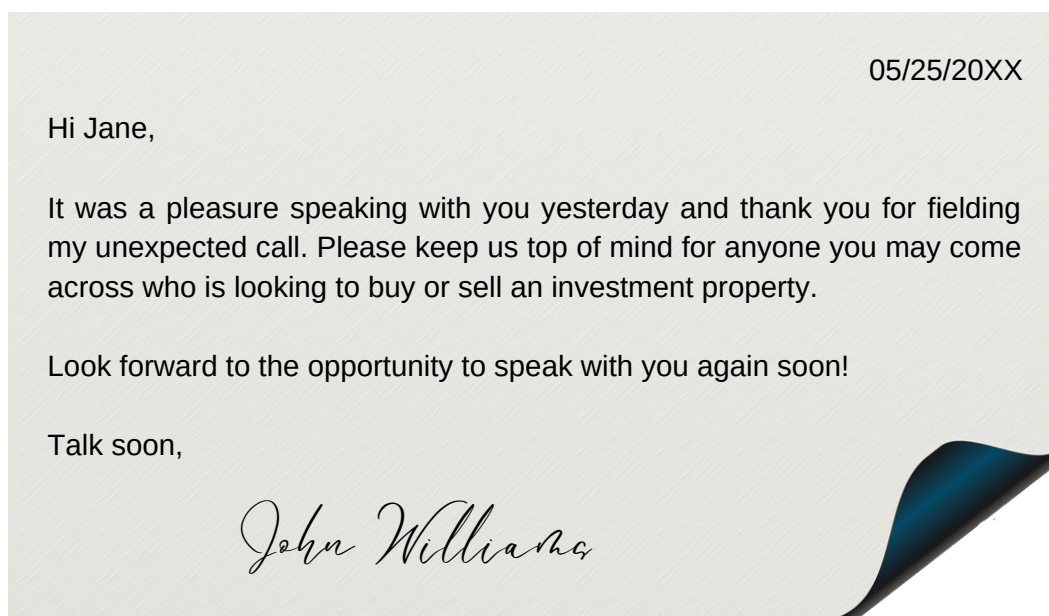
- Get top of mind with property owners by sending postcards with relevant market information.

8x8 Touches

The 8x8 consists of 8 touches over an 8 week period. This is a proven follow-up system that helps you build a solid foundation for your relationships. This process helps you convert a Haven't Met contact to a Met contact.

Touches consist of the following:

- Touch #1: Handwritten thank you note & business card
- Touch #2: Follow-up call
- Touch #3: Intro Package
- Touch #4: Follow-up call
- Touch #5: Net-Lease Investor Scorecard, Market Info, etc.
- Touch #6: Follow-up call
- Touch #7: Case study, Market Info, etc.
- Touch #8: Follow-up call



33+ Annual Touches to Clients & Allied Resources

- 13 Newsletters
- 3 Mailers
- 7 Postcards
- 6 Informational Videos
- Networking Events
- Quarterly Calls
- Anniversary Letter & Call for clients that we've closed with

