



Using Top Producer to Market to Your Leads

Your database is your biggest resource and we want to help you maximize your production from it.

By using Top Producer's Action Plans you can create customized follow-up plans for all of your contacts. Imagine logging into your database and being told that you have five calls to make, three emails to send and two letters to mail - and the emails and letters are already written and formatted for you! Top Producer makes following up with your contacts on a consistent basis that easy.

We offer special package discounts for agents who want to create multiple Action Plans in Top Producer. For example, you might want to create one action plan for Buyer Leads and a different plan for Seller Leads. Here is an example of a Buyer Lead 8x8 Action Plan. This plan would be used for a new Buyer Lead.

- Week 1: Mail: Letter of Introduction and personalized marketing piece
- Week 2: Email: 10 Things Every Buyer Should Know About Buying In This Market
- Week 3: Email: Financing Options for First Time Buyers
- Week 4: Call Buyer to follow up
- Week 5: Mail: Free Report (Market Update, etc.)
- Week 6: Email: Investment Tip
- Week 7: Email: Home Buyers Workbook, PDF
- Week 8: Call Buyer - determine if this person is still a lead

Do you see how using a plan like this one would put you at the forefront of your Buyer Lead's mind when they are ready to buy a home? Our Top Producer Specialist will work with you to craft action plans that fit your business and highlight your unique value proposition.

Creating Action Plans is just one part of maximizing your Top Producer database. If you don't currently use Top Producer these are the steps you need to take:

1. Call (866) 459-7893 to set up your account.
2. Export your database to Excel and Import it to Top Producer. Top Producer will help you do this and will walk you through each step free of charge.
3. Categorize your contacts by Contact Type. (A ProREA staff member can help you with this step)
4. Work with ProREA Staffing's Top Producer Specialist to create your Action Plans (see pricing on the following page)
5. Assign your contacts to the appropriate Action Plan. Stagger the Start Date so that no more than ten contacts start a plan on any given day. (Again, we can help you with this step)
- 6. Start using your action plans!**



Top Producer Action Plan Set Up Fees

Individual Pricing:

8x8 for Buyers (8 touches in 8 weeks)	\$75
8x8 for Sellers	\$75
8x8 for Other Groups	\$75
33 Touch (33 Touches in 1 year)	\$150
12 Direct (12 Touches in 1 year)	\$120

Package Discounts:

- 1) Order 2 or more **8x8** Action Plans \$50 each
- 2) Order 2 **8x8** and 1 **33 Touch** \$225 total
- 3) Order 2 **8x8**, 1 **33 Touch** and 1 **12 Direct** \$325 total

Other Fees:

Initial Consultation (required) \$40

This approximately one hour meeting is required prior to us getting started. During the meeting we will work with you to lay out the sequence of your Action Plan (s) and discuss your content. Your Top Producer Expert will bring examples of all of the prewritten templates available to you in the database to the consultation so that you can easily select the appropriate templates for your Action Plans.

Copywriting \$40 per hour

Pricing of Action Plans and Packages assumes that all copy is already written and is in electronic format. If you would like help writing original material a copywriting fee of \$40/hr will apply.

Action Plan Support \$25/hr

Once your actions plans are in place our Virtual Assistants can help you manage your action items by sending emails and mailing letters on your behalf and supporting you in making follow up calls.

For more information, please call Vanessa Rosenblum at (310) 659-0647.