

25 People I “F.O.R.D.ed” This Week

Opportunities to use FORD: Face to Face Meetings, Phone Calls, Open Houses, Floor Calls, and Social Events

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

F.O.R.D.

System for building rapport, prospecting, and negotiating

Family/Friends

Occupation

Recreation

Dreams (goals)

Five-Step Calling Process

1. Salutation
2. Look for Common Ground
3. The purpose of my Call - one of the nine reasons listed below
4. End on Common Ground
5. Keep calls to three to five minutes max



Tim & Julie
HARRIS[®]
REAL ESTATE COACHING

Reasons to Call that Add Value to your Customer

- | | |
|---|--|
| 1. Sellers - Update | 6. Birthdays |
| 2. Under Contract Buyers - Update | 7. Thank you, Congratulations, Thinking of you, etc. |
| 3. Active Buyers - Update | 8. Annual Market Update |
| 4. Recently Closed Customers - Do you need anything? | 9. Referral Sources - Thank you and update on progress |
| 5. Anniversaries - “Guess what we were doing 7 years ago” | |