



F2F - Face to Face Marketing Real Estate Strategies

Written & Presented by:

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You Tube Course Description: <https://youtu.be/Zk0M9rGL1o0>

Course Length: 1.5 hours

Learning Objectives:

Participants will learn a combination of “old-school” face to face prospecting strategies, complete an assignment, plus implement minimum standard technologies to support the face to face approach.

Minimum technology for best results (reviewed in program):

- **CRM**
- **Personal Website**
- **Social Media**
- **Video Slideshow - i.e. Animoto.com**

Strategies Covered:

- Client base communications and strategy
- Farming around where you live
- Prospecting for listing where a qualified buyer is seeking a specific neighbourhood.
- Open House winning strategies
- Just Listed / Just Sold Campaigns. What to say what and when to deliver
- How to successfully approach and convert “For Sale by Owners”
- How to successfully approach and convert to clients small single family builders.

A course handout containing key slides, language concepts/scripts are provided.

An assignment form is provided and useful for management/mentor support.

Live and Webinar Format

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