

Past Clients

John Jones

319 closings \$44 million

Keeping A Client is Cheaper

than Buying One

Conversion Ratios

•	Cold Direct Mail	2,000:1
•	Cold Internet Lead Generation	1,600:1
•	Cold Phone Solicitation	500:1
•	Door Knocking	100:1
•	Personal Contact with Friends	50:1
•	Ad Calls	25:1
•	Sign Calls	20:1
•	Open Houses	15:1
•	Walk-ins	10:1
•	Past Buyers	9:1
•	Past Sellers	4:1
•	Referrals	3:2

People Prefer to Work With People They:

- 1. Know
- 2. Like
- 3. Trust
- 4. Flow

Flow Frequency of Interaction

Client Events

- Bowling Event- February
- BBQ Event- May
- Pie Give Away- November

Bowling

Join Us!



JOHN JONES REAL ESTATE
3RD ANNUAL CLIENT APPRECIATION EVENT
SUN. FEBRUARY 17TH
CHECK-IN STARTS AT 1:45
ACTIVITIES BEGIN AT 2:00 AND LAST UNTIL 4:00
AT LANES, TRAINS & AUTOMOBILES

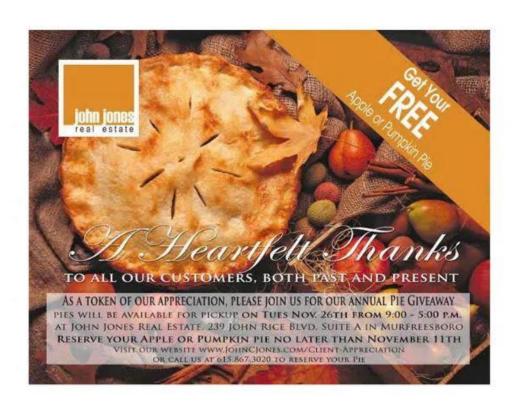
BRING THE FAMILY & ENJOY FREE BOWLING, LASER TAG, ARCADE GAMES, BUMPER CARS, POPCORN & DRINKS

RSVP ASAP AT WWW.JOHNCJONES.COM/CLIENT-APPRECIATION

BBQ



Pie Giveaway



Touches

- We send out about 1,000 invites
- · Get about 300 to 400 attendees
- Save a date
- Postcard
- 3 Blast email reminders
- Thank you
- Send a link to for a zillow recommendation
- Pictures on facebook

Key to the Events

- Have Fun
- Thank you
- · Love on them as much a possible

Law of Reciprocity

- 10% givers
- 10% takers
- 80% operate under reciprocity

I Love Referrals.....

- John Jones
- John Jones Real Estate
- 615 300 7475
- Jones@johncjones.com
- Murfreesboro Tn (Nashville)

VIP Upgrade Package

- 17 Video Recordings
 - **17 Session Slides**

- 17 Audio Recordings
- 3 Bonus Videos
- www.AgentLeadGenerationSummit.com/Special
 - ...OR...click the button below...



YES! I WANT THE VIP UPGRADE PACKAGE!

